



NATUZZI ITALIA
PAYS HOMAGE TO
NEW YORK CITY

2 FLAGSHIP STORES IN NYC
62 NATUZZI ITALIA POINTS OF SALE IN NORTH AMERICA
PRESENT IN MORE THAN
280 AMERICAN WHOLESALERS
LISTED AT NYSE SINCE 1993

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After SoHo, now Madison Avenue.

Natuzzi Italia doubles in New York with the opening of the second flagship store, located at 105 Madison Avenue (at 30th Street), in the heart of the urban zone of home architects, interior decorators and designers. The choice of this location underlines the stronger and stronger willing of Natuzzi Italia brand to address both the Architects and Designers Community.

The 400-square-foot showroom was officially launched during the International Contemporary Furniture Fair (ICFF) held in NYC, to which Natuzzi decided to participate for the first time with its own stand.

The opening of the new store in New York strengthens the Natuzzi Italia's flagship strategy, already in place in Milan, Paris, Madrid, Sydney, Shanghai, Seoul, Dubai and in 270 stores and 325 global galleries, upgrading its global retail network and its role as ambassador of Made in Italy all around the world.

Moreover, this step is of particular significance as in the US the Natuzzi Group began to grow during the 80s and in 1993 the company was listed at NYSE. With the opening of this second store in New York, in addition to the existing 60 Natuzzi Italia points of sale in North America, the brand also consolidates such a special feeling always shared with the American consumers.

Natuzzi Group is strongly committed to correctly transfer the brand identity and proposition. Entering the new flagship store in Madison Avenue as well as every Directly operated Natuzzi Italia store means to start a journey into "Made in Italy" living environment, focused on creating value with integrity following a vision of life that blends tangible and intangible elements, and a search for beauty and harmony in the home.

The grand opening soiree drew the attention of a number of guests among architects, designers, real estate refurbishers, media and financial community.



MR. NATUZZI SAID:

“ WITH THE OPENING OF OUR SECOND STORE IN NEW YORK WE INTEND TO REINFORCE THAT SPECIAL FEELING THAT HAS BEEN LINKING OUR BRAND TO THE AMERICAN CONSUMERS. THIS FURTHER INVESTMENT CONFIRMS THE REAL GROUP'S COMMITMENT IN STRENGTHENING AND UPGRADING ITS GLOBAL RETAIL NETWORK AND ITS ROLE AS AMBASSADOR OF MADE IN ITALY IN THE WORLD ”



New York: Pasquale Natuzzi with designer Karim Rashid and his wife at Natuzzi Italia store opening in Madison Avenue



The opening of the second flagship store Natuzzi Italia in New York and the participation of Natuzzi in the International Contemporary Furniture Fair (ICFF) and NEOCON (North America's largest Design exposition and conference for commercial interiors), together with the recent appointment of Edward Teplitz as Chief Commercial Officer of Natuzzi Americas, are in line with the strategy of expanding business in the United States provided for in the Business Plan 2014-2016.

In the restructuring and efficiency recovery plan, a relevant attention is devoted on DOS strategy, to return to profitability through: the closure of 13 stores (of which 8 already closed in the first quarter), the reduction in lease rent in the existing network (some savings already achieved in the first quarter); the rationalization of sales staff and the repositioning of stores locations according to the brand identity.

COMPLIANT WITH
NATUZZI BUSINESS PLAN 2014/16



New York: Designers waiting for the opening of Natuzzi Italia booth at ICFF

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