



A PERFECT DAY

NATUZZI PRESENTED RE-VIVE IN THE FLAGSHIP STORE IN MILAN

Recently Milan was the scene of the Italian launch of Re-vive, the new Icon Product of Natuzzi Group.

More than 400 guests gathered at the Natuzzi flagship store – 1,000 square meters, located in the heart of the city in via Durini - for attending the event, structured in two main parts: a press presentation in the afternoon, followed by a cocktail party.

Some main reporters from domestic and international media attended the press brief; among others the Italian correspondents of Reuters and Wall Street Journal (in a business trip from Rome for the occasion), as far as chief editors of Il Sole 24 Ore, Ansa, Corriere della Sera, La Repubblica and – just to mention a few - AD, Vanity Fair and Marie Claire Maison, from the vertical press.

On the fringe of the meeting, Pasquale Natuzzi gave a broad interview to Il Sole 24 Ore, which was published the very day after with the title: "Natuzzi punta sul Made in Italy" (Natuzzi leverages on Made in Italy), while Class CNBC recorded the story



**INTERNATIONAL PRESS, VIPS
AND FINANCIAL COMMUNITY**

**SUMMONED TO WELCOME
THE NEW ICON PRODUCT
OF THE BRAND**



www.youtube.com/watch?v=OJ-eLwDcGP4

During the night, the financial community was well represented by top tier professionals (32 in all) from HSBC, Merrill Lynch, JP Morgan, UniCredit, Banca Intesa, Mediobanca, Amber Capital and other leading institutions which applauded the come back of Natuzzi to such an outstanding and effective product, waiting for the forthcoming presentation of the Industrial Plan 2014-2018.

RE-VIVE ADDRESSES A WIDE TARGET
OF CONSUMERS WITH:

6 DIFFERENT STYLES

2 DIFFERENT SIZES

6 DIFFERENT SWIVEL BASE FINISHES

16 DIFFERENT COLORS

AND ALSO:
DEDICATED DISPLAY SYSTEM

DEDICATED MARKETING &
COMMUNICATION TOOLS



RE-VIVE WILL BE PRODUCED IN ITALY,
WITHIN THE GROUP'S CENTRE OF EXCELLENCE AND INNOVATION

The prestigious but sober staging, made people appreciate the beauty of the new recliner, while the possibility to experience it in some different settings helped to fully understand the unequalled technical performance.

“An extraordinary goal in combining Italian Style and international behaviour” was the professional comment collected by a senior partner of a top level architectural firm, engaged in some residential project in UK and Middle East “The two sizes (King and Queen) will let interior designers to locate Re-vive both in urban flats in Old Europe and international metropolis and in houses, villas and hotels.

Since the first launch at Hight Point, Re-vive has been collecting orders for more than 1,800 pieces that will be exposed within our dealers' points of sales, through a dedicated display system and marketing tools. Such orders data go well beyond the brightest expectation (note: the retail price of Re-vive is around 3,000€ each).

The production of Re-vive will take place in Italy - in one of the Natuzzi Group's plants - now a true centre of excellence and innovation, where industrial efficiency has been improving thanks to the Lean Manufacturing approach and the implementation of the new production process (Moving Line).

CONTACTS

NATUZZI INVESTOR RELATIONS

Piero Direnzo

tel. +39.080.8820.812

pdirenzo@natuzzi.com

NATUZZI PRESS OFFICE

Vito Basile

tel. +39.080.8820.676

vbasile@natuzzi.com

NATUZZI S.P.A.

Via Iazzitiello, 47 -

70029 Santeramo in Colle (BA) - Italy

tel. +39 080 8820.812 | Fax +39 080 8820.520

www.natuzzi.com

