

NICOLETTI HOME at the Milan Furniture Fair 2024. "Comfort is at the core of our strategies."

After last year's edition success, **Nicoletti Home**, the internationally recognized brand with a solid experience in the top-quality upholstered furniture industry, returns to the **Salone Internazionale del Mobile** in Milan with a **400 sq. mt.** exhibit space in Hall 7 (Stand D08-D10), displaying **25 models**, including sofas and chairs, from the 2024 collection. **Comfort Core** is the theme chosen this year to express the freedom to be yourself, to live as you like, at ease, in your own intimate comfort. Outdoors, but especially at home. Every moment is right to enjoy your piece of upholstered furniture, but there is only one sofa that makes you enjoy every moment, the way you want it.

Nicoletti Home's concept of a sofa is: minimal, essential, and timeless. Inspiration comes easily: the history of top-quality Italian design merges with the brand's most vivid values, with the aim of creating emotions beyond certainties. These values however cannot leave aside the quality of the products, that are the result of an accurate selection of raw materials both as far as frames and covers are concerned; sofas that are made with the utmost attention to details in each phase of the working process, with a tailored care for fabric materials, always keeping an eye on innovation and new technologies to support the artisan tradition that has always distinguished the "Made in Italy", and fostering relationships based on trust with buyers from internationally recognized major markets.

"The changes brought about by the era we live in," comments Eustachio Nicoletti, **Nicoletti Home** world Sales Director, "have forced all of us to look inward and think about what we really want in our lives. This year's collections are designed for those who live their homes in their own way and always look for quality, without ever compromising on comfort."

The design studies behind the **2024 collection** are all about comfort, about welcoming, moving the challenge even further toward innovation and extending it to forms and design philosophies completely new for the Matera-based brand.

The outcome of such research are **4 models** whose main features are modularity, with organic, rounded and unstructured forms and a meticulous definition of volumes and visual emotions: models **ERIS** and **MOON**, characterized by a linear structure where the armrest merges with the backrest, thus creating a "protective shell" that wraps and holds the seat; model **SUN**, a dynamic sofa offering the option of three different backrests, and cozy, inviting, soft deep seats; the **BOOGIE** is the triumph of craftsmanship, thanks to the quilt detail on the base, and of functionality, with its backrest double-depth mechanism.

New introductions also include collections that are part of **Nicoletti Home's** DNA.

The **FREEDOM**, an elegant, classic sofa designed by **STUDIO FERRIANI** from Florence, features an innovative seat recliner mechanism, completely hidden inside the structure, and backrests that can be manually lifted, thus increasing the total height of the model by 20 cm approximately. Thanks to the plexiglass feet, the model offers a sort of aerial view, as if floating.

The **SOUL** is destined to become an icon in the Nicoletti Home collection; its pure, reassuring silhouette exudes a sense of calm offering a comforting embrace. The elegant shape is complemented by the functionality of the double-depth backrests and of the armrests, that can be lifted to any desired position and shifted outward.

The concept of comfort is the mainstream also as far as covers are concerned: for this edition of the Salone del Mobile, Nicoletti Home has selected 4 fabrics from the prestigious **Loro Piana Interiors** collection: **Loro Piana Interiors** perpetuate a know-how that has a keen eye for innovation, preserving origins and traditions. The exclusive patterns created with a unique fabric processing evoke a sense of security and fulfillment and can meet any customer's comfort expectations, perfectly converging to Nicoletti Home's latest presentation key concept.

Photos of the models can be found at the following link:

<https://wetransfer.com/downloads/1598c49e98fc1a9a8b41a60dbae08c3a20240415081259/f02c6ea63b11544a91a6aa5f2f67efe20240415081321/1e9cba>

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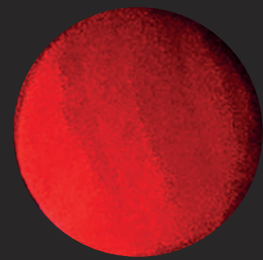
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A magical place at the dawn of history.



Since its foundation in 2008, Nicoletti Home has had an indissoluble bond with its territory, particularly with the city of Matera. Not only this city is a UNESCO World Heritage Site but also a place full of history, where the concept of home dates back to very ancient times.

Being rooted in such an extraordinary city, the Company cannot help but show an indelible mark that inspires a philosophy and a lifestyle, both focused on the love for home, the place of comfort par excellence.


The constant search for balance between aesthetics and functionality, tradition, and innovation, has allowed Nicoletti Home to quickly stand out as a manufacturer of upholstered furniture both at a national and international level. Indeed, the Company's work is characterised by exquisite craftsmanship, a remarkable manufacturing capacity, and a particular attention to the quality of each product that is realised. Today, Nicoletti Home operates in more than 70 countries worldwide, including the United States, Great Britain, France, and China, and is a point of reference for the whole interior design industry.

Enjoy your mood:
the Company's lifestyle philosophy.



Nicoletti Home's philosophy stems from an enthusiastic and enlightened vision of the Company, which has at its heart a taste for exploration, eclecticism, and the sharing of passions and desires.

Being designed and realised and designed with the utmost artisan care and attention to details, Nicoletti Home sofas are true living spaces: a haven of play, tranquillity, movement, and creativity. The home becomes an environment to live to the fullest, a world to explore with curiosity and a head full of dreams. All of this is at the heart of "Enjoy your mood", a philosophy at the core of the design of Nicoletti Home sofas and chairs, an invitation for design lovers to always choose charming, functional and versatile furnishings in order to enjoy a more fulfilling and relaxing life.




The keys
for success.

Nicoletti Home is a successful example of made in Italy in the world. But how did it manage to become a synonym of excellence and distinction? By combining the values of tradition with the Company's interest in the research and development of ever-new, highly innovative solutions thus ensuring excitement and comfort.

Functionality and well-being are always in the first place. This is why the study and selection of raw materials are fundamental steps. As for the following phases, the most important aspects are the creation of a design to be experienced rather than to be displayed, the tailoring care for fabric and cover processing, the use of innovative technologies to support craftsmanship, and an environmentally responsible and sustainable behaviour.

The attention to customer needs has always been a guiding light and one of the reasons why the Company created the Nicoletti Home PEOPLE sofa collection after the Covid-19 pandemic. Such collection was dedicated to all people looking for quality and comfort at affordable prices, by also guaranteeing the exquisite craftsmanship that has always characterised the Company.



Research
and imagination.

In the Nicoletti Home Study Centre, creativity and expertise combine to create smart designs that meet and guide the tastes of different markets around the world.

The desire to offer maximum comfort, together with an appealing design, leads the activities on which the entire supply chain is developed.

Nicoletti Home will meet every furnishing need thanks to the development of new solutions which satisfy the most diverse desires of its customers.

There are two main production lines: leather sofas – the Company's core business – and fabric and microfiber sofas. The collection thus includes over 80 models available in more than 1,000 versions.

Thanks to the collaboration with international designers, each project created by Nicoletti Home is characterised by a timeless elegance that perfectly fits any area of the home in any corner of the world.

New horizons,
new possibilities.



Nicoletti Home combines the Italian traditions with the most advanced technologies, creativity with efficiency, as the Company always bears in mind the fundamental values at the basis of its universe: transparency, rigour, curiosity, generosity.

The 220,000 m³ Italian warehouse has been the first one to be digitally automated in Europe, thus facilitating the tracking and handling of all products stored to be delivered to major buyers, to the most internationally prestigious chain stores, to over 700 independent retailers as well as to single-brand stores.

By relying on trust, over time Nicoletti Home has established close relationships with its stakeholders and, currently, even with groups such as Manwah Holdings Limited. This enabled Nicoletti Home to broaden its horizons by meeting extremely diverse international customers and to expand particularly in the Chinese market.

The Company's future goal is to create a Nicoletti Home branded network both managed directly and franchised all over China.

An essential element of this great project is the creation of the Nicoletti Home PEARL collection, a new challenge born in 2023.

