

SOLO

MADE IN

ITALY

1

2008

**“Il bello ci salverà”
“beauty is our salvation”**

Dostoevskij

INTRO

SOLOMADEINITALY

Historically with the definition “made in Italy” we intend a revaluation process of artisan and industrial production, that brought Italian products to excel in the international business competition. Over the time it earned such a fame to be able to establish an own category in all the product categories, a kind of collective trade mark that reminds the exclusivity of the products, that recognizes in the average Italian production the highest standards, care for the details, fantasy in the shapes and durability.

Often identified as a synonymous of luxurious merchandise, this market has been targeted in the globalization challenge, primarily by the far eastern producers, generating falsification of trade names, brands with poor quality and low cost products. **SOLOMADEINITALY** was born from the idea to promote and defend the originality and quality of this national brand, which is thought out, designed and produced entirely in Italy.

“Il bello ci salverà”
“Beauty is our salvation”
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This is the departure inspiration used as a first step of the project from Franco Nannucci, inventor of **SOLOMADEINITALY**, according to whom, beauty does not have to be necessarily expensive or unaffordable. Experience, ability and knowledge of projects and productions create reliable, durable and aesthetical goods, accessible to a large number of consumers. **SOLOMADEINITALY** initially thought out to present a collections of decorative fabrics with a set of 5 theme books, has become then a real container for a variety of goods as fashion, accessories, home decoration, food and beverage. A precise selection that represents the best of the Italian specialty .

The awareness that this idea was right has enable a team of professionals to build a concept that will offer investors a way to build a “space” where people, in different countries around the world, can discover, appreciate and buy products made in Italy, with easy access to producers and products that they won’t be able to discover even during extended trips around the Italian peninsula. **SOLOMADEINITALY** will offer some of the top brands of the Italian design and production as well as the products of a large number of companies and designers that today are not well expose or not at all in the global, international market but as creative as the better known. The concept is flexible, with possibilities to be customized to the needs of different markets, keeping his strong identity. <<<

FIRST TIME SOLOMADEINITALY

FIRST TIME



This is the realisation of a dream, my dream as well as the one of my team that has worked with me to make this true, the first "brick in the wall" of : **SOLOMADEINITALY** !

This idea was born some time ago during a dinner in Italy, of course, where together with my best friends, Sheick Saleh Al Jedaie, we talked about many different subjects like business, world wide economy, family and more.

During these talks it was clear to him and myself that we needed to do something to have the opportunity to make our business not just producing (for me) and distributing/selling (for him) decorative fabrics !

He said: "I love Italy, I love Italians, I love your food, taste, design and fashion but I need something more than just fabrics.

We need to build a concept that will offer a feeling, a style, an atmosphere and we need to build it now". It was not an easy task, I have been working over the years to propose new concepts and ideas to follow the statement of that night, step by step.

Finally once the concept of **SOLOMADEINITALY** came up in my mind and I was sure this was going to be the right answer to my needs and the needs of my friend. Thanks to his support, his input and constant confrontation with me, I have been able to realize this concept that wants to help not just italian producers but also worldwide customers and consumers to choose with correct and transparent information about what we and our partners are offering.

Today we are all here to the first worldwide presentation, so called PRIMA, of this concept that it is going to offer a great tool to all the professionals of the interior design industry to present, explain and sell Italian fabrics in the Kingdom of Saudi Arabia and hopefully soon, worldwide.

I want to thank my team of designers and technicians for being so patient with me.

Finally I want to thank Sheick Saleh Al Jedaie for the continues challenges in business and for having been a real close friend of mine for so many years,

Franco Nannucci



Testo in arrivo

SOLO
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THE BEGINNINGS

SOLOMADEINITALY Textiles is a concept of decorative and upholstery textiles distribution with fabrics which are designed and produced entirely in Italy. We are willing to go “against the trend” because we believe in the experience, the taste and the tradition of the textiles made in Italy.

Every fabric in the collection, features a simple and sophisticated style that easily adapts to the taste and tradition of diverse markets in which is exported, leaving any single customer with the freedom to personalize its own ambient.

The five collections are presented as jewel boxes, exploiting the materials that have been the foundation of the made in Italy development and/or the different finishing that make the materials important but at the same time, easy to use :

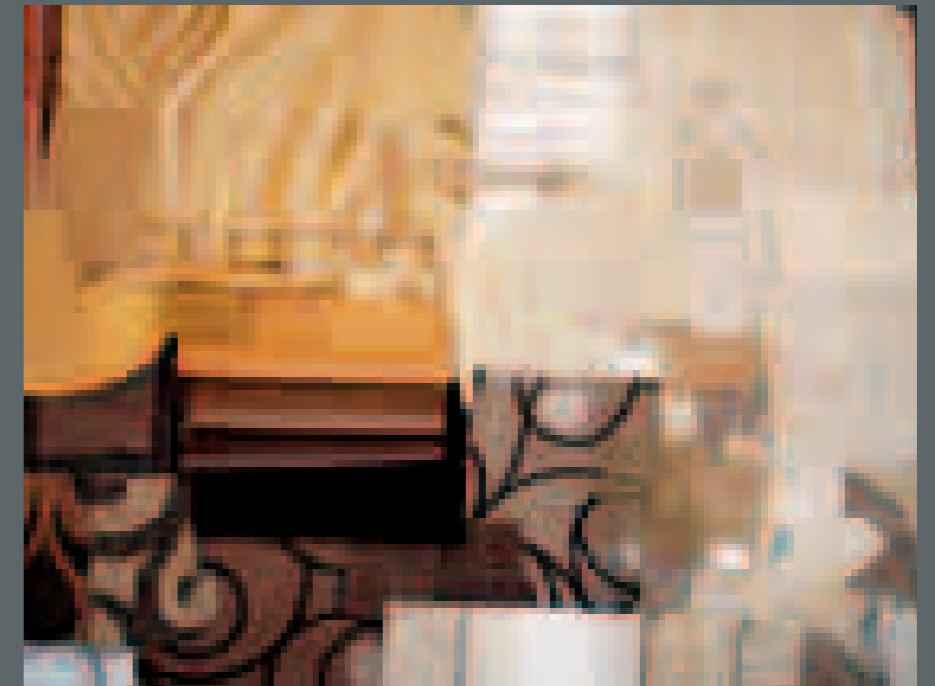
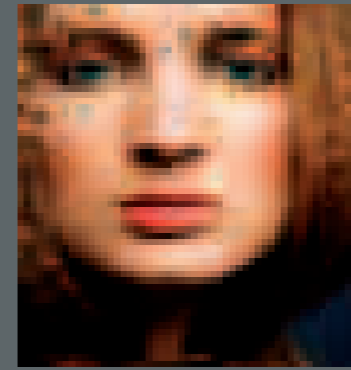
- Wood
- Metal
- Stone
- Leather
- Natural Fibres

This concept has been realized bearing in mind all the fundamentals rules of the design and the style that have made it possible for the made in Italy to develop and became leader in the global market, with the aim to make it accessible to the diverse clientele, not necessarily an elite one.

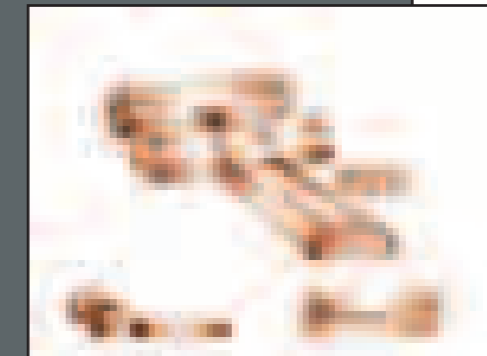
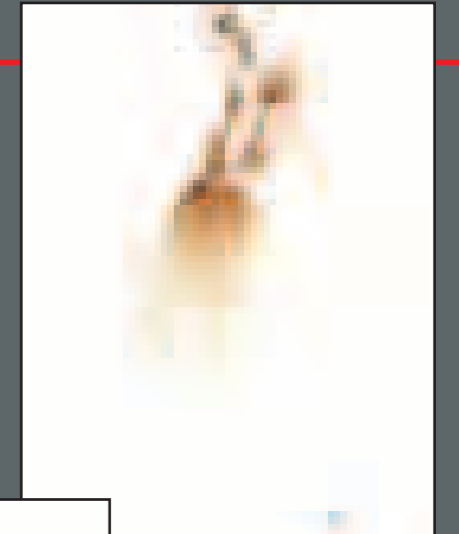
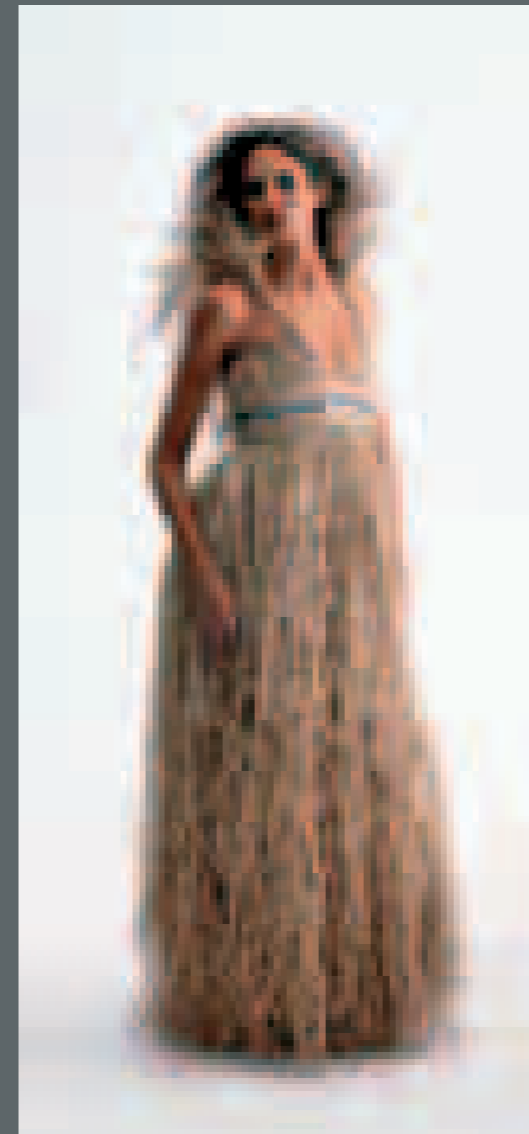
A team of designers and technicians constantly research the quality of raw materials and studies the textiles structures that can be used to obtain the best effects. Careful design and colour developments follow, always maintaining quality control standards and definition of the selling prices.

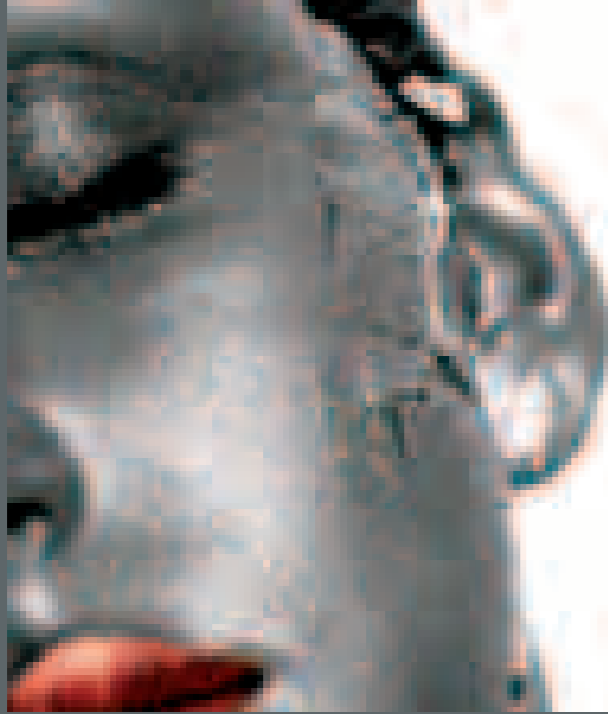
We believe that “beautiful is our salvation” which should not be accessible because of the price. It is not true that beautiful must be expensive. Very often it is the product which comes from far away that is over priced, even if it is inexpensive.

Every launch of the collection, that is going to be on a yearly basis, we will produce also a magazine with a presentation of the 5 books with information about the trends, designs, colours and atmosphere of everyone of them. The magazine will be available to the distributors and they will be able to make their own distribution to professional, interior designers and architects based the area of their responsibility. **SOLOMADEINITALY** will plan a distribution to the same professional’s categories on a larger scale globally to enlarge and promote the concept.

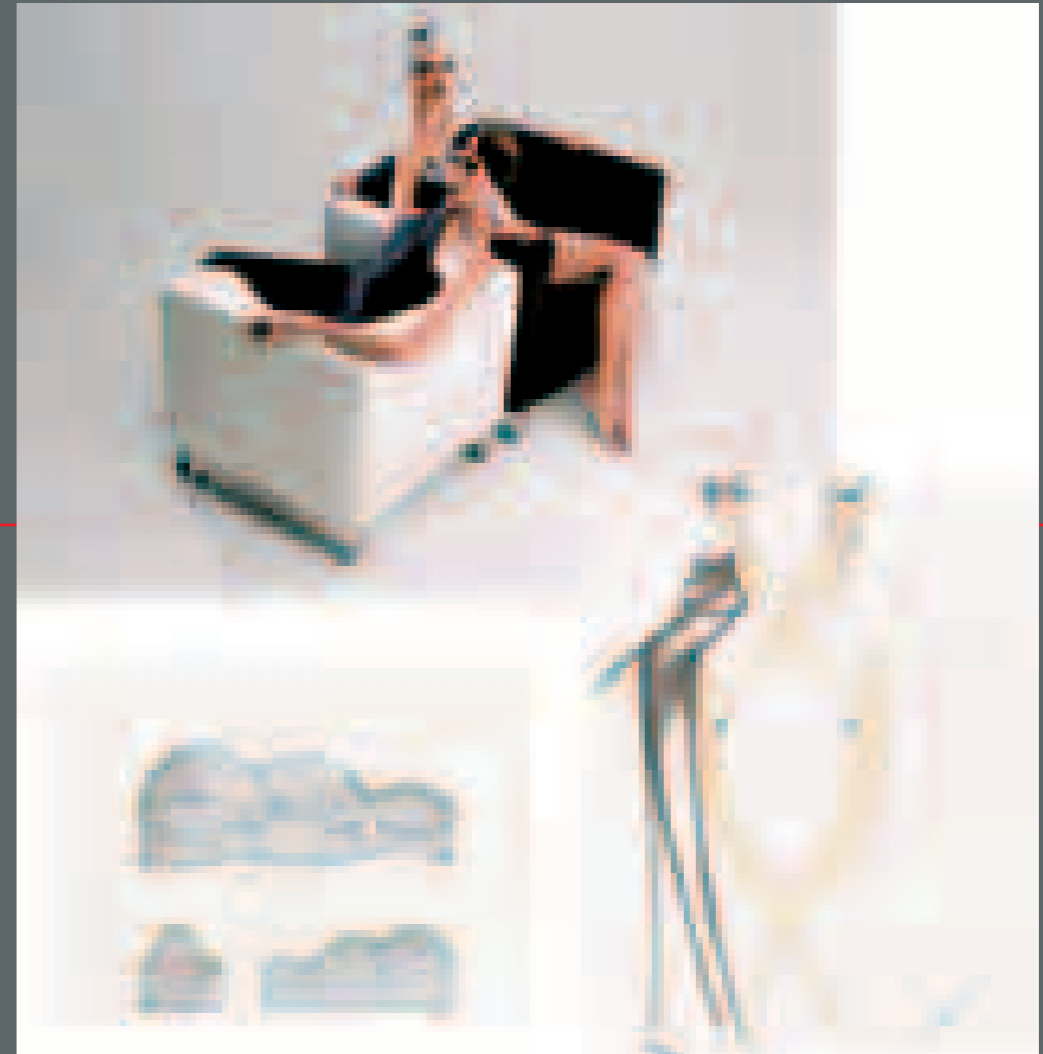


WOOD

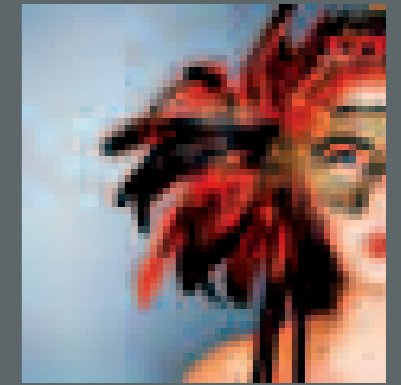




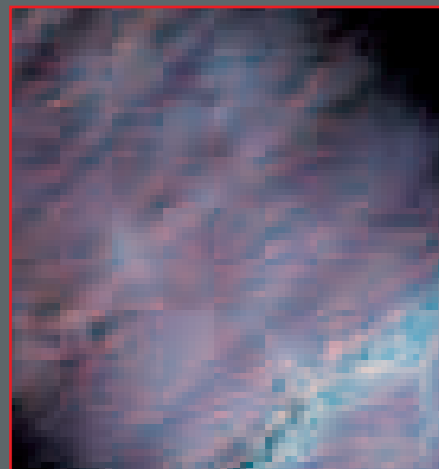
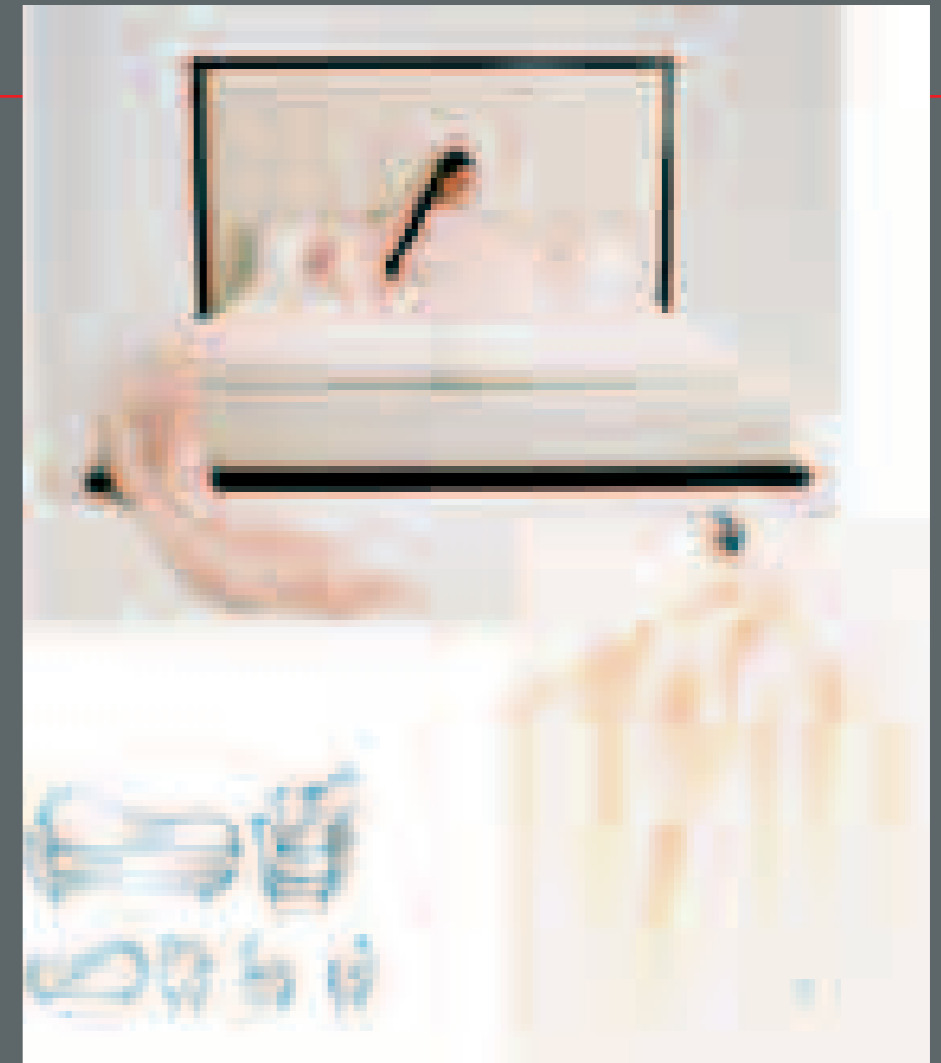
METAL



STONE

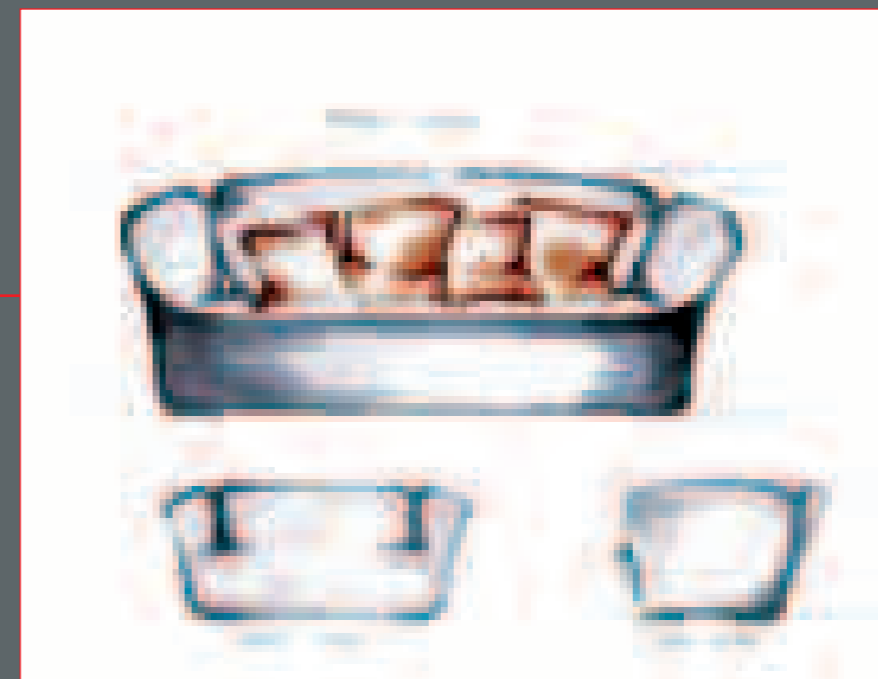
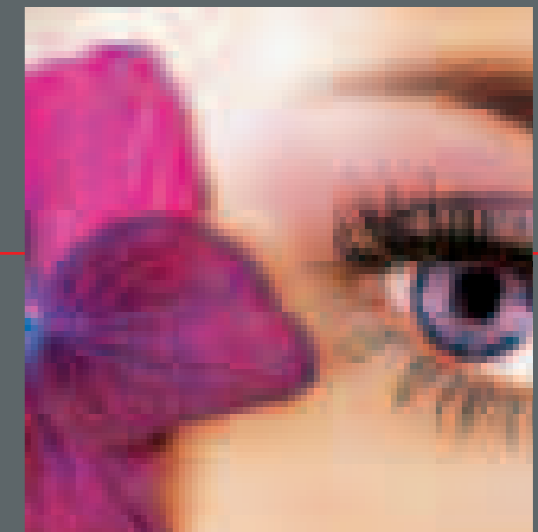
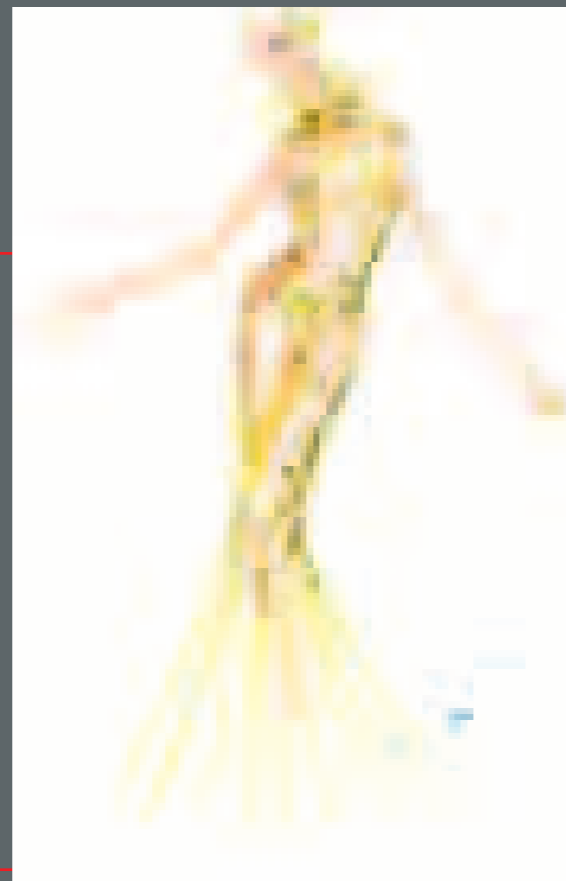
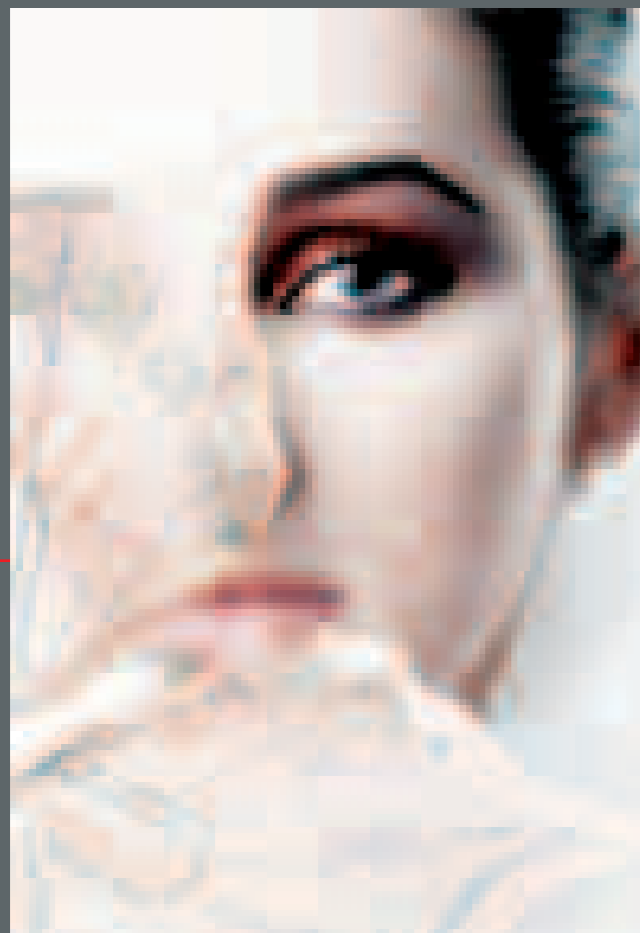


LEATHER





NATURAL FIBRES



THE DEVELOPMENT

From the small mobile store, to the single store with mini corners, to the department store with the possibility to include a boutique hotel and spa, going into a world of culture, art, aesthetic, design, and quality at the top level.

SOLOMADEINITALY will offer some of the top brands of the Italian design and production as well as the products of a large number of companies and designers that today are not well exposed or not at all in the global, international market but as creative as the better known. The concept is flexible, with possibilities to be customized to the needs of different markets, keeping his strong identity.

A territory maintains its own identity if it keeps its tradition and experience. Italy has been amassing its identity for longer than 2000 years at the highest levels in science, art, literature and also in the production of consumer goods.

To dismantle an industrial or artisan structure like the one in our territory means to lose identity. This has happened in many areas in Italy, Europe and North America where entire structures have been dismantled to give space to a product price competitive. The large distribution chains have reduced the level of quality because of the exasperated pursuit of profits resulting in damaging a durable product and levelling the offer with a limited diversification of distributed products. You see many products, most are the same with a different label.

The identity of the product is the natural consequence of infrastructures that work to produce AESTHETIC, QUALITY and PRICE. A product with a strong identity will find customers who will demand it, without having to invest prohibitive capitals to create an international brand, **SOLOMADEINITALY** will allow all these producers to get the business with his concept, like an alliance within a large numbers of companies under the same umbrella.

The Italian manufacturing structure, both artisan or industrial, is very diverse and capillary throughout the territory, ranging in 360 degrees : textiles, fashion, furnishing, accessories, glasses, pasta, wine, oil, shoes, leather bags, pottery, agricultural, foodstuff products any type with an infinite variety from region to region.

We believe in using a creative approach to marketing and sales, which is necessary to be able to distribute products coming from creative companies and professionals: the sole product is not enough.

We know that customers will always recognize a product with authentic quality and design and even during the hardest time, like in the US \$ markets with a very strong Euro, they will be ready to pay the price, but there is the need to present it in the right way and in the right environment in this confused market.

Our experience has allowed us to ascertain that even some of the more prestigious brands of fashion, automobile or food are not well distributed around the world, sometimes there is no distribution at all in a lot of export markets, so there is the need to have **SOLOMADEINITALY** as customers are there waiting (for sure not just for Chinese made products). A simple but strong marketing approach shows the perfect knowledge about both what is being produced and the potential buyer. Creative marketing allows the product to remain unchanged, only modifying the product strategy and presentation. The global market is not a monopoly for multinational companies, that some of which have become so because of the openings of the market, but an opportunity to improve and/or enlarge the commercial horizons. The future is in the hands of our ideas and creativity, leaving the size and geographic location out of consideration. ◀◀



RINGRAZIAMENTI

Consuelo Bellini
Carlo Alberto Rigoletto
AdiA Studio di Architettura
Figli di Rigo Andrea Spa
Pierluigi Pavesio, Cartotecnica Pavesio
Valbisenzio Srl

**Designed and produced exclusively for:
AL JEDAIE F&F**



SOLOMADEINITALY

numero 01 anno 2008

Idea: Franco Nannucci - Studio e Realizzazione: Erica Beozzo