

CASA

- casa e art de la table -

STILE

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IN-STORE
CHRISTMAS
MAGIC

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HOW THE FAVORS
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Years
of
Sambonet



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EDITORIAL

Everyone wants to come to Italy to shop, too

Foreign tourism in Italy continues to grow, and—needless to say—not out of chauvinism, but because I truly believe Italy has no global rivals when it comes to its uniqueness: a rich tapestry of artistic heritage, natural beauty, food and wine, craftsmanship, and aesthetic creativity in the fashion sector. If you have spent your vacation in any corner of our beautiful country—let alone Sorrento, Positano, or Venice, to name just a few perennial global favorites—you don't need Ministry of Tourism statistics to see that foreign visitors are everywhere.

Curious about everything, foreign visitors stop in front of shop windows, step inside, and buy, specifically looking for items bearing the name of an Italian destination or objects that are unmistakably characteristic of the place. To name a few examples relevant to the home boutiques this magazine addresses: designer home accessories, Murano glass items, artisanal ceramics, coffee makers, kitchen tools, and historic brands in art de la table and fine linen or cotton home textiles. This is precisely the refined product range we cover in CasaStile, providing the in-depth insights retail professionals need to present and pitch these items to their in-store customers.

This is also what tourists appreciate, because behind every single Made in Italy product lies a story and a tradition—something that store owners, unlike e-commerce platforms or large shopping malls, know how to share in a way that captivates international customers even more.

This issue, too, is packed with original, high-performance offerings—such as Moneta's non-stick cookware, whose refined colors and stylish design mean they can be brought straight to the table. Or Sambonet's stunning cutlery: celebrating its 170th anniversary, the brand is reissuing the San Marco collection, using the original molds from 1948... Now that is music to the ears of tourists from all over the world who are eager to bring home something exclusive with a rich history behind it!

FOLLOW US



Nicla de Carolis
director

Sambonet: *170 Years of Tablescape* CULTURE

To celebrate 170 years of activity, Sambonet is not opting for a simple product launch: it retrieves from its archives the original design of the San Marco flatware, an icon of the early twentieth century, and brings it back into

Sambonet's 170th anniversary is not merely a calendar milestone, but the story of a company that has helped shape the standards of hospitality and art de la table in Italy and abroad. To mark this anniversary, Sambonet has chosen to reopen its archives and breathe new life into an emblematic early twentieth-century design: the San Marco flatware. Featured in the company's historic catalogues and produced on a large scale from the post-war period onward thanks to the original 1948 molds still preserved on site, the San Marco line became a true phenomenon of style and taste. Its inspiration draws directly from eighteenth-century Venetian flatware, reworked in the last



San Marco flatware, the new collection celebrating Sambonet's 170th



An extension of the Contour flatware line, exemplifying the company's comprehensive and ongoing offering.



Neutra, a collection that combines excellence with contemporary style and accessibility.

century with a formal clarity that made it a benchmark for the entire national silverware industry between the 1920s and 1970s.

The flatware is defined by a highly precise visual grammar, designed to combine ergonomics with formal elegance: its craftsmanship is recognizable in the generous width of the handles, the presence of the classic three-pronged fork and, above all, the asymmetrical profile of the saber-bladed knife. The current reissue meets the diverse needs of both the professional market and the contemporary home by offering two variants: on one hand, the iconic silver-plated version; on the other, a stainless steel variant designed for high-performance everyday use.

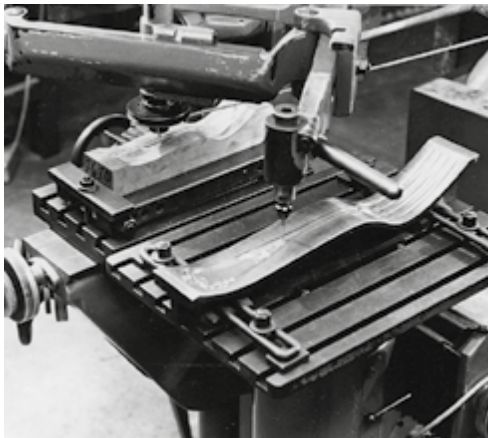
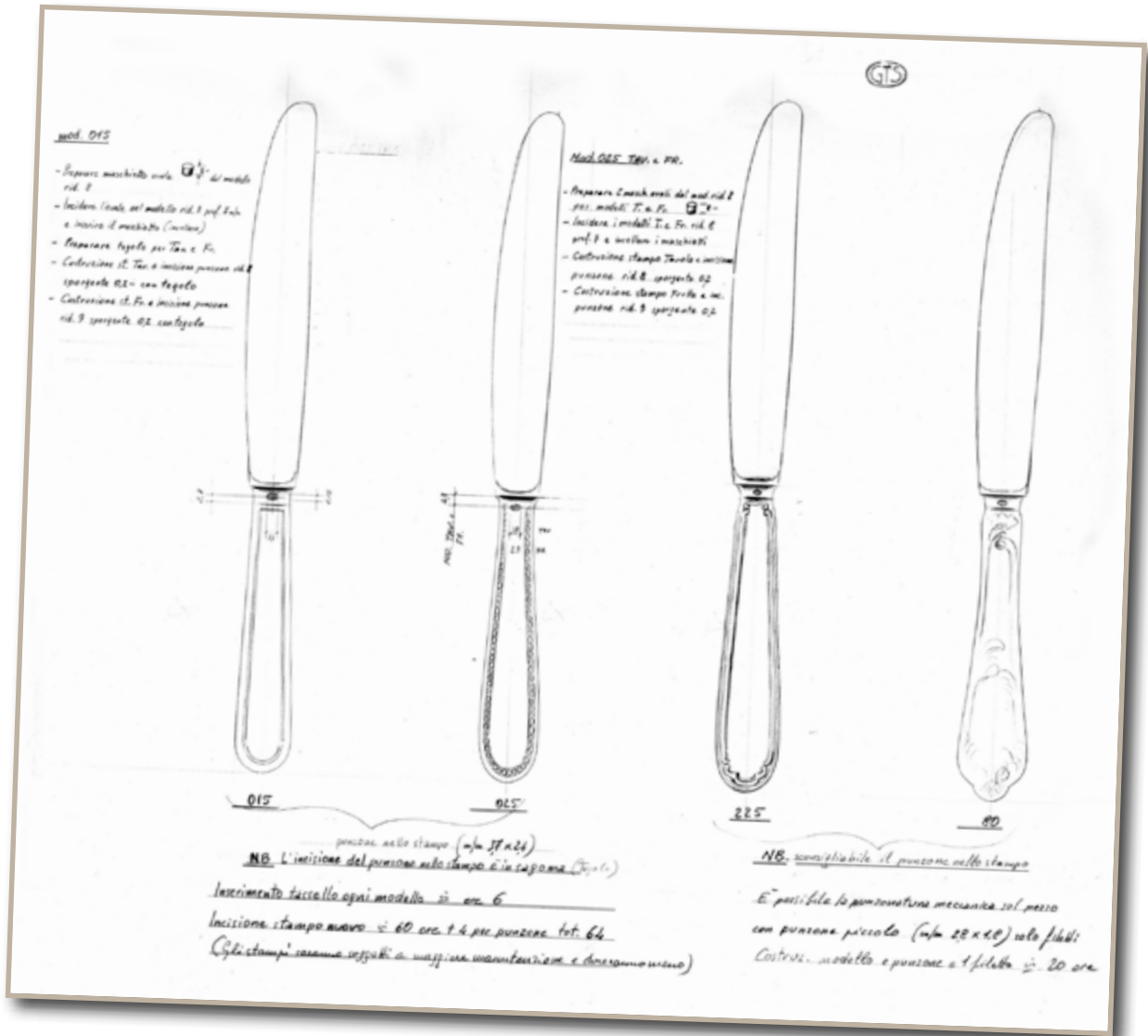
The San Marco initiative encapsulates the identity of a brand founded in 1856 as a goldsmith's workshop and now grown into an integrated industrial enterprise — a growth path supported by investment from the Arcturus Group, culminating, fittingly in its 170th anniversary year, with Sambonet's official admission among the member brands of Altgamma. □

www.sambonet.com

The History

Sambonet was founded in 1856, the same years in which a unified Italy was taking shape, and from the outset it brought to the table the values of practicality, excellence and refinement that still define it today. The brand owes its silverware tradition to its founder, Master Goldsmith Giuseppe Sambonet, who in that same year, 1856, registered the "GS" hallmark with the Turin Mint — a mark still in use today. Having become the official supplier to prominent Italian noble families, including the Duchess of Genoa and the Count of Turin, the company kept pace with the technological and stylistic evolution of the early twentieth century, transforming itself from a prestige workshop into a pioneering industrial enterprise ready to expand into markets and channels beyond national borders. It was with the 1956 commission for the Cairo Hilton that the company's hospitality vocation was born — today the brand's core business and one of the main drivers of its international growth.

The stages of the flatware production process: from the roughly shaped blanks to stamping with the mold that gives each piece its curvature.



SAMBONET TODAY

Today, Sambonet is part of the Italian Arcturus Group and is led by the second generation of the Coppo family who, while preserving the vision of integrity that has always distinguished the company, are steering the brand toward an increasingly global strategy built on synergy with the Group's other brands. The Group has grown by valuing the unique industrial and manufacturing expertise of each affiliated brand, fostering a distinctive complementarity within the tableware sector and expanding internationally.



San Marco, also available in its authentic silver-plated version.



The design

Elegance, balance and functionality define the brand's stylistic signature. Since the 1960s, Sambonet has linked its production to the great masters of Italian design, beginning with Roberto Sambonet, creator of icons such as the Pesciera, the Center Line, and the Linea 50 trays — still on permanent display at MoMA in New York — and continuing through Gio Ponti, creator of timeless, much-loved products. This design-driven approach continues today, both through the work of the in-house Style Centre and through collaborations with contemporary designers such as Serena Confalonieri and Gianni Cinti.

The store at Christmas, a world of emotions TO TELL

by Fabio Destefani

A celebration of feelings and emotions, Christmas is also a significant commercial event in which the store plays a very important role. But how has the way of setting up the store and communicating this holiday changed over time? We tell you about it in this article, from the workshops to the shops born with the Industrial Revolution up to those of the digital era



CHIC ANTIQUE

No other holiday like Christmas is able to arouse in us a myriad of emotions, often even conflicting ones: happiness, joy, tenderness, memory, nostalgia, melancholy, hope, desire for closeness and sharing with relatives and friends. But there's no denying it, today, this event no longer has only to do with the religious and emotional sphere but, in more prosaic terms, also massively concerns the commercial sphere. Shopkeepers know this well, for whom the Christmas period represents a very important, if not fundamental, part of their annual turnover.

But since when has the economic aspect linked to sales become a central aspect of an event that was previously essentially only religious? Let's find out together...

Once upon a time...

Commercial Christmas as we know it today, with shops adorned with elegant decorations and windows filled with all kinds of objects, has relatively recent roots. Before the 1800s, in fact, Christmas was essentially a religious holiday and, although "inspired" by some ancient pagan festivals that involved the exchange of gifts, the custom of giving presents was not widespread and the event had very little economic relevance.

Things began to change around the middle of the 19th century, in the midst of the Industrial Revolution, when the growth of the middle class and the increase in mass production made consumer goods more accessible. According to some historians, another event contributed to changing the face of Christmas; in that same period, in 1843 to be precise, Charles Dickens published his famous story "A Christmas Carol", whose enormous public success led to Christmas being considered as a time of generosity and sharing. This new way of experiencing the holiday was exploited by merchants and industries in full expansion during those years, who began to promote Christmas as an opportunity to exchange gifts and to promote a festive atmosphere with decorations and ornaments.



BLOOMINGVILLE

The workshop, the ancestor of the shop

In the centuries before the 1800s, Christmas trade took place in specialized workshops, markets, fairs, stalls, courtyards, arcades, squares, and streets. At the time, workshops did not yet have a shop window like today. You have to imagine thresholds: open doors, goods hanging, outdoor tables, baskets, painted signs, scents coming from inside. The workshops did not have large illuminated glass surfaces. The light came from candles, lanterns, braziers, small windows, torches or fires. Christmas, therefore, was not yet "bright" in the modern sense. For this reason, we can say that in past centuries Christmas was felt more than seen and was more tactile than spectacular.

The decorations were often natural: evergreens, holly, ivy, laurel, rosemary, fir or pine branches, apples, nuts, berries, ribbons, religious figures, candles. The use of evergreens had great symbolic power: life

that resists the frost, promise of the return of spring, protection against the darkness. In the workshops of villages and medieval or early modern cities, Christmas trade was linked to necessity: buying meat, flour, wood, candles, heavy fabrics, utensils, spices for those who could afford them.

A fabric workshop could display rolls of wool, velvet, raw linen, ribbons, lace, colorful remnants. In winter, in fact, fabrics were not decoration: they meant survival, status, promise of warmth. The shopkeeper could hang a strip of red or green fabric above the entrance, not so much to implement a visual merchandising strategy, as we would say today, but to attract the eye in a gray and dark street. In workshops selling household and tableware items, plates, jugs, glasses, tablecloths, knives, candlesticks, cake molds, teapots, pots, spice containers, trays, soup bowls were sold. The signs were often figurative because not everyone could read: a painted

The birth of the shop window in the 1800s brought an important change in the way Christmas was organized and experienced in shops. The Industrial Revolution, in fact, changed everything: production, transport, lighting, printing, urban retail, glass, leisure time, wages, cities, advertising. In the 19th century, cities expanded, goods increased, the urban public became larger, and shops began to use glass in innovative ways. The

modern shop window is the product of technical innovations (larger glass panes) and goes hand in hand with gas and then electric lighting, streets dedicated to commerce, sidewalks, department stores. In the 19th century, the shop with “glass windows” and gas lighting dominated the main streets of large cities; with the department stores of the mid-1800s, multi-story buildings and long plate glass windows appeared, inside which real narrative scenes were set up. From here comes the so-called “window shopping”, which consists of looking without necessarily buying immediately. An action apparently of little significance, but actually full of meaning because it indicates that desire becomes public. Products are no longer kept behind the counter: they are staged, illuminated, idealized. According to some scholars, the possibility of seeing elegant products through large windows has transformed: the

passerby into a spectator and the shop into a theater. Department stores (as well as shops, even if less showy due to their smaller size) turn Christmas into a theatrical moment. Le Bon Marché in Paris, one of the fundamental models of the modern department store, has linked its history to Christmas windows since 1893, with displays described and praised by the press of the time. Macy's in New York claims a long tradition of Christmas windows, in which not only are products displayed but, above all, stories are told. In the twentieth century, Christmas windows became an urban spectacle: automatons, artificial snow, mechanical sets, electric lights, mannequins, toy trains, villages, Santa Claus, animals, fairy-tale characters. The parades of department stores, such as Eaton's in Toronto since 1905 and then Macy's in the United States, show how Christmas retail expands from the shop window to the entire city.



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Tullio

collection

SERAFINOZANI

Chromatic continuity

As we have seen, the way of celebrating Christmas in shops has evolved over the centuries, but there is one thing that has remained unchanged over time: the use of certain colors in packaging, displays, shop windows, and the various decorations of the point of sale. The colors in question are red, green, white, silver, and gold. This color choice does not stem only from aesthetic reasons but rather from historical and symbolic motives. Red is the color that has always evoked an idea of wealth, royalty, and sacredness. Red were the cloaks of kings, as well as the precious fabrics that covered their thrones. Red the garments of priests, of popes. It is also the color of fire, energy, love, and passion. In the Christian context, moreover, it has been associated since the beginning with the figure of Christ, with his sacrifice, but also with his royalty. Green, on the other hand, holds within itself a meaning of rebirth. It is the color of young leaves and grass, of sprouts, of nature that awakens and renews itself in spring. It inspires a sense of calm, of peace. It is also the color that symbolizes hope. Green is often paired with red, to balance the splendor of the latter and to soften with its own freshness the ardor of the other. Finally, green are mistletoe, holly, and butcher's broom, all plants that are symbols of Christmas.

Like red, white in many cultures and religions also refers to the realm of the sacred. Priestly vestments, the garments of penitents, are often white. White is also the color usually associated with light and therefore also with spirit and divinity.

Obviously, it also recalls purity, inner cleanliness, the lightness of a soul free from all sin. Therefore, white communicates to us a sense of inner rebirth, of purification. It basically symbolizes that feeling of being children again that at Christmas we all experience, determined to face the future with new strength and renewed hope.

Gold and silver, finally, evoke an idea of wealth and sovereignty. These colors refer

to the light that triumphs over darkness, over the gloom and the darkness of winter. Jesus is often depicted with a golden halo to emphasize his role as a spiritual guide but also as a bringer of light, a savior of mankind. Colors that recall royalty, the treasures of sovereigns, gold and silver celebrate the birth of Baby Jesus as befits the birth of a King, while at the same time recalling the sovereignty of light and its triumph during the dark winter nights of the holidays.

It is clear that the choice of these colors is not binding for anyone. A shopkeeper

could choose colors like blue or orange for their Christmas display just for the sake of surprising. But what would be the point? Innovation, in fact, cannot be reduced to an unmotivated rejection of a tradition that has settled over centuries.

The store at Christmas in the digital age

"What kind of display should we prepare this year for our customers? Is it better to choose something surprising and innovative or to remain within the tradition?" This is the classic question that every shopkeeper asks them-



FORMANO



LOBERON

selves as the Christmas season approaches. An absolutely legitimate question if you consider how the digital age has revolutionized the way we communicate. Of course, deciding to innovate just for the sake of innovating is not the right answer to the question. That is, you don't innovate simply by placing a QR code next to the Christmas tree. The issue deserves a more in-depth approach. Take the shop window, for example: today its centrality has not diminished, it continues, but it no longer lives only in the transparency of glass. It lives on Instagram, TikTok, Google Maps, newsletters, in-store events, packaging, QR codes, light installations, augmented reality, short videos. In practice, the contemporary shop window must work up close and also from the screen: it must capture our attention when we walk by but also be very attractive in photographs. The risk is that it becomes

cold, too conceptual, too digital. This should alert the shopkeeper and remind them that tradition still works because Christmas needs substance: wood, ceramics, linen, glass, wax, paper, scent. In practice, as our Latin ancestors would have said, "In medio stat virtus," that is, no headlong rush forward but also no unconditional and immutable adherence to the rules of tradition. Put even more clearly, the contemporary shopkeeper does not have to choose between tradition and modernity. They must make them speak, put them in relation, with the aim of creating an emotional journey that activates the following actions in the customer: "I see, I remember, I enter, I touch, I imagine, I buy, I gift, I share."

Storytelling, the winning choice

At Christmas, the store is not set up with extreme care and attention just to sell one more

item or a new collection; the goal is much more ambitious. The goal, in fact, is to be able to sell a world through a story made up of objects capable of containing and evoking that set of emotions we talked about at the beginning.

From this point of view, shopkeepers in our sector are at an advantage compared to those in other commercial fields. The objects they deal with are not "cold goods" but on the contrary contain within themselves significant ritual and narrative components. The plate that the shopkeeper puts up for sale is not just a simple plate, but the one where a mother or another loved one will eat. The glass is not just a simple glass, it is the one that will be used for toasting with friends and family. The tablecloth, finally, is not just fabric, it is above all a family backdrop...

Souvenirs de Voyage



Souvenirs de Voyage.

Ogni Natale è un viaggio.

Ogni tavola è un ricordo.

Simone Guidarelli



weistal.it



The pleasure of the festive SEASON, AMONG DECORATIONS and table setting

by Francesca Guerini Rocco

THE HOME
CHRISTMAS
BETWEEN
TABLE
AND
DECORATIONS

Christmas 2026 fills the home with new emotions: precious details, surprising textures and designer objects transform spaces into places to enjoy and share. From the elegance of chased silver to the unexpected colours of glass and decorated porcelain, from references to tradition reinterpreted in a contemporary key to handcrafted and multifunctional objects, every element expresses a personal style. Amid metallic glimmers, natural materials and precious accents, a fresh and magical festive atmosphere comes to life.

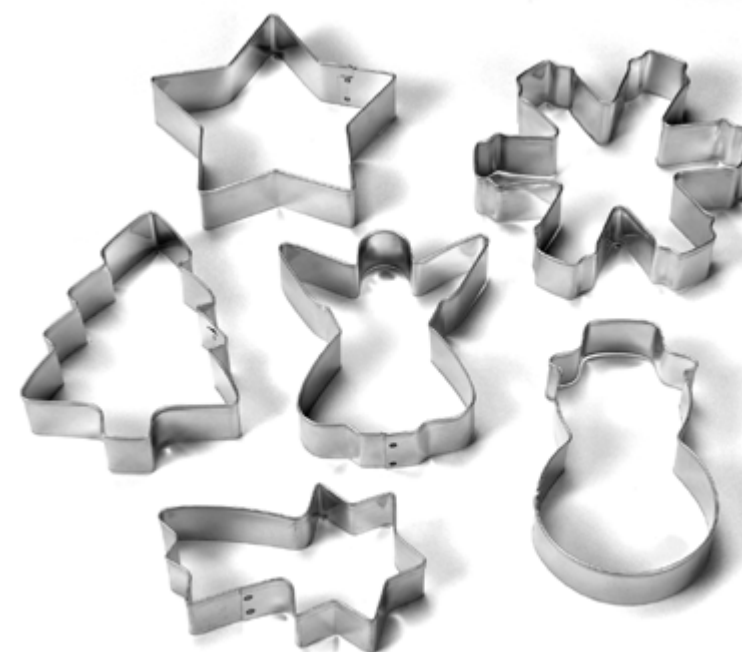
The First wine glasses by Zwiesel Glas turn every tasting into a refined experience. Precisely cut rims, thin walls and specially designed conical shapes enhance each bouquet, bringing out the aromas and nuances of different grape varieties. A collection that celebrates the pleasure of wine, both in everyday life and on special occasions.



Disponibili in diverse dimensioni, le ciotole Arcobaleno di IVV 1952 accendono la tavola delle feste con riflessi cangianti e pennellate dorate. Realizzate artigianalmente in vetro bicolore, resina colorata e inserti in foglia oro o argento, sono disponibili in quattro varianti: rosso-sabbia, turchese-verde, turchese-arancio, rosso-verde.

Floral patterns, precious details and a surprising aesthetic make Simone Guidarelli's King of the Roses collection for Weisseststal an unexpected choice for the festive table. It is made from fine decorated porcelain, with motifs applied through refined craftsmanship; the element of surprise is guaranteed.

Traditional shortbread or gingerbread cookies are a must among festive treats. Prepare them with the dedicated cookie cutters from Guardini's Ricorrenze collection: stars, angels, snowmen, shooting stars, gingerbread men, houses and Christmas trees. Something for every taste.



To mark its 40th anniversary, Taitù's Noel Oro Collection is enriched with four new products inspired by the convivial spirit of the festive season, as well as three new Gift Sets to give as presents, all featuring the iconic decoration inspired by a fairy-tale Christmas. The packaging is embellished with the commemorative "The Original Design" seal, underscoring the Collection's heritage and authenticity.



Easy Life's tableware line dedicated to Christmas is called Sweet Christmas. Plates, cups and porcelain bowls are embellished with classic festive motifs, from the lively red border to gingerbread houses, cookie trains and traditional candy canes.

Pratici e decorativi: i sottopentola a forma di stella di Continenta aggiungono un tocco di atmosfera alla tavola natalizia. Realizzati in legno naturale di acacia o di hevea, proteggono le superfici dal calore e, una volta terminato il pranzo, si trasformano in originali elementi d'arredo da appendere alla parete. In confezione da due.



Elegant, precious, ultra-modern or more informal: just a few details are enough to give a Christmas table setting an ever-new character. Take Bizzirri's rustic ceramic bottle, 50 cm high: instead of the classic crystal carafe, it evokes the flavours of age-old recipes and family traditions.



Perfect for festive toasts or as a gift for mixology enthusiasts, the Bar Tool Set from Microplane's new Style Line combines a premium wooden base with five stainless-steel tools, including a zester and graters with ultra-sharp blades produced using chemical photo-etching. A refined set designed to create cocktails, drinks and garnishes with professional ease.



Adults and children alike will love the rotating glass lanterns by Pozzi Ginori Milano 1876, with LED lighting that projects magical landscapes onto the lampshade. Available in various sizes in gold, silver, black and red, they come in elegant gift packaging.



Shaped like stars, trees or hearts, Continenta's Duracore serving boards bring all the magic of Christmas to the table. Made from 80% recycled material, they are durable, oven-safe up to 180°C, suitable for the refrigerator and dishwasher, and can also become perfect centrepieces for serving desserts, appetisers and finger food.

Elegance and character define Pozzi Milano 1876's Leopard collection, which includes plates, bowls and high-quality porcelain entertaining sets, as well as accessories for home decoration. A bold reinterpretation of the most important table setting.



Glittering details, berries and felt leaves: EDG decorates the Christmas tree with fabric-covered baubles featuring a knitted finish. Made with high-quality materials and carefully crafted finishes, they are perfect mixed with the Astra bauble set, in carved red and amber glass, to add a touch of shabby chic style.



An alternative to the classic Christmas tree? EDG's elegant Cono Luminoso: simple and chic, it features a gold-coloured metal structure decorated with numerous micro-LED lights and an integrated timer. Available in various heights (from 8 cm to 280 cm), it can also be used outdoors.



In the living room or bedroom, Bella Crystal Cut, the latest evolution of the iconic lamp designed by Marcel Wanders for Ramun, instantly creates a magical atmosphere. Its faceted crystal-cut-effect surface captures and refracts light like a prism and even plays a selection of classical melodies. Dimmable and wireless, it can be carried with you wherever you go.



Even the most beautiful Christmas tree can have an unattractive base. Balsam solves the problem with its Christmas Tree Skirt, featuring a silky, luminous finish. Padded and finished with scalloped edges embellished with hand-sewn beads and sequins, it fastens with convenient fabric-covered buttons. Diameter 152.5 cm.



A wreath on the front door is a timeless classic. Balsam offers it in two versions: with natural pine cones on a moss base and bow, or decorated with faux citrus slices, berries and real cinnamon sticks, pre-lit with battery-powered transparent LEDs. Diameter 46 cm or 66 cm.



Buccellati's Rouche collection, crafted in chased silver, expands with new napkin rings that reinterpret its iconic wavy motif (created in 1950). The collection includes plates, trays, catchalls, candleholders, place-card holders, coasters, a storage box and a line of ceramic tableware handcrafted in collaboration with Ginori.

Hearts, toy soldiers, rocking horses, stars, angels and Christmas trees: Toscanini's Xmas Box has everything needed to wish someone happy holidays. The figures, carved from red cedarwood, release a delicate fragrance that keeps insects away from the wardrobe, while also making perfect Christmas tree decorations.



ambiente

29.1–2.2.2027
FRANKFURT / MAIN

MOVING THE MARKET TOGETHER

christmasworld

29.1–2.2.2027
FRANKFURT / MAIN

creativeworld

29.1–1.2.2027
FRANKFURT / MAIN

Il grande evento di riferimento per il mercato globale dei beni di consumo: tre fiere leader, in contemporanea a Francoforte, presentano le ultime novità e tendenze per la tavola, la cucina e la casa: dai mobili e gli accessori, fino alle decorazioni stagionali e agli articoli per il fai-da-te. Le numerose sinergie tra i tre eventi e un ricco programma collaterale rendono la visita in fiera un vero successo.

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IDEAS for wrapping a gift

All it takes is a cinnamon stick, a slice of dried orange, and some natural twine to transform a package, even without wrapping paper. A rustic touch, perfect for accompanying gifts under the tree with a truly festive scent.



Just a few glued paper cutouts are enough to turn the package into a teddy bear: two red circles for the cheeks, one white for the snout, and two felt circles for the ears. A satin ribbon ties everything up in a bow. A simple idea, perfect for surprising the little ones.



Raw linen fabric replaces traditional wrapping paper, tied with thin twine and embellished with a golden twig with pearls (Jeanice by Bloomingville). Minimal elegance for a refined and reusable gift.



A mix of natural fabrics, handmade paper, and plant fiber ribbons creates a table of packages in warm and neutral tones. Details such as golden berries and wooden tags (Bloomingville) complete the country chic atmosphere. Even a quality blanket, after all, can become elegant packaging: just wrap it with simple twine and a few decorative elements, forgoing wrapping paper altogether.

A wooden cutting board becomes a delicious gift, enriched with candy canes and kitchen utensils, wrapped in fabric and ribbon. Red and white poinsettias frame the arrangement with a festive touch.

STARS FOR EUROPE



A fine-textured handmade paper wraps the package, tied with natural rope and decorated with a branch of red leaves and a golden plywood key with vintage charm (Kaley by Bloomingville). A vintage detail that adds charm to the gift.



The package turns into a reindeer with a few cardboard shapes: two cut and shaped brown antlers, a large white circle for the snout where you can draw the nose, and a miniature Santa hat as the finishing touch. A DIY idea that's also perfect for involving children.



Twine wrapped several times around kraft paper creates an original texture, completed with a real orchid flower and tags decorated with dried plants. These Christmas gift tags can be prepared well in advance: just collect twigs, leaves, and small flowers, press them between the pages of a heavy book for a few days, and then attach them with a thin layer of glue to a paper tag. Having them ready in a box allows you to assemble the package in just a few minutes.



WRAPPING A PLATE STEP BY STEP

subject

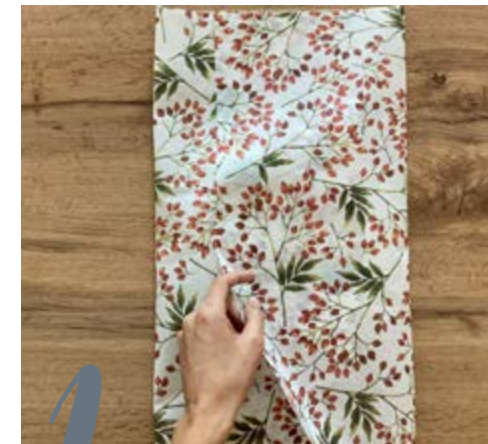
Christmas plate

materials needed

- Decorated tissue paper
- Solid color paper
- Matching twine or ribbon
- Tag
- Double-sided tape

by Silvia Balestreri

Mint Green Paper
cartaverdementa.com



1

Wrap the plate in tissue paper and secure it at the back with double-sided tape.



2

Fold the paper diagonally so that a cross is formed. Repeat on the other side as well.



3

Fold the resulting corners to the back and secure them with double-sided tape.



4

Cut a strip to size in solid color paper and wrap it around the plate, securing it at the back.



5

Decorate with twine to which you can tie a tag for greetings.

CASA
STILE

TASSOTTI

Tassotti *dresses up* CHRISTMAS

Tassotti presents the Christmas 2026 collection: original illustrations, greeting cards and Decorative Stars, blending craftsmanship and sustainability

Grafiche Tassotti is among Italy's finest names in the art of printing and decorative paper. Founded in 1957 by Giorgio Tassotti and heir to the historic Stamperia Remondini, active in Bassano del Grappa from 1657 to 1861, the company has transformed an age-old artisanal tradition into an internationally recognized brand and ambassador of Made in Italy, present in major European markets, the United States and the Far East. Now led by CEO Nicole Tassotti, named Businesswoman of the Year 2025 at L'Oro della Stampa, the family business continues to preserve and renew the value of Italian artisanal manufacturing.

For Christmas 2026, Tassotti refreshes its creative narrative with a collection celebrating the value of gift-giving and paper: decorative papers, greeting cards, coordinated shopping bags, gift-wrap seals, labels, envelopes, diaries, notebooks, calendars, stationery items and home décor. The catalogue features over 400 decorative papers, with designs dedicated to every occasion of the year: floral and botanical collections, inspirations drawn from cuisine, art and nature, through to

reinterpretations of the historic Remondini motifs. A creative universe united by a single philosophy: turning every gift into an even more precious gesture, and every wrapping into a keepsake worth treasuring.

The Christmas-themed graphics evoke the magic of the holiday season, yet thanks to their timeless elegance, they naturally lend themselves to every special occasion throughout the year. The paper that wraps a gift and the card that accompanies it become part of the recipient's emotional experience, turning into objects to be kept, reused and reimaged. In an age when everything seems disposable, Tassotti invites us to rediscover the value of beautiful things — things built to last and to keep telling a story even after they have served their purpose. Every creation is the result of meticulous craftsmanship, from illustration through to the printing of the finished product. Tassotti papers are fully recyclable, printed with plant-based inks and FSC®-certified, reflecting a responsible production process that unites tradition with respect for the environment. □

www.tassotti.it



Nicole Tassotti, CEO of Grafiche Tassotti, at the helm of the company founded by her father Giorgio, now Chairman.



The **Alchechengi** and **Bacche Natalizie** (Christmas Berries) patterns featured on shopping bags, boxes, cards and Decorative Stars from the Tassotti Christmas 2026 collection.



Details from the Tassotti Christmas 2026 collection: greeting cards in the Città di Natale (Christmas City) pattern, the Grottesche con putti (Grotesques with cherubs) box, decorative sheets and themed cards.





La caffettiera del masochista

Donald Douglas
Giunti

For those who haven't read it yet, we recommend this book — a small and entertaining classic of design criticism. Written in the late 1980s, a period in which aesthetic design decidedly had the upper hand over functional design, the work has been revised and expanded over the years. The father of "human-centered design," author Donald Norman reveals the deceptions and paradoxes of bad design and shows what triggers our perverse interaction with so many everyday objects. Effective, human-scaled design is design that knows how to combine psychology and technology. Designers are therefore called upon to create products that are new but, above all, easy to use, understandable and capable of giving pleasure too. Because designing and conceiving "human" products and services requires changing our very idea of the world.

Visual Merchandising

Antonio Provenzano
FrancoAngeli

As customers become increasingly demanding and less loyal, image asserts itself as an absolute value for retailers. This makes visual merchandising an essential discipline for every retail business, as it not only helps significantly boost sales but also enhances brand image. Starting from these considerations, this book provides the essential skills needed to carry out visual merchandising. It begins by examining aspects related to neuromarketing and visual grammar. It then describes production processes, analyzing all the management and product-planning workflows found within retail. The book moves on to cover the must-know operational and strategic activities of visual merchandising: the types of layout for cold and hot commercial zones, display structures, the main criteria and display schematics used, construction geometries and the basic rules for implementation.



Italia del Miracolo. Arte, design e pubblicità 1948-1968

Vittoria Cirulli
Silvana Editoriale

An engaging volume (published on the occasion of the eponymous exhibition held until this past June at the Rocca di Lonato del Garda) recounts the birth of Made in Italy through graphics, industry and visual culture over the period from 1948 to 1968, the years of the so-called "economic boom." From the founding of RAI to the inauguration of the Autostrada del Sole, from the era of Enrico Mattei and the great energy expansion to the experience of the Triennali — where the close relationship between art, design and industry came fully into its own — what emerges is the portrait of a dynamic, innovative Italy projected toward the future. A book that is sure to capture the attention of every design enthusiast for its ability to highlight how great design was the result of a precise worldview made possible by the interplay of different disciplines.



Books

CASA - DESIGN - LIFESTYLE
by Fabio Destefani



THE INSPIRED HOME SHOW

IHA's GLOBAL HOME + HOUSEWARES MARKET

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DOVE IL MONDO SI
RIUNISCE INTORNO
A INNOVAZIONE E
ISPIRAZIONE

The Inspired Home Show è stato completamente ripensato per il 2027, con un layout interamente nuovo. Per la prima volta, tutte e tre le principali categorie — Dine + Décor, Wired + Well e Clean + Contain — saranno riunite nel South Hall, creando per i visitatori un'esperienza vivace e dinamica. Il North Hall sarà invece dedicato al sourcing internazionale. Inoltre, tutte le principali esposizioni e installazioni saranno collocate direttamente all'interno dell'area fieristica, per rendere ancora più semplice l'accesso a nuove scoperte e opportunità di approfondimento.

Non vediamo l'ora di darvi il benvenuto a Chicago il prossimo marzo, per farvi vivere in prima persona il "nuovo" Inspired Home Show!

— DEREK MILLER, IHA Presidente & CEO

Registrati per ottenere il biglietto d'entrata gratuitamente: TheInspiredHomeShow.com



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New Events and Values Refresh THE FAVOR CONCEPT

by Patrizia Pagani



Although sales tend to stagnate in terms of overall volumes, partly due to fluctuations in the number of weddings, today the favors sector is leveraging additional consumption opportunities — from wedding anniversaries to milestone birthdays, from graduations to corporate parties and even less conventional events (gender reveals, baby showers, retirement parties, etc.) — while also benefiting from a clear market shift toward more original, carefully crafted products.

Every occasion is a good excuse to get together and celebrate. People's strong desire for socializing and conviviality continues to sustain the favors (bomboniere) business, a sector that certainly no longer generates the volumes it once did, but which nonetheless manages to hold its ground respectably by identifying and capitalizing on new use cases as they emerge. Alongside a clear diversification of the offering linked to additional celebrations and events, buyers today show a concrete desire to find items with adequate quality content that can genuinely be used at home, so as to avoid giving guests items destined to sit stored away in a display cabinet or, worse, forgotten in a drawer.

New consumption patterns have significantly changed the product offerings of companies and retailers. At this stage, the classic ornament or small silver keepsake has almost entirely disappeared as a favor option, while preferences are shifting toward food products — such as honey, jams, oils, sauces, and so on — or toward harmonious, elegant design objects, items for the kitchen and home (trivets, spoon rests, diffusers, etc.), as well as green solutions such as small



potted succulents. Among the other highly valued product attributes are local provenance, artisanal craftsmanship, and the option to personalize the chosen item.

In short, consumers tend to conduct a more conscious and selective search, directed toward items that combine symbolic value, aesthetics and sustainability: the intent is not simply to give a gift, but above all to convey a message, an emotion consistent with the style of the celebration. Across the various types of events, then, modern favors need to be beautiful and functional, distinctive and ideally customized, but also ethical, sustainable and offering good value for money — all without neglecting the emotional experience and storytelling power of the gifted items and their packaging.

Upstream, an Ever-Vital Supply Chain

The favor is one of the most deeply rooted traditions in Italian culture. Its origins trace back to

the European courts of the eighteenth century, when small caskets containing sugar or sugared almonds were given to guests as symbols of prestige, prosperity and good fortune. Over time this custom evolved to become an essential feature of major family occasions: weddings, baptisms, first communions, confirmations, graduations and anniversaries. "Italy has known how to interpret and enhance this tradition, turning the favor into a product that combines craftsmanship, design and quality manufacturing," states Luciano Paulillo, Sole Director of VEBO Fiera. "Today, in fact, it is no longer just a memento of the event, but an object destined to become part of the home, combining symbolic value, aesthetics and functionality."

The favors sector is one of the historic segments of Made in Italy and forms an integral part of the broader ceremonies and events supply chain: a complex ecosystem involving manufacturers, importers, wholesalers, specialty stores, wedding planners, florists, catering companies, event stylists, venues and numerous other professionals. "Every year in Italy hundreds of thousands of occasions are celebrated — weddings, baptisms, first communions, confirmations, graduations and anniversaries — fueling a market that generates significant economic acti-



Expanded Offering at the Trade Fair

VEBO Fiera is the leading meeting point for industry operators, offering an important opportunity for dialogue, professional development and the building of new business relationships between Italian and international companies. "The event has always stood out for its ability to anticipate market developments," explains Paulillo.



vity downstream," Paulillo continues. "This is a supply chain that continues to show great vitality, thanks to companies' ability to innovate in terms of products, materials and commercial offerings. Starting with new consumption occasions: alongside traditional ceremonies, new celebratory events are taking on an increasingly important role, such as eighteenth birthdays, retirements, anniversaries and corporate milestones." Consumer taste has changed in parallel: "the most popular categories today include room fragrances, scent diffusers, candles, home accents, tableware items, decorative objects and eco-friendly proposals," Paulillo notes. "Personalization in particular is one of the most sought-after elements, as it allows every keepsake to be made unique and consistent with the style of the event."



"For the 2026 edition (Naples, September 25–28, 2026) — the 25th, a major milestone marking growth and renewal — we have decided to further expand the exhibition offering, adding an important selection dedicated to gifts, home décor and household items alongside the traditional favors category. The goal is to offer buyers and retailers an increasingly comprehensive proposal, capable of meeting the needs of a market that today calls for cross-category assortments and ongoing sales opportunities. Expectations are very positive: we believe that integrating favors, gifts and home accents represents a natural evolution, and it will help make VEBO even more attractive to exhibitors and visitors alike, consolidating its role as the leading trade event for the sector in Italy." □



Luciano Paulillo,
CEO of VEBO Fiera



A FEW CURIOUS FACTS

The term "bamboniera" (favor) derives from the French "bonbonnière," literally a container for sweets — that is, a precious box filled with small chocolate-covered candies, given as gifts at courts across the Alps starting from the 1400s. Three centuries later, these bonbons took the form of tasty honey-coated almonds, considered the forerunners of today's sugared almonds (confetti). Around 1500, so-called "sweetmeat boxes" — small containers for candies exchanged on important occasions as symbols of good fortune — were also widespread in England among nobles and the bourgeoisie alike. In Italy, however, the favor's definitive establishment came in 1896, when Victor Emmanuel — Prince of Naples and future King of Italy — married Elena of Montenegro: from that occasion onward, it became customary for the bride and groom to offer favors as a token of thanks and remembrance to wedding guests — essentially the tradition as we know it today.

Over the years, the way favors are put together has changed radically, moving from more or less refined packages containing simple chocolate-covered candies to

more elaborate packages, made up not only of the small tulle or cotton pouch filled with white or colored sugared almonds (depending on the occasion) in a strictly odd number, but also of items intended for use as ornaments or home accents: frames, vases, centerpieces, clocks and much more. Attached to the favor, either inside or outside the packaging, is a small card or tag — made from various materials such as wood or acrylic in different colors — bearing the name of the guest of honor (or the couple) and the date of the celebration.

As for the items given as gifts, contemporary trends differ profoundly from the concepts of a few decades ago. Where once the ornament destined to sit on display in a cabinet was favored, today preference goes instead to different solutions, with items chosen for their added value in terms of sustainability, originality, usefulness, or quality gastronomy — or, in any case, items capable of conveying the values and story of the guest of honor. Only in this way can the favor seal a thoughtful, coherent gesture, capable of leaving a memorable keepsake.

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TRADE BUYERS ONLY

The Art of the Blade: *Anatomy, Technique and Architecture* OF THE PERFECT CUT

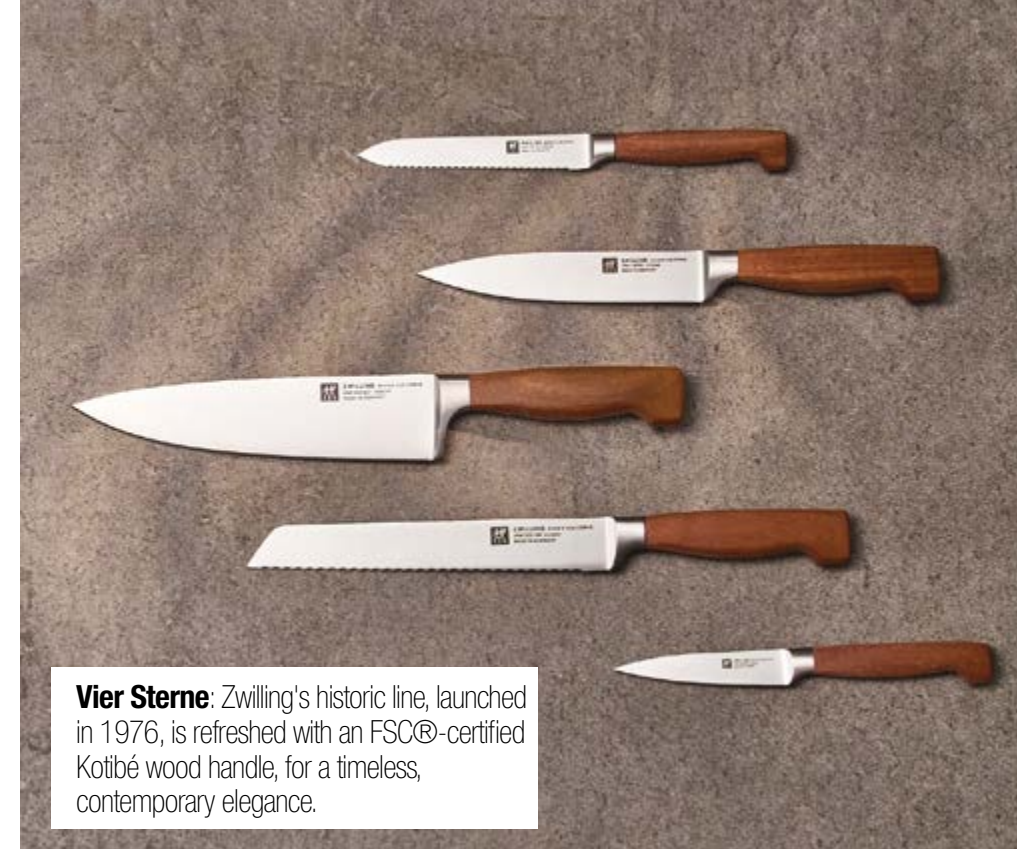
In any home or professional kitchen, the knife represents the primary extension of the cook's arm. Understanding its architecture means analyzing a delicate balance between engineering, metallurgy and ergonomics. The fundamental anatomy of a superior knife is made up of a set of well-defined key elements: the blade, within which we distinguish the tip, the cutting edge and the thick, blunt spine; and the handle, joined to the load-bearing structure by the bolster (or finger guard), which serves both as a connecting joint and as a thermal and mechanical balancing pivot. Inside the handle extends the tang — the extension of the steel onto which the scales are mounted and secured with rivets — ending in the butt of the handle, which stabilizes the whole tool. However, the way these elements come together reveals two historically distinct design philosophies: the Western school and the Eastern school. The continental tradition (of German and French origin) favors material solidity and structural security. Western-school knives almost always feature a full, pronounced bolster, designed to protect the hand from slipping and to shift the tool's center of gravity precisely to the point where blade meets handle. The tang is traditionally full, running through the entire handle, and provides a sense of weight, robustness and high mechanical strength — ideal for forceful cuts through meat, root vegetables and large produce. The Japanese school, by contrast, offers a minimalist vision focused on pure edge efficiency. Eastern knives often eliminate the traditional bolster altogether, leaving the blade ex-

From blade anatomy to tempering and maintenance techniques: a complete guide spanning Western and Eastern traditions for choosing and caring for the perfect knife



Blades forged in Friodur® steel, with a block featuring built-in sharpeners for a perfectly honed edge, always. **Zwilling**

posed all the way to the heel. This architectural choice allows the full length of the cutting edge to be used even during sharpening, and drastically reduces the overall weight of the tool. The Japanese blade is typically thinner, straighter and ground to an extremely acute angle. The balance point shifts slightly forward, toward the tip, favoring a pulling cutting motion rather than a rocking one — perfect for bringing out precision and delicacy when working with fish and vegetables without bruising the ingredients. In recent years we have seen a fruitful stylistic convergence: contemporary designers are combining the lightness of Eastern lines with the preventive er-



Vier Sterne: Zwilling's historic line, launched in 1976, is refreshed with an FSC®-certified Kotibé wood handle, for a timeless, contemporary elegance.



Miyabi 4500 FCD Mikoto knife, in 101-layer Damascus steel with a diamond pattern, octagonal micarta handle, Japanese style.

Steel or Ceramic?

Not all knives are made of metal. Alongside the classic stainless-steel blade, ceramic knives — made from zirconium oxide — have become increasingly popular in recent years. They are extremely lightweight, do not impart odors or flavors to food, and hold their edge longer than steel. Their drawback is fragility: a single drop or twist is enough to chip or break the blade, which also cannot be resharpened using traditional methods. For this reason, they remain best suited to precise cuts on fruit and vegetables, while steel remains the more reliable choice for everyday, intensive use.

There is also a third, more artisanal path: Damascus steel, obtained by forge-welding together multiple layers of different alloys. The result is the characteristic wavy grain pattern on the blade, along with an often higher-performing edge — at a considerably higher price.

gonomics and durability of Western structures, creating hybrid tools that combine maneuverability with impact resistance.

The Science of Materials: Forging, Stamping and Heat Treatments

Behind a knife's ability to glide effortlessly through food lies a complex science of metallurgy. Nearly all high-quality blades are made from martensitic stainless steels — hardenable alloys containing a minimum chromium content (at least 11–12%) that allows a protective oxide film to form against corrosion and the acidic substan-

ces found in food. Added to this base are prized elements such as molybdenum, vanadium, nickel or tungsten, whose precise blending gives the blade rigidity, flexibility and long-lasting edge retention. The way the steel is shaped determines the very nature of the knife. There are two fundamental production processes:

Forged knives: the piece of metal undergoes hot forging, a plastic-deformation process carried out at extremely high temperatures that locally increases its cross-section. Through successive stages of forging and fine shearing, the rough

Bread knife Swiss Modern with a 26 cm wavy serrated blade, aqua-green polypropylene handle, high mechanical strength. **Victorinox**, distributed and sold by Küenzi.



WASHING AND STORAGE: THE GOLDEN RULES

No knife, however fine, is entirely immune to rust. For this reason, acidic substances such as lemon juice, vinegar, mustard or ketchup should be rinsed off the blade immediately after use, without letting them sit for long. Hand washing is always preferable to the dishwasher: temperature swings, prolonged moisture and contact with other cutlery can dull the blade and damage its edge over time.

The choice of cutting board also plays a role. Surfaces that are too hard — such as glass, marble or granite — quickly ruin the blade's edge: wood, bamboo or soft plastic are far better choices, as they absorb the impact of cutting rather than resisting it.

Another common mistake concerns how knives are stored. Keeping them loose and jumbled in a drawer is the worst option: the blades rub against one another, lose their sharpness and can damage each other. A knife block, protective blade sheaths, or a wall-mounted magnetic strip are all better solutions, keeping knives visible, organized and always ready for use, with no risk to the cook.

One final, often overlooked detail: after washing, the blade should be dried immediately with a cloth, never left to drip-dry in the dish rack. Residual moisture, more than use itself, is the most frequent cause of stains and the first signs of oxidation on steel blades.

shape acquires its dense, compact molecular structure, characterized by a natively integrated bolster. The result is a robust, heavy tool with excellent cutting stability. Stamped knives: obtained through cold shearing from a single high-precision steel sheet or strip. This technique guarantees a perfect geometry, a uniform blade thickness and remarkable overall lightness. Although they lack the substantial bolster of forged knives, modern high-end stamped knives undergo the same sophisticated heat treatments as forged models, delivering outstanding cutting performance and superior handling.



The set Italiani by Coltellerie Berti includes several knives in stainless steel with boxwood handles, each designed for cutting different types of cheese.

The heart of the manufacturing process, however, lies in heat treatment. Tempering is achieved by heating the steel above 1000°C and then rapidly cooling it. To push performance to its limits, the finest manufacturers incorporate cryogenic tempering processes (often called Ice Hardening or sub-zero treatments). By temporarily bringing the metal to temperatures far below zero using liquid nitrogen or cryogenic refrigeration systems, the steel's crystalline structure is transformed, eliminating internal stresses and reducing residual brittleness. This step, followed by appropriate tempering cycles, achieves a perfect ba-



The **Black Edge** range by **Sambonet** brings a refined all-black design to the kitchen, paired with outstanding cutting performance. The German steel blades, cryogenically tempered with Ice Hardening and coated in Xynflon, ensure maximum precision and durability, complemented by an ultra-lightweight ergonomic handle in nylon and fiberglass.

lance on the Rockwell scale (around 58 HRC), producing a razor-sharp edge that stays sharp for an exceptionally long time.

Shape, Function and Handle Ergonomics

An extraordinary edge is useless if the tool does not offer secure, comfortable control. The handle is the hinge that transmits force between hand and blade, combining aesthetics and functionality through a wide range of materials: from traditional scales in fine or synthetic wood secured with steel rivets, to contemporary solutions in advanced polymers (such as fiberglass-reinforced nylon), to one-piece all-stainless-steel structures with anti-slip textures. The anatomy of the handle must prevent fatigue during prolonged use and ensure a firm grip even in the presence of moisture or grease. The distribution of weight between blade, bolster and tail determines the inertia of movement: a neutral balance makes the tool a natural extension of the hand, turning the act of cutting into a gesture of pure precision. □



The line Les Forés 1890 by **Opinel**, designed by Studio BIG-GAME, embodies the excellence of French cutlery with tools forged 100% from a single steel bar. Ergonomic handle in stabilized, water-resistant beechwood.



Filleting knife from **Zwilling's** Vier Sterne line: a narrow, flexible blade treated with Friodur® cryogenic tempering, ideal for filleting meat and fish while delicately following their contours.

Nakiri (**Japanese vegetable knife**) by **Miyabi**, with a 101-layer Damascus steel blade and diamond pattern; octagonal micarta handle.



All-purpose meat knife. Ideal for cutting and portioning raw meat. **Global**

Moneta, 151 *comes in Color!*

Moneta launches 151, the new range of non-stick cookware in three pop tones designed for contemporary living: a project that combines retail-focused visual merchandising, sustainability and the Finegres® coating — PFAS-free and made entirely in Italy

Moneta launches 151, the new line of non-stick cookware that puts color center stage. This is no mere aesthetic detail: yellow, red and blue become the language through which the company speaks to the market, from the store shelf all the way to social media.

The three tones (Yellow Glow, Red Vibe and Blue Grace) echo today's interior design tastes and let customers choose the color that best suits their own style. For retailers, meanwhile,

they offer a practical opportunity: the ability to change up displays several times a year without having to refresh the entire assortment, following different seasons and sales moments. Moneta has in fact built a dedicated visual merchandising project, with the goal of making the point of sale an integral part of the product's story, not merely a place to sell it.

The launch also played out across social media and influencer marketing, with an event hosted at the home of Chiara Maci, who opened her doors to journalists and content creators to present the collection in a domestic setting — consistent with a product designed for everyday use. The collaboration with the food and lifestyle world will continue in the coming months.

Behind the communication strategy, however, production remains key: 151 is made entirely in Italy and uses Finegres®, the PFAS-free non-stick coating developed by Moneta and in use since 2023 across all its new lines. It is an investment the company has pursued for years to guarantee reliable cooking performance without compromising on sustainability.

With this project, Moneta sets out to demonstrate that innovation is not just about changing the product, but about rethinking communication, retail and manufacturing together — three levers that, working as a system, aim to strengthen the brand's presence in the Italian and European markets. □

www.moneta.it



The collection, celebrating Moneta's 150 years of history, comprises **5 product types** with heavy-gauge aluminum bodies, die-cast stainless steel handles and a steel base suited to all hob types, including induction.



New in the kitchen *between technology* AND MATTER

From mimetic technology that disappears into surfaces to the evolution of cooking tools: the kitchen of the future combines predictive intelligence, sustainable PFAS-free materials and appliances built into the furniture



Looking ahead to the 2030–2035 decade, the kitchen is set to fully shed its historic identity as a mere workspace and transform into a true, integrated domestic ecosystem. While the early 2020s laid the groundwork for basic connectivity, the kitchen of the near future will not simply respond to human actions — it will anticipate the biological, environmental and nutritional needs of the people who inhabit it. Technology will cease to be a collection of disconnected appliances and become an intelligent infrastructure that merges biotechnology, embedded artificial intelligence, circular design and deep materials engineering.

The Link Between Molecular Nutrition and the Home Microbiome

In the longer-term future, food preparation will become closely tied to preventive health and per-

sonalized medicine. Refrigerators and pantry systems will evolve into bio-analytical control units capable of interacting with residents' biometric data, monitoring nutritional deficiencies or specific microbiome needs through synchronization with wearable devices. Artificial intelligence will no longer simply suggest recipes based on what's in the pantry — it will formulate tailored meal plans, adjusting cooking profiles and ingredient combinations to maximize nutrient absorption.

At the same time, food sourcing will become partly micro-local: hydroponic and aeroponic growing modules built into wall architecture will make it possible to grow herbs, small vegetables and micro-algae at zero food miles, directly within the living space, ensuring a constant supply of fresh, pesticide-free raw ingredients.



With the KM 8000 induction cooktop and M Sense cookware, Miele redefines precision cooking: an integrated system in which temperature sensors automatically regulate power, preventing food from burning or boiling over. It's all backed by CulinaryCoach, the AI-based assistant that guides cooking in real time.

Brera Slim by Falmec integrates extraction technology directly into the cooktop via an elegant rear baffle, ensuring a minimal, essential aesthetic.



A MARKET IN EVOLUTION

The global smart appliance market is estimated to grow from \$547 billion in 2025 to more than \$710 billion by 2031, with a compound annual growth rate of 4.78%, as the sector redefines the very concept of living. The market is driven not simply by technology replacement, but by a new consumer awareness that seeks energy efficiency, time optimization and digital connectivity. Embedded artificial intelligence is turning appliances into true home assistants, capable of suggesting recipes, managing predictive maintenance and reducing energy waste.

547 B\$ Value 2025	710 B\$ Value 2031
4.78% CAGR (Compound Annual Growth Rate)	8% MEA Growth, Middle East and Africa, the fastest-growing region

Key Geographic Areas

- **Asia-Pacific**
Holds nearly half of the global market share. The undisputed leader in the smart-home sector.
- **Middle East & Africa**
The fastest-expanding region: growth is projected to exceed 8% over the next five years.
- **Europe & North America**
Markets defined by "premiumization": integrated AI for recipes, predictive maintenance and energy savings.

□ In Europe, the smart home is evolving by turning simple appliances into true digital assistants. The advanced integration of artificial intelligence, interconnected ecosystems and energy efficiency cuts consumption, optimizes cycles and maximizes home comfort.

Data source: Mordor Intelligence, Global Home Appliances Market Report



Zwilling's Milano cookware line, designed by Matteo Thun and Antonio Rodriguez. Made from forged aluminum with a PFAS-free Ceraforce Titanium ceramic non-stick coating, it delivers high durability, maximum heat distribution across all cooking surfaces (including induction) and oven resistance up to 230°C.



Vaporgrill Dr.Green by Risoli, which combines grilling and steam cooking, features a body made from 10 mm-thick recycled die-cast aluminum and a Greenstone® coating, free of nickel and other

XBake by Guardini, a collection of baking molds in certified XCarb® steel, produced through low-CO2-impact processes, with a PFAS-free non-stick coating.



The Evolution of Tools: Green Chemistry and Smart Cookware

A central role in this transformation is played by tangible cooking tools: pots, pans, baking trays and griddles. With the era of old synthetic Teflon and PTFE coatings now firmly behind us, production is already consolidating around a new generation of PFAS-free surfaces, based on ceramic sol-gel matrices, reinforced with titanium or diamond mineral micro-particles, and eco-friendly coatings. The pans of the future combine the strength of traditional raw materials — such as steel and enameled cast iron — with hybrid laser-grid technologies capable of delivering the searing power of steel alongside the ease of ceramic non-stick. At the same time, baking trays and cookware are incorporating thermal micro-sensors and multilayer conductive coatings (7-layer technologies or aluminum-stainless-steel



Kèramos by Barazzoni features a natural ceramic coating (PFAS-free).

cores), increasingly able to interface directly with induction cooktops. These utensils communicate the exact base temperature to the cooking surface, eliminating hot spots, preventing accidental burning and ensuring that food's nutritional properties remain intact.

Automation and Zero-Impact Materials

On the operational and structural front, interaction with the space will move beyond physical

buttons and touchscreens. Kitchen management will take place through advanced gesture controls, holographic-projection interfaces and next-generation voice assistants built directly into construction materials. Retractable robotic systems and self-regulating surfaces will take on the most tiring and repetitive tasks, from automated ultrasonic cleaning to continuous passive UV sanitization, all the way to precision ingredient handling. Interior design, too, will embrace radical

sustainability criteria: worktops, storage modules and even cookware sets will be made from 100% recycled aluminum, composite biomaterials, regenerated stone and plant-based polymers capable of absorbing CO2 from the home environment. The kitchen of the future will thus take shape as a self-sufficient space, free of water or energy waste, where the most advanced technology works in complete harmony with human biology and the environment. □



Designed for indoor griddle cooking, the smokeless Grill by Brandani features dedicated technology that reduces smoke and odors, making it easy and comfortable to grill meat, fish and vegetables without mess or hassle.



Cookware from the Amaltea line, Ghisanativa, is made from 100% natural cast iron, free of enamels and synthetic coatings (PFOA, PTFE, PFAS), designed for those seeking direct, healthy contact with raw materials. Ideal for meat, roasts, fish and braised vegetables. Suitable for all cooktops, including induction, and for the oven at very high temperatures, it offers excellent, even heat distribution and comes complete with a Pyrex lid.



Liffo is the smart, fully automatic AI-driven kitchen robot: thanks to its built-in cooling system, it keeps ingredients fresh for up to 24 hours and prepares recipes entirely on its own, with remote management available via an app with integrated camera.



Xiaomi Smart Air Fryer 6.5L combines capacity with technology: 360° air frying, programming up to 24 hours in advance and instant-access cloud recipes. Intuitive, smart controls make managing any dish effortless.

Introducing CERAFORCE: *The Future of Non-Stick*

Ceraforce is the innovative ceramic non-stick coating, produced without PFAS, designed to meet the demands of contemporary cooking



Griddle pan from the **Alba** line: Ceraforce coating, handle engineered for delayed heat transfer and designed by Matteo Thun & Antonio Rodríguez, reinforced rim and patented base for induction.

Ballarini, the company based in Rivarolo Mantovano that has been producing pots and kitchen utensils for over 135 years, launches Ceraforce — a ceramic non-stick coating produced without PFAS, marking one of the most significant milestones in the brand's recent history.

This new development is part of an ongoing innovation journey that pays ever-closer attention to the development of new cookware technologies and to consumers' needs in the kitchen, designed to guarantee high performance over time. The result of research work aimed at combining durability and resistance, Ceraforce represents a further step forward in the brand's technological evolution.

The new coating makes it possible to cook even the most delicate foods with very little fat, combining high non-stick performance with strong resistance to wear and extremely easy surface cleaning. These qualities translate into a real advantage for anyone who cooks every day and wants tools they can rely on without compromise.

Ceraforce is not a standalone line, but a technology that Ballarini has chosen to extend across



several collections already loved by the public: Alba, Cervia, Torre and Vipiteno, to name just a few, all adopt this new-generation coating, bringing the same quality standard to models and formats designed for different cooking needs. For Ballarini, this is a strategic choice that confirms the brand's ability to innovate without losing its identity. The industrial know-how that has always set the company apart is thus paired

with cutting-edge technology, capable of anticipating the demands of a market increasingly focused on safety and sustainability. With Ceraforce, Ballarini reaffirms its role as a benchmark in the Italian cookware sector, looking to the future of cooking with the same authenticity that has defined its history. □

www.zwilling.com/it/ballarini

Ceraforce ceramic non-stick coating, produced without PFAS, with a smooth surface ideally suited to golden, crispy cooking with minimal fat. High resistance to wear and easy to clean. Made in Italy.



As It Does Every THE MAGIC OF Christmas returns in store

by Patrizia Pagani



Once again taking center stage are the traditional values of this beloved holiday: warmth, family, joy, togetherness. Everywhere, store windows become the stars of an enchanting, evocative set design, recreating that vibrant, festive atmosphere capable of engaging and moving absolutely everyone. Because at Christmas, we should all become a little like children again.

When it comes to Italians' favorite holiday, the quality of storytelling proves to be a highly strategic lever for retailers specializing in tableware, home and gift items. The Christmas campaign is traditionally an occasion to be managed with the utmost care, attending to color schemes, styles, pairings and thematic cues — in short, leaving no detail overlooked. Starting with the windows: here, colors range from the traditional reds, greens, gold and silver to more innovative and surprising shades, perhaps riding the wave of the moment's trends, while decorations become ever richer and more dazzling, featuring an abundance of evocative imagery and iconic symbolism, from trees dressed in baubles and garlands to carousel-shaped music boxes, from gingerbread men to the Christmas star. But what moods will dominate Christmas 2026 store windows? Some retailers already seem to have a clear idea of their themes, aesthetics and cross-cutting nuances, while others say they have yet to decide — or perhaps simply prefer not to give anything away, so as not to spoil the surprise. What is certain is that the commonly planned strategic principles include the fine-tuning of focused product ranges, the creation of engaging displays, and support through targeted communication activities.



Fontana: Century-Long Expertise

The precise criteria — in terms of content and visuals — that will guide Fontana's upcoming Christmas window displays have yet to be finalized. The store, which has been in business in Cuneo for over 100 years and is now run by sisters Paola, Gisella and Anna Fontana, has always positioned itself as being at the service of the most discerning customers, who love to decorate their homes with style and elegance. "Unfortunately, as of today we have not yet discussed the display to be prepared for the late-2026 campaign," says Gisella Fontana. "As is our tradition, we will certainly decorate the entire storefront — an impactful display that our public greatly appreciates and looks forward to. As for the windows specifically, our approach

will favor a classic taste, without neglecting a few mountain-inspired touches, since our store is located near several ski resorts. In terms of products, our offerings will lean toward items connected with light, such as ornaments and sparkling centerpieces. Another certain element will be a selection of panettone gift boxes and other sweets, along with a range of themed tableware — perhaps limited in number, but able to stand out from ordinary ceramics; alongside all this, we will offer a fine selection of Christmas-themed table linens."

Images from the Fontana store in Cuneo

Tradition Renewed, According to Morandin

Since 1958, Morandin Regali has been a store synonymous with elegance, quality and tradition in the world of interior design and tableware: a space of over 450 square meters with 5 display windows, housed in a fourteenth-century palazzo in the historic center of Treviso, promising customers a unique and memorable experience that goes beyond simply purchasing an object. Run since its founding by the Morandin family, the business presents itself as an enterprise in constant evolution, discovery and research — an approach that can truly shine in the classic Christmas campaign. "In fact, for us Christmas doesn't represent the peak of the year, but rather the starting point," says Stefano Morandin, who runs the store together with his wife Cristina and his sister Alessandra. "The way we put together the December window tells us a great deal about what we'll carry forward in the months that follow: it's the moment when the public is most attentive, most willing to stop and engage in conversation, and it therefore serves as our first real test for gauging where the market is heading and what its needs are."

At the Treviso store, listening to younger generations is not an option but an outright necessity. "Today, detail, materials and product sustainability matter far more than they used to," he conti-



nues. "Christmas helps us understand all of this, partly because, thanks to our physical store located in the historic city center, we can offer young people the chance to touch, experiment and truly understand a product in depth: we've noticed, in fact, a growing desire to be guided and accompanied in making a choice — something online still struggles to offer."

But will 2026 bring a classic or an innovative Christmas? "I don't think it's necessarily a choice between tradition and modernization. We believe the holiday season is a time of year when people genuinely slow down, come together, and allow themselves time to choose a gift calmly: the window display should therefore respect that pace, not add further background noise. At the same time, though, it needs a solid foundation to carry the occasion, and that's where tradition comes in: a rich heritage of gestures and materials built up over the years, which it would be a mistake to ignore simply to chase the trend of the moment. With that in mind, in our windows we try to bring the two approaches together, so that they merge and speak to one another. Christmas can also be seen as an occasion when generations talk to each other, get to know one another, interact: for us, this is excellent material to invest and work with, allowing us to pick up on the trends that will develop the following year." The result, in short, will be an



Images from the Morandin Regali store

innovative window display, carefully detailed, designed to attract and speak to different age groups. What is certain is that the market is evolving far more quickly than in the past. Alongside the most established, recognized brands — appreciated by customers because they're tied to a specific memory or a gift once received — pop-style items are now gaining strong ground, characterized by fresh, appealing, immediate design that nonetheless doesn't sacrifice taste. "These are products that don't replace our reference brands, but increasingly complement our classic offering, acting almost as a kind of access point," concludes Stefano Morandin. "A young person first approaches a pop item, and only later — perhaps a few years down the line — considers purchasing a more significant piece. Our philosophy is built on the principle of 'less is more,' which isn't just a window-display slogan but an approach grounded in constant research: this means, beyond the seasonal work tied to Christmas, an ongoing effort of selection and attentiveness to our audience. Many of our ideas and details come from our participation in major European trade fairs for the sector, which we consider an important investment: they allow us to stay up to date on what's happening beyond Treviso, and to bring into the store, somewhat ahead of the curve, what we see emerging internationally."

Noi: Different Colors and Styles to Celebrate

On the strategic and operational front, for some retailers the Christmas campaign begins many months before the traditional peak selling season. "It's a real marathon, since it already starts at the end of December of the previous year, with a review of sales figures, customer requests and our own impressions," report Gabriella Bortoletto and Elisabetta Missinato, co-owners of Noi Passioni Domestiche, a store in Udine launched 20 years ago by a close-knit, all-female team that caters to people who love surrounding themselves with beauty and style, including through everyday objects. "Right after that, in January, we start visiting Italian trade fairs and touring the showrooms of our now well-established suppliers, while also keeping a curious eye out for new brands, whether large-scale or artisanal. Once we've completed our overview of the market offering, we start sha-



ping our Christmas project, which aims to create a blend of tradition — an approach based on family, conviviality and sharing — and innovation, sought out in shapes, colors and materials. In this respect, we're particularly fond of the modern, colorful line from one of our partner companies, centered on acrylic crystal craftsmanship, which succeeds in modernizing Christmas while also appealing to the younger — or young-at-heart — part of our clientele." At this point in the year, then, ideas are very clear when it comes to the main moods and color palettes. "As for stylistic trends," Gabriella and Elisabetta specify, "Christmas 2026 will mainly revolve around the pairing of four palette/material groups: mocha mousse with butter and gold set against wood; sage green alongside dark gold and bronze, paired with stoneware or naturally toned ceramics; midnight blue and white combined with ice silver and cool lighting; and burnt terracotta alongside earthy red and cream, incorporating natural elements such as pine branches, pinecones, cinnamon and orange slices. In our boutique, though, our personal touch can never be missing, together with artisanal items sourced, preferably, from

our own region, Friuli Venezia Giulia, made and decorated with care by local artists. Nor should we forget our focus on eco-sustainability, for example through a new line of natural home fragrances." In short, a mix of care and attention to detail, through which the Udine store aims to set itself apart from the big chains. At Noi Passioni Domestiche, this year's Christmas display for the outdoor windows will draw on a "visual pop" style with fairy-tale references combined with touches of eccentricity. "Indoors, on the other hand, we'll present large display islands/tables in their corresponding reference Pantone colors," conclude Gabriella and Elisabetta, "placing all our products in context, from tableware to cookware, right through to fabrics and decorative items, and we'll set up corners with a concentrated display of Christmas ornaments. As per our tradition, on December 13th we'll welcome Santa's helper elf into the store, who will hand out hugs and gifts to every customer. To make the atmosphere even more magical and engaging, throughout the entire period there will also be background music in keeping with the mood, along with cinnamon scents alternating with Swiss pine."

Gabriella Bortoletto and Elisabetta Missinato, co-owners of Noi Passioni Domestiche



Emotional Windows from Prestige Living

From north to south, the Christmas campaign remains invariably the central moment of the year for retail. This is borne out by the experience of Prestige Living, which currently operates two stores in the province of Taranto — one in Sava, opened in 1991, and a more recent one in Manduria — both dedicated to guiding customers in their pursuit of beauty, helping them create a harmonious home environment, and encouraging them to give the gift of beauty to others. "At Christmastime, we focus very heavily on recreating the full magic of tradition in-store," states Federica Mezzolla, owner of the brand, "while also pairing it with the power of technology, from e-commerce to social media channels. It's not a crossroads but rather a path of gradual convergence: tradition is our emotional engine, built on warmth, gift-giving and sharing — elements that should never be stripped away in the pursuit of a cold, rational modernity, since the main driving force during the Christmas season is always feeling. Innovation lies in the contemporary language we use to tell that story, made up of digitalization, networking, sustainability and in-store events."

In Prestige Living's vision, two main threads will dominate the scene in terms of style trends. "On one hand," Federica explains, "there's 'natural' Christmas, built on material textures, warm tones and organically inspired elements; on the



other, the timeless 'traditional' Christmas, with its classic, reassuring color palettes. Our priority in-store is precisely to recreate that warm, immersive atmosphere of Christmas as it used to be, one that moves you at first glance. At the same time, though, we love to surprise our customers by enriching the assortment with alternative, carefully curated offerings: from design pieces to artisanal items, right through to the more personal realm of jewelry and personal accessories. The goal is to offer a unique journey, where tradition manages to meet research and originality."

That's why the first step is to immediately capture passersby's attention with evocative, appealing window displays. "For us, it's essential to create an instant 'wow effect' through a window that acts as an 'emotional curtain,' able to stop anyone walking by and instantly transport them into our atmosphere," concludes Federica. "With that in mind, for Christmas 2026 our display won't be limited to the interior spaces but will extend with a striking, cohesive visual to the exte-

rior of the store as well, creating an enveloping mood starting right from the street. We'll combine material, natural elements with the warmth of classic style, using custom-designed lighting and displays to intrigue customers and draw them in to explore our world up close. □

Federica Mezzolla, owner of
Prestige Living



Shoppe Object Paris returns AND EXPANDS

From September 5–7 at Porte de Versailles, the lifestyle fair adds beauty and food to its lineup, with over 80 brands

Shoppe Object Paris, the space dedicated to design and lifestyle hosted within the Who's Next trade show at Porte de Versailles (Hall 1), returns to Paris from September 5 to 7, 2026. Following its January debut, the event confirms itself as a curatorial platform at the crossroads of home, design and lifestyle, with a selection exceeding 80 confirmed brands. The main novelty of this edition is the introduction of two new lifestyle categories: beauty, debuting with 13 brands including Peignée, NNT Lab, Kerzon and Bachca, and food, featuring names such as Le Chocolat Français, Oh My Gum! and Eau Lala. Leading brands also inclu-

de Vitra and &Tradition, alongside newcomers such as Tiptoe, Nuuna and Manufacture de Digoïn.

The guiding theme, in line with Who's Next, is "the dinner," understood as a moment of sharing and style. At the center of the space stands a large exhibition table curated with an editorial approach. Australian artist Phoebe Stone will take the spotlight as Artist of the Season, with a collective work created live and free oil-pastel workshops. The magazine Intramuros will also present the exhibition "Second Life," dedicated to reuse and sustainability in design. □

<https://shoppeobject.com/>



Free Admission with Casastile

Thanks to the partnership between Casastile and the event, you can visit Shoppe Object Paris free of charge. Simply scan the QR code, complete online registration on the official website, and enter the code "CASASEPT26" in the appropriate field at the time of registration.



<https://bit.ly/4wsikom>





Retailers, CHRISTMAS Doesn't End at Christmas!

Today the physical store finds itself sharing the stage with a new protagonist: online shopping. Fast, accessible and in step with the fast pace of daily life, digital shopping allows for significant time savings and a greater ability to compare options

For retailers who have not yet built an omnichannel strategy — one capable of creating a coherent dialogue between physical space and digital tools — this shift can become a positioning problem. The point is not to pit the store against online shopping, but to make clear why it's still worth crossing the threshold. The physical store retains a value that is genuinely hard to replicate: it is the place where the product meets human connection, building identity and points of reference within the local community.



What Role Does Christmas Play in All This?

For the retail sector, Christmas has always been an indicator of business health. Today, however, it arrives squeezed between Black Friday and the January sales, within a commercial calendar dominated by promotions and appeals to convenience. And yet Christmas retains a particular power. Unlike what happens during the sales period, people don't come in solely in search of the best price: they want to choose a gift, make a good impression, express affection and find something meaningful.

Higher foot traffic can give the store an opportunity to communicate its own value, get to know the people who walk in, and turn a one-off visit into the start of a relationship. Every Christmas initiative should be designed to live on beyond Christmas itself. For that to happen, the process needs to begin in the weeks leading up to the holiday, continue throughout the Christmas period, and start preparing for the customer's return right away. Here is a practical guide for turning this coming Christmas into the start of a virtuous cycle, capable of strengthening the store's positioning over time.

Exercise for the Store

1. Before Christmas: Observe and Get to Know

In the weeks leading up to the holidays, retailers can start noting down the most frequent requests, the difficulties customers describe, and the reasons that bring them into the store. Are



Veronica Barsotti

Veronica Barsotti works across branding, marketing and business culture. Through Café Consulting, she supports Made in Italy companies and businesses in the design, décor and craftsmanship sectors, helping them build positioning, offering and communication. With a background in design and a career spanning both industry and consulting, her approach starts from one question: how can a brand become more recognizable, desirable and relevant within its own market? In Casastile, she brings reflections, tools and useful case studies for those who live this sector every day.

Veronica Barsotti,
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Instagram: @cafeconsultingmarketing

they looking for a gift for someone who seems to already have everything? Are they short on time? Do they arrive with a clear idea, or do they need guidance? Complex systems aren't necessary: a simple sheet by the register can be enough, downloadable via the QR code at the end of the article. This first round of listening helps identify a recurring need worth working on.

2. During Christmas: Test a Response

Based on what emerges, the store can trial a simple service, avoiding the introduction of too many new elements at once. This might mean offering gift-selection consultations, organizing proposals by recipient or price range, and so on. There's no one-size-fits-all solution: the service needs to be consistent with the local area, with

the people who frequent the store, and with what the owner can realistically manage.

3. Leave a Reason to Return

Continuity needs to be prepared while the customer is still in the store. At the very moment of purchase, the retailer can hand them a concrete invitation to come back: a preview of a new collection, a workshop, an event, or any other occasion to meet that person again. The goal is not to add yet another promotion, but to build a bridge between the Christmas experience and the rest of the year.

Observing, testing and creating continuity means turning the holiday season's higher foot traffic into useful knowledge for the store: an asset that can be gathered simply and used to strengthen its positioning over time.



To put these three steps into practice, Veronica Barsotti, founder of Café Consulting, has prepared a short guide with a concrete example and a printable worksheet, designed to quickly note down what emerges before, during and after Christmas. Interested retailers can request it by writing to info@cafeconsulting.it or by scanning the QR code. □



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Ancap: QUALITY GIFTS Are "Made to Measure"

by Fabio Destefani

The current state of the gift-item sector and its future outlook. We discuss it with Simone Boschini, Marketing Manager at Ancap, a company that places strong emphasis on offering a personalized, flawlessly crafted product, in keeping with the excellence of "Made in Italy"

Let's start with a general question. Based on your experience, what is the current state of the gift-item sector in Italy from a commercial standpoint?

The Italian gift-item market today offers an extremely broad and varied range of products. In this landscape, I believe there are interesting opportunities for Italian companies capable of standing out through a strong design and manufacturing identity. I'm thinking in particular of objects defined by recognizable design, careful craftsmanship or technically sophisticated decoration — offerings that go beyond mere function to express a style and tell a story.

Within Ancap's broader production of high-quality porcelain, what role does the gift-item offering play?

For Ancap, gift items belong fully to the world of home accessories. Italy boasts an internationally recognized design culture, built on furniture quality, balanced proportions and attention to

Vase from the "Blu Manifattura" collection, the allure of Baroque embroidery



every detail. In this context, porcelain vases and objects — whether plain white or decorated — can complete and enrich interiors, dialoguing with both classic and contemporary furnishings. Porcelain thus becomes an element capable of defining a space and giving it personality.

What types of products does your gift-item offering include?

Our range includes porcelain vases available in various shapes and sizes, presented in pure white or embellished with classic and contemporary decorations. Alongside our vase collection, we offer multifunctional objects such as containers and jewelry boxes, designed to find a place on tables, shelves and other furnishing elements. These are creations that combine aesthetic value with practical versatility, adapting naturally to different settings.

Which collections are proving most successful with your customers?

Today we work extensively on a project basis. We collaborate with interior designers and stylists who oversee every detail of a home and select, from our range, the shapes best suited to the character of each space. The choice therefore isn't tied to a single collection, but emerges from the interplay between form, proportion, ar-

"Square" containers, multifunctional geometry



Cup from the "Blu Manifattura" collection, elegance accompanying every break



chitectural style and decorative design. The breadth of our offering allows us to identify solutions that fit harmoniously into both classic and more contemporary spaces.

What kind of commercial strategies do you use to sell your gift-focused products?

Our strategy is built above all on our ability to develop personalized projects and production runs based on specific requests. We guide the customer in choosing shapes, colors and decorations, providing the technical and manufacturing expertise needed to turn an idea into a one-of-a-kind object. Every stage of production — from casting to glazing to final decoration — is overseen by Ancap's craftspeople at our facility in Sommacampagna, in the province of Verona. This direct control over the entire production cycle is a distinguishing feature for us, allowing us to guarantee quality, attention to detail and consistency in the final result.

What kinds of stores carry your gift collections?

Our products are generally distributed mainly



Trays from the "Jolly" collection, versatility and contemporary style

"Palla" vase collection, formal purity as a synonym for elegance



through stores specializing in home goods, but today we also have numerous collaborations with Italian and international hotels.

Is there collaboration between Ancap and the retail world? Do stores set up display islands, cardboard standees, or perhaps organize events to promote your gift offering?

Our collections are increasingly tailored to our customers' specific needs. We work more and more on a made-to-order basis, so as to provide our clientele with a product that is unique in both quality and craftsmanship.

Has the rise of e-commerce led to increased sales in the gift segment, or do people still prefer to buy in-store?

Ours is a "feel and touch" product, one that invites in-person observation to fully appreciate the quality, proportions and coloring of the vases or flat objects.

"Blu Manifattura" collection, a successful synthesis of formal and aesthetic research

Looking ahead: do you have plans to make this sector increasingly appealing in the coming years? If so, what are they?

We believe one of the most interesting opportunities lies in tailor-made personalization. Our goal is to involve retail stores more and more in this process, offering them the chance to propose objects developed around their own positioning and their customers' preferences. Shape, color and decoration can become the building blocks of a unique story. In this way, a gift is no longer simply a product to buy, but a personal, lasting creation, capable of expressing the excellence of Italian craftsmanship.



"Blu Manifattura" collection, designs that illuminate the atmosphere

Is there anything I haven't asked about this topic that you think might interest our readers?

One curious fact concerns the sizes porcelain can reach: in our vase line, the largest piece we produce is an umbrella stand nearly half a meter tall. It's a niche product, aimed at those who want to furnish their home with unconventional objects, capable of catching the eye and giving spaces a strong, distinctive character. □

Simone Boschini,
Marketing Manager of the Ancap brand



Ancap

Ancap was founded in 1964 in Sommacampagna, in the Verona area, from the vision of Giuseppe Boschini, a deep connoisseur of porcelain and decorating techniques. His love for typically Italian quality, together with his passion, guided him and his family to achieve qualitative excellence in the sector — an excellence expressed in objects that are lively, original and meticulously finished down to the smallest detail.

Since its founding, the company has grown while keeping its family identity intact, establishing itself internationally for the quality of its creations. Even today, the entire production process takes place in Italy, where more than 100 professionals combine artisanal skill, innovative technology and ongoing stylistic research to create fine porcelain, cared for in every detail. It is a story built on passion, research and design culture that, for over sixty years, has expressed the authentic value of Italian craftsmanship. The gift-item offering is broad and varied, including porcelain vases and multifunctional objects, both plain white and decorated.

CASA
- tessile e profumazioni -
STILE

Winter
Tales

Soft blankets
and enveloping
fragrances intertwine
to dress the home
in warmth, magic,
and a festive atmosphere

Somma 1867

Signature *blue to warm up* WINTER

Kintsugi, Kimono and Sentieri: three lines of the Fazzini Autumn/Winter 2026-27 collection are tinted with deep blue, amidst Japanese ceramics repaired with gold, continuous elegance, and new sumptuous shades for winter at home.

The blue of bird feathers and winter skies runs like a common thread through the new Fazzini Autumn/Winter 2026-27 collection, inspired this year by the animal world observed not in its differences from man, but in its similarities, among nests, parental care, and protection systems that also resonate in the domestic dimension. Among the many proposals in this color, three lines capture the spirit of the season well: Kintsugi, Kimono, and Sentieri.

Kintsugi celebrates the beauty born from fragility: sheets, duvet covers, and quilts deliver a refined patchwork design that tells the story of Japanese ceramic art, from the artifact to its repair using the ancient technique that gives the collection its name. The subtle golden veins become shape, value, and ornament, offered in blue or neutral tones, completed by a room yukata

that reinforces the Japanese atmosphere of the entire collection.

Kimono, a continuous line updated with the season's colors, unveils its blue variant alongside rose sand, maintaining the sober and elegant charm that has always distinguished it, with a yukata model (the typical Japanese summer kimono) completing the proposal for the sleeping area. Sentieri instead introduces a sumptuous tone of deep blue, designed to converse with the new collections of the season: the continuous lines thus become compositional tools, capable of creating layers, overlaps, and soft transitions between one room of the house and another. Three different interpretations of a single color that this year narrates domestic warmth with the discreet elegance that has always distinguished the Fazzini style. □

www.fazzinihome.com



Above, the refined patchwork design of the **Kintsugi** collection, inspired by the Japanese art of ceramic repair with golden veins, shown here in the blue variant.

Below, the duvet cover set and the yukata from the continuous **Kimono** collection, also offered in blue, for a sleeping area with a sober, elegant, Japanese-inspired charm.



A detail of the **Kintsugi** collection shows the layering of fabrics: the patchwork design, crossed by subtle golden lines that reassemble ancient oriental-style vases, stands alongside floral-patterned pillowcases, in a play of textures and colors that harmoniously intertwines multiple worlds into a single, warm atmosphere.



Sentieri dresses in a deep and sumptuous blue

The Comeback of Quality Sleep

No longer a simple furnishing accessory, bedding is becoming the pillar of the "Sleep Economy". Amidst high-performance materials, sleep tourism, and the turning point of international trade fairs, the bedroom is driving the home market.

In recent years, the bedroom has lost its aura of a marginal environment reserved solely for nighttime rest, taking center stage in the home. Anyone designing, buying, or furnishing today no longer looks just for matching sheets or a headboard coordinated with the wardrobe: they seek an integrated wellness experience. A thoroughly contemporary priority that has transformed sleep care into a high-value-added industrial sector capable of influencing the choices of major international brands and redefining the trajectories of the entire home sector. The numbers speak for themselves. The global value of Home Bedding travels well beyond 140 billion dollars with constant growth projections for the entire next decade, driven primarily by the linen and high-performance textile segment. Acting as a catalyst is also the boost from high-end hospitality: the public, accustomed to the very high standards encountered in boutique hotels, now

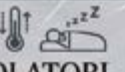
expects to find the same tactile quality and ergonomic performance within the walls of home, triggering a race to purchase toppers, technical fillings, and fine yarns. This shift in pace finds an immediate response in the reorganization of major exhibition events. Messe Frankfurt has already announced a major restructuring for Heimtextil 2027, expanding the Bed, Bath & Living segment with the debut of the "Comfort & Connect" area in Hall 5.1. A space designed to

directly connect textile producers with the most advanced Smart Bedding solutions, offering buyers, architects, and hospitality operators an extremely fluid research path. A strategic choice that, as underlined by fair director Margit Herberth, intercepts companies' need to present themselves on an international platform focused on innovation and the centrality of rest. Purchases are now guided by a precise synthesis of sustainability, sensory performance, and technolo-

gical research. Certified organic cotton, linen, breathable thermal-control fibers, and natural treatments stand alongside advanced sleep systems to transform the room into a true decompression oasis from daily stress. Far from the logics of decoration for its own sake, the bedroom thus reclaims its role as the driving motor of furnishing, demonstrating how personal health has become the new benchmark parameter of interior design. □



THE NEW YARNS OF GOOD REST

	FIBRA & MATERIALE	PROPRIETÀ CHIAVE	BENEFICI PER IL RIPOSO	TARGET & POSIZIONAMENTO
1	LINO NATURALE 	• Ipoallergenico e traspirante • Elevata assorbenza dell'umidità • Finissaggi washed senza stiro	Mantiene una temperatura costante in ogni stagione e regala un'estetica rilassata e materica.	Fascia High-End Estimatori del lusso naturale e del design informale.
2	LYOCELL / TENCEL 	• Fibra vegetale da polpa di legno • Processo produttivo <i>ecofriendly</i> • Struttura ultra-liscia	Straordinaria gestione della sudorazione e una morbidezza serica, ideale per pelli delicate.	Eco-Conscious Consumatori attenti alla sostenibilità e al comfort tattile.
3	COTONE BIOLOGICO 	• Coltivazione priva di pesticidi • Tracciabilità di filiera (GOTS) • Elevata resistenza ai lavaggi	Massima tollerabilità cutanea, traspirabilità classica e facilità di manutenzione quotidiana.	Premium Mass Market Famiglie, linee baby e hôtellerie contemporanea.
4	TESSUTI TERMOREGOLATORI 	• Trattamenti a cambio di fase (PCM) • Microcapsule attive nella trama • Ingegneria di derivazione sportiva	Dissipano il calore in eccesso e azzerano i micro-risvegli notturni legati agli sbalzi termici.	Sleep Tech & Performance Sportivi e utenti attenti al benessere tecnologico.

SMART FABRICS AND GREEN FIBERS: THE BEDDING REVOLUTION

Driving the growth of the bedding sector are not only stylistic choices, but a technological innovation transforming the very structure of fabrics. The contemporary consumer demands performance from home textiles that until a few years ago were reserved for technical and sportswear apparel. Among the protagonists of this paradigm shift, new-generation thermoregulating materials stand out, capable of dissipating excess heat during the early stages of sleep and keeping it constant during the central hours of the night, reducing micro-awakenings caused by sweating. Simultaneously, ecological sensitivity has shifted the axis of production toward natural fibers with low environmental impact and extremely high tactile yield. Linen, naturally hypoallergenic and thermoregulating, is experiencing a second youth thanks to softened washed finishes that require no ironing. The adoption of Lyocell (commercially known as Tencel) is also growing—a plant-based fiber extracted from wood pulp via closed-circuit processes, appreciated for its extraordinary moisture management capacity and a softness comparable to silk. Completing the picture is the integration of natural treatments based on essential oils or microcapsules of aloe vera and provitamins, applied to fabric weaves to release benefits to the skin during rest. A holistic approach where textile engineering becomes the primary guarantee of rejuvenating sleep.



The choice of fiber affects up to 40% of the perceived quality of sleep.



MARYHOME

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Comfort *that changes with the* SEASON

The bedding market changes along with the climate: Hammerfest responds with a range differentiated by weight and material—feather, cotton, wool, and synthetic fiber—designed to last and adapt to every season.



Ten degrees of difference in three days, transitional seasons that last only a few weeks, mild winters followed by sudden cold waves: the old commercial logic of bedding—winter down duvet, heavy quilt, transitional quiltlet, summer bedspread—increasingly struggles to meet the real needs of the final consumer. For companies and retailers, this means rethinking their assortment based on a different criterion: no longer products tied to a specific season, but a modular range capable of covering the entire year with interchangeable solutions. Hammerfest's offering with the Quinta Stagione line is based on this approach, keeping the duvet as its core business, available starting from light weights of 70 grams up to the heaviest versions, a range designed to cover the entire spectrum of thermal needs, from transitional seasons to harsh winters. Alongside down/feathers, the company offers cotton and wool fiber, with 100- and 250-gram fillings, two weights designed to meet a growing demand for natural, breathable materials capable of managing body moisture gradually. For the segment most oriented toward practical use, Hammerfest offers a synthetic fiber line available in four different weights, designed for durable, easy-to-wash products suitable for intensive use, a growing market segment, especially in fast-turnover distribution. The offer is completed by a wide selection of cover fabrics, which allows products to be customized according to the bedroom style and the final customer's requests.



The company's commercial strategy is clear: focus on versatile products made with quality materials and designed for long-term durability, in a market where clear seasonality is progressively giving way to continuous and cross-cutting demand. □

www.hammerfest.it

InSof quilts, lightweight quilts, and comforters use a soft and lightweight batting made with 75% regenerated fibers.



Iglù, a box-stitched down duvet available in various filling qualities and four weights, in different fabrics and various sizes and models.



The New Home Textiles: *Warm and Cozy Like an* EMBRACE

WINTER TALES

by Francesca Guerini Rocco

Cinelli Piume e Piumini: Light, breathable, and naturally thermoregulating, these throws transform the Tuscan company's know-how into a versatile accessory for living rooms, bedrooms, and hospitality. Made of real goose down weighing only 165 grams, they offer comfort in every season across four models: Soft Fantasia, Soft Air Unito, Soft Cotone Unito, and Piper.



In winter, the home rediscovers the pleasure of softness: throws, blankets, and bedding focus on fine wools, natural duvets, refined cottons, and tactile textures to fully interpret domestic well-being. Through color, tactility, and detailed aesthetic research, the living and sleeping areas dress in top comfort, turning every break into a true treat.



Diesel Living by Mirabello Carrara (Caleffi Group): Featuring contemporary textures and a strong tactile impact for Blurred Checks and Denim Shades. Crafted from pure brushed cotton, these throws (130x170 cm) combine softness, comfort, and bold style to interpret the winter season with an unconventional touch.



Hammerfest: Specializing in fine, custom-made bedding, the brand presents Iglù Abell duvets and quilts designed for round beds. All options use certified high-quality fabrics and fillings, such as the Iglù Rigenerazione version made from 100% cotton fabric containing 70% recycled yarn and reconditioned filling.



Sagaform: The Esther blanket is soft and warm like fur, made from 100% recycled polyester, durable, and hand-washable at 30°C, making it perfect for relaxing on a balcony or porch. Another offering, Ulli, is crafted from high-quality New Zealand wool to provide ultimate winter warmth.



Bolzan: Alpagota, designed by ruga.perissinotto, celebrates the authenticity of wool from the ancient Alpagoto sheep. Made of 100% virgin wool with natural colors, free from dyes or chemical treatments, it is created in collaboration with Lanificio Paoletti using traditional textile processes.



Dal filo: Percale sheets made from pure combed cotton that are naturally fresh, soft to the touch, durable, and easy to maintain, available in a wide palette of colors and patterns including a duvet cover option.



Schoenhuber: The classic plaid pattern becomes a holiday leitmotif with the Rut blanket, presented in an elegant gift box. One side features Sherpa (a soft material resembling sheep's wool) and the other soft fleece, washable at 30°C.



Mirabello (Nocturnal Collection): Redefines timeless floral motifs in a contemporary key with the reversible Nocturnal duvet cover set in 100% cotton sateen.

Realizzato in lana neozelandese di alta qualità, Ulli di Sagaform ricorda il vecchio plaid della nonna e si trasforma in una coccola caldissima, per tutto l'inverno. Perfetto sul divano o come coprietto per la zona notte. Lavaggio a mano consigliato.



Antoniolupi: Trame di lana is a new throw collection designed by Gumdesign. Woven on looms from pure virgin wool, these throws play with essential geometries and bold shades like midnight blue, bright red, and vitamin orange against classic cream.



Trussardi Casa by Mirabello Carrara: Refined, precious, and chic, expressing the maison's essence by turning the bedroom into a luxurious yet discreet alcove, highlighted by a two-tone 100% cotton sateen quilt.



Somma1867: Presents a new capsule collection born from collaboration with Laboratorio Avallone, inspired by artist Gennaro Avallone's Chrysalis artwork. It features maxi throws in fine wools with jacquard weaving, feather runners, wool blankets, and linens in warm natural shades like shell and cognac.



Lanerossi: Presents Wool Energy - The Sleep System, a complete rest and wellness ecosystem. Highlight products include Morfeo (an ergonomic breathable memory foam topper with silk, 5% pure graphite, and Woolmark-certified extra-fine Merino wool), a coordinated pillow, and the iconic Thermocoperta virgin wool blanket.



Mirabello MLab (Orsay and Metropolitan): Perfect for anticipating the holidays, Orsay and Metropolitan from the Mirabello MLab collection furnish the bedroom with a deluxe touch. Crafted from pure cotton percale, they interpret contemporary interiors with pictorial textures, tactile color fields, and refined gold geometric accents for an elegance with a cosmopolitan character.



Etro: The iconic Pegasus logo decorates the brand's premium wool and cashmere throw, embellished with graphic lettering as a luxury gift for style enthusiasts.



Maryhome "Onde di Peluche" blanket, wave pattern in soft faux fur, in the warm shades of rust, cinnamon, and milk.

Rust and warmth FOR CHRISTMAS

Two blankets by Maryhome dress the home in the warm tones of Christmas: bunny embroidery and soft faux fur detailing, for more enveloping and welcoming winter evenings in any room.

Christmas brings the warm colors of the season into the home, and this year rust is among the protagonists of textile furnishings. It is the shade that guides Maryhome's Grey theme, a collection that combines shades of gray with forest green tones and the warmer notes of curry and chili, recalling the colors of earth and autumn leaves. Within this palette, there are two blankets designed for winter. The first has a rust background with the embroidery of two side-by-side bunnies, made of fur and fleece: a detail designed for shared moments with the family, from the living room to

the bedroom, in a heavy fabric also suitable for the coldest evenings. The second instead plays on a wave pattern in faux fur, available in the shades of rust, cinnamon, and milk, with a soft-to-the-touch surface that lends itself well as a furnishing element as well as for comfort. Two different proposals in texture and workmanship, united by the grayish-brown/color palette and the same attention to materials, designed for those looking for a warmer atmosphere in the home during the winter weeks. □

www.maryhome.it



Rust background and embroidery of two tender side-by-side bunnies: Maryhome's heavy fleece **Ambra a terra** blanket warms family moments.

Winter fragrance

THE PERFECT gift

by Francesca Guerini Rocco

FESTIVE CHRISTMAS FRAGRANCES

Invisible yet extremely important in the home, fragrance is a true wildcard of interior design because it allows you to transform the perception of a space and create the perfect atmosphere. Especially in winter, when much more time is spent within domestic walls: spicy fragrances, botanical notes, or enveloping accords evoke memories and sensations, improve mood, and grant moments of pure well-being. A candle, a diffuser, or a room spray is all it takes and voilà, the room immediately becomes more welcoming, relaxing, and even refined.

Nishane presents The Doors Collection: a series of luxury home fragrances (in sprays, candles, and reed diffusers) inspired by cultures and natural landscapes from around the world. Among the perfect choices for winter, British Black Pepper, Chinese Ginger & Cinnamon, Mexican Wood, and Indian Oud stand out, but exotic, fruity, and sparkling alternatives are also available. For all tastes.



A refined alternative to traditional burners? The model designed for Aesop by Studio Henry Wilson, made of solid brass with a tea light candle. To be paired with the sophisticated Catherine Oil Burner Blend, which combines warm and relaxing notes: just five or ten drops are enough to envelop the home with an absolute sense of peace.



Family gatherings around the fireplace, the decorated tree, and the silent quiet of a snowy landscape: with its festive fragrance, the Home For Christmas candle by Chase and Wonder anticipates all the magic of Christmas. Notes of fresh pine, berries, cloves, jasmine, and amber are enclosed in the fine Bone China container hand-decorated with 22-karat gold. Also available in a gift box.



Baies, Diptyque's 190g candle, evokes the tart freshness of freshly picked blackcurrant berries. Some clusters still have their leaves, and their green and aromatic scent combines with the lively, floral notes of rose for a sophisticated and enveloping effect.



Aesop's Aromatique Room Sprays are inspired by the geography of Ancient Greece to recreate deeply evocative atmospheres. Like Istros: based on pink pepper, lavender, tobacco, sandalwood, and patchouli, it recalls the magic of Middle Eastern bazaars and implicitly invites peace and meditation.



Exclusive and unexpected, Byredo's Bibliotheque room spray transports the mind into the fascinating and enveloping atmosphere of old libraries. Packaged in an elegant 250 ml black glass bottle with the characteristic white label, it releases a persistent, velvety scent of peach, plum, vanilla, and patchouli into the air that immediately warms any room.



Who can resist the mouth-watering scent of vanilla cupcakes? Yankee Candle's Vanilla Cupcake candle recalls notes of lemon, chocolate, and frosting, filling the home with all the cheer of freshly baked treats. Packaged in a glass jar with top-quality ingredients and paraffin and a natural fiber wick, the medium version offers up to 75 hours of fragrance.



Brandani reinterprets the room diffuser with a romantic touch. The transparent glass Heart version, featuring classic white fiber wood sticks, is embellished with a red heart set in the center. Also available in an amber version, it can be filled with your favorite fragrance.





Dedicated to those looking for an unexpected and precious gift, the Ambra Nera Cristalli Profumati box by Ortigia Sicilia. 250 grams of shimmering nuggets of natural gum arabic infused with a refined fragrance of resin, spices, labdanum, oakmoss, galbanum, and amber. A contemporary version of traditional pot-pourri that lasts a long time.



Diptyque reinvents home fragrance with the Roses Sablier hourglass. Through an ingenious procedure combining gravity and capillarity, the fragrance flows slowly from one glass bottle to the other: simply flip it over to diffuse the fragrance gently and slowly. Perfect for scenting small spaces for several months, it is a L'Olfattorio exclusive.

To face winter with the right energy, Perdormire focuses above all on good rest, with a chamomile-essence-based pillow spray. The Cuscino Camomilla fragrance combines the properties of chamomile with a balsamic scent: simply spray it directly onto the pillow before going to sleep to ensure calm and well-being.



Host America is Born: The Leading Format Lands in the USA

The international expansion of Host Milano continues, the Fiera Milano event that is a world leader in professional hospitality, out-of-home, and food retail. Following its debut in the Gulf last December with Host Arabia, the brand is now looking to North America with the launch of Host America, scheduled in Orlando, Florida, from February 11 to 13, 2027. The event is born in partnership with NAFEM—North American Association of Food Equipment Manufacturers—and will take place in synergy with The NAFEM Show, one of the leading industry trade fairs in the United States. The goal is to offer Italian and international companies direct access to the world's largest professional hospitality market: the USA accounts for 24.8 billion euros in demand within the sector, with Italy already being the leading European supplier. Host America will bring together four key Made in Italy supply chains: coffee and vending machines, gelato and refrigeration machines, tableware and contract furnishings, and bakery and pastry machines. With Milan, Riyadh, and Orlando, Fiera Milano thus builds an international network of complementary events, consolidating Host's role as a global benchmark for operators in the HORECA sector.

host.fieramilano.it



MIC Faenza: Female Nordic Design on Exhibition

From June 20, 2026, to January 10, 2027, the International Museum of Ceramics in Faenza is hosting the exhibition "Nordic Table Design. A Silent Female Revolution (1900-1970)". Curated by Fabia Masciello, the exhibition proposes a journey through over two hundred works created by female designers, artists, and entrepreneurs from Denmark, Finland, Norway, and Sweden, highlighting their key role in the social transformation of the twentieth century. The table thus reveals itself as an authentic laboratory of emancipation: everyday objects combine functionality, beauty, and visual democracy, reflecting battles for gender equality and the evolution of domestic lifestyles. Divided into seven sections, the itinerary narrates the birth of democratic design, the impact of female labor on post-war kitchen habits, the formal freedom of the seventies, and the fundamental contribution of factory workers. Finally, the itinerary celebrates the historic bond with the Faenza Prize, which between 1964 and 1974 showcased master artists like Rut Bryk and Lisa Larson. Completing the offering are a Silvana Editoriale catalog and guided tours with aperitifs every Tuesday from June 23 to July 28.

www.micfaenza.org

Venini arrives in Portofino

Venini, the historic Murano glass art brand, is opening a new boutique in Portofino, at Via Roma 3, strengthening its presence in the most exclusive destinations of international lifestyle. The space reinterprets the retail concept born with the Milan flagship: Venetian terrazzo flooring, satin brass and bronze details, and Venice Red as the identifying color of the back wall. Inside, historic chandeliers and sconces designed by Carlo Scarpa converse with works by Sottsass, Aulenti, and Peter Marino, alongside iconic vases and table lamps that recount the brand's evolution in high-end lighting.

www.venini.com



Maison&Objet Reinvents Itself: Pulse is Born

With the September edition, Maison&Objet is renewing itself and embracing a new ambition with the launch of Maison&Objet Pulse. The theme of the edition, Pulse in Motion, invites action and celebrates design as a practical engine of collective transformation. The goal is to overcome market stalemates by fostering collaboration between companies, innovative studios, and a new generation of creators. The exhibition layout is reorganized into seven key sectors: Decor & Design, Cook & Share, Fine Craft, Wellness & Beauty, Fragrance & Ambiance, Gift & Play, and Fashion & Accessories. A redesign planned to combine high craftsmanship, new consumption habits, and emerging trends, jointly outlining the new spaces of living. The next edition will be held from January 14 to 18.

www.maison-objet.com



Frantoio Paparella: Apulian Olive Oil Dressed in Ceramics

In Barletta, Puglia, the Paparella family has been carrying on an olive oil tradition since 1891 that combines craftsmanship and taste. The Frantoio, now in its fourth generation, processes the region's typical cultivars, first and foremost Coratina, from which an extra virgin oil rich in polyphenols is produced, appreciated for its intense sensory profile and awarded in various international competitions dedicated to olive oil excellence. Alongside its classic production, the company offers a line designed for gifting: ceramic bottles hand-painted by Apulian artisans, each a unique piece that transforms the oil into a small table art object. Shapes and colors recall the landscapes of the region, making the packages suitable both for the high-end gourmet market and the wedding favors sector. The brand, also present on international markets, thus tells a dual identity: the solidity of a centuries-old family history and the ability to innovate through artisanal design.

www.frantoiopaparella.it



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1 solo piumino.*



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