



Young yet already iconic brand in the contemporary Italian scene, *Baci Milano* loves to surprise its admirers with ever-new collections. The brand, founded by *Ar&Co Srl*, steps up as the perfect union between love (Baci) and fashion (Milano), succeeding in the national and international scene, presenting products that are able to tastefully mix new trends, refinement and tradition.

*Baci Milano* focuses on tableware: elegant shapes are combined with outstanding colors and decorations. This attitude manages to place acrylic and melamine under the spotlights as perfect materials for both outdoor and indoor use: products and accessories capable of bringing home the joy for surprise, the pleasure of elegance, the practicality of the unbreakable, the lightness of contemporary materials. The acrylic lines *Baroque&Rock* and *Chic&Zen* are classics of the brand, declined in the drinkware and cake world, proposed with matching melamine tableware collections.

The growing enthusiasm for *BaciMilano* leads to a furnishing line: chairs, tables and lamps that link the sumptuous Baroque style to the lightness of polycarbonate and acrylic.

Always driven by the desire to amaze the market, in 2017 *Ar&Co* founds *Maroc&Roll*. The choice of porcelain, a timeless material, is this time bound to the desire to propose a product that is able to enrich contemporary living on multiple levels: aesthetic and sensorial. Even in the field of room fragrances and diffusers, the research on new materials is constantly part of the company: from mulberry bark flowers to real touch bouquets, the combination of tradition and innovation continues to offer new exciting ways of experiencing everyday life. *Maroc&Roll* diffusers spread elegant fragrances in homes expressing passion for refinement and fashion: each fragrance is defined on complex olfactory pyramids, recalling person perfumes.

2017 also sees the birth of a new venture: *Mami Milano*, a brand dedicated to laundry and textiles. The aim of the company is to evoke sweet memories from our childhood through laundry scents.

*Mami* comes so to life with a line of laundry scents that is today its beating heart: *L'Essenza*. In the following years new products follow the success of *L'Essenza*: textiles spray deodorizers (*La Molecola*), wardrobe scent diffusers (*Le Perle*), perfumed drops and wool balls for drying machines (*Le Gocce*). Shortly after two new divisions sprout: *Mami Pet* - cosmetics for pets and *Mami Tec* - USB fragrance diffusers.