TOSCANINI

TOSCANINI _ MAISON&OBJET 2020_ PRESS KIT

TOSCANINI: 100 years of history, evolution and research made in Italy

An Italian reality that since 1920 has been producing **clothes hangers and solutions for hanging and displaying clothes, accessories and shoes** for the interior design and fashion world.

In 2020 **TOSCANINI** celebrates its first centenary. An incentive to do better and not just a goal for Giovanni and Federica Toscanini. They are the fourth generation now at the helm of the company, *following the path of their father Ettore in always wanting "un plûch in più" (meaning "you can always do it better"): the pursuit of perfection for a unique and high quality product.*

Founded in Piedmont in 1920 in Isolella, Borgosesia, the company, starting from the immediate post-war period, began to expand to new markets, first supplying the Italian shopping centers and then, crossing the Atlantic, the American department stores.

Today **TOSCANINI** is an internationally renowned brand with a high production and design capacity, able to respond to the needs of its customers and transform them into smart solutions for walk-in closets and wardrobes of private homes, yachts, hotels and other luxury spaces.

The **Interior Collection**, born precisely for this purpose and dedicated to the interior decoration professionals, continues to grow through exclusive and refined solutions in precious wood and plexiglass, with numerous trendy color variations.

At the **2020 edition of Maison & Objet**, TOSCANINI is part of the path dedicated to sustainability (**Hall 7 Stand C75**). This is because of the attention always paid over the years to protecting the environment.

On the occasion of the exhibition, **TOSCANINI** presents a **preview of the new collection**. Coat hangers covered in fine fabrics, the children's line with Gioia the new lacquered hanger with lion and butterfly-shaped leather decorations and an overview of models aimed at interior design (contract and residential) and the

fashion world.

Download more info:

Toscanini_Sustainability Doc 2019

Toscanini - the art of hanging

Toscanini_Corporate Profile 2020

PRESS OFFICE *Alessandra Bertona Communication Alessandra Bertona +39 340 8631777*
bertona@communicationab.com