

PRESS RELEASE**TOUCH-MeL presents the new GROOVE and RENA collections**
Available in 4 different colours.

Rena
/ré-na/
female noun
Sand: sea, river, quarry

Emporio Zani has chosen **Maison & Objet** and **Paris** to present its brand new **Touch-MeL melamine** collections, available in stores from **May 2022**.



There is a growing trend towards colour, but at the same time the desire exists for greater balance as regards shapes and a return to a certain rigour in decorations. **Groove** and **Rena** respond perfectly to this mood, with their unique style and combination of colours capable of winning over an increasingly broad and discerning number of consumers.

An icon on tables all over Europe and a benchmark on the melamine tableware market thanks to the high quality of its production and the constant search for textures and colours that anticipate trends, Touch-MeL continues its ideal journey around the world and, with **Rena**, **celebrates the colours of summer and the most iconic Italian beaches**.

Rena features a sand-coloured border, that same sand which gives its name (a poetic synonym) to the collection as a whole, and a mix of shades and concentric circles that recall the reflections of sunlight and the movement of the waves of the sea. A sensation of well-being to be brought to the table, amplified at visual level by the contrast between the vitreous finish of the plates, with the bright mirror-effect colour typical of Touch-MeL, and the matt finish of the trays, for a refined soft-touch effect.

A daydreaming journey with all the fragrance of the best Italian cuisine and a holiday in Sicily, Sardinia or the Baia dei Saraceni... Dishes, salad bowls, risotto bowls and trays from the **Rena Turchese** collection will immediately make you want to dive into your favourite expanse of blue, and dream of the most beautiful seas in Italy.



Rena Rosa takes us ideally to the island of Budelli, La Maddalena Archipelago. A protected area made famous by the genius of Michelangelo Antonioni (1964, Red Desert), whose Pink Beach is considered one of the most beautiful in the world and owes its colour to the presence of coral, granite, shells and special microorganisms that inhabit the posidonia meadows.

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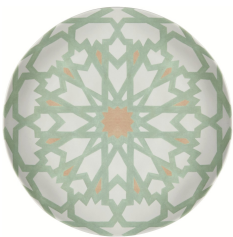


Instagram-proof and, if possible, even more scenic are the black beaches of volcanic origin such as Cala Jannita in Maratea or Ficogrande on Stromboli, made up of volcanic pebbles and black sand (**Rena Nera**). Cliffs, luxuriant nature and a blue flag turquoise sea spread out before them... they fear no competition from the black beaches of Hawaii or Tenerife....

Contending the paternity of white sand (**Rena Bianca**) are enchanting beaches such as the white beaches of Salento in Puglia or the equally marvellous beaches of Sardinia. Cala Brandinchi, Cala Goloritzé, La Pelosa Beach in Stintino... or Punta Rossa on the Gargano, Tropea, Fetovaia beach on the island of Elba... which is your favourite location?



And after the beach.. «**Let's Groove!**»



A mix of style and colour, with which to express your personality to the full, has always been the hallmark of Touch-MeL and is something that links our collection with the fashion trends of the 1970s. Trends that have never been so topical, with the desire for a free aesthetic choice that returns in the form of brand new furnishing objects, but with a slightly vintage flavour, and that exquisitely seventies touch.

The term «**Groove**» indicates a series of rhythms repeated cyclically with each beat. It tells of black music, funk, disco music... but also of the cyclical repetition of the geometric decoration of these new plates with their captivating shape and style, so different from all other collections.

The perfect plates for once again having fun like in the past, finally altogether!

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