

memento SYNTH

PRESS RELEASE

Memento, every Synth becomes Clear!



Maison&Objet, the trade fair in Paris, is once again the international showcase chosen by **Memento** to present to the market the latest innovations of the brand that has radically changed the conception and role of glassware, making it a true medium of expression and trend.

Clear, **Emerald** and **Champagne** are the keywords of 2025 **Memento Synth!**

Personal identification through an original mix of shapes, materials and colours is the stylistic hallmark of **Memento**, which alongside the iconic **Originale** bally glass in blown glass (paste) has pursued continuous research in the world of colour and materials, giving rise to an important and significant brand extension.

Memento Synth is the brand that identifies the Memento glass in its synthetic **methacrylate** version. A collection of glasses, bowls and jugs that is constantly growing, thanks to its unique features: the **Memento** style with its unmistakable bubbles, the very wide range of shapes and colours, the product quality – much appreciated even by those who use it professionally - and its versatility. Perfect choice for outdoor use, on boats, but also for those with children or in everyday life, thanks to the impact resistance of the plastic glass, without giving up on colour, brightness and style.

The Memento Synth range now expands with a new “non-colour”: **Clear!** Every bubble will be free to shine in the new transparent glass, available for prompt delivery in eight shapes: **Glass, Goblet, Flute, Drink Glass, Small Bowl, Medium Bowl, Big Bowl** and **Small Pitcher**.

By popular demand, the range of shapes in the colours **Emerald** and **Champagne** is also expanding. The new **Emerald Bowls** are now available. .

Dans la couleur **Champagne**, les formes à vin **Goblet** et **Flute** sont également produites, ainsi que les trois bols **Small Bowl, Medium Bowl, Big Bowl**.

MEMENTO is a brand of **ZANI SERAFINO** srl



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As many as 30 colours (glass bally) make up the **Memento Synth** range, which now consists of: **Glass** (tumbler/water glasses), **Drink Glass** (drink/cocktail/beer glasses), **Goblet** (wine/beer glasses), **Flute** (champagne/sparkling wine glasses), **Shot** (coffee/liqueur glasses), **Jug** (cylindrical jugs without handle), **Pitcher** (jugs with handle), **Small Pitcher** (new 1-litre jugs with handle), **Bowl** (salad bowls), **Medium Bowl** (small/poké salad bowls) and **Small Bowl** (fruit salad/ice cream). 11 shapes that are complemented by **Salad Tools**: the colourful salad servers.

This constantly evolving range will grow throughout the year, to support the great appreciation that Memento Synth enjoys on the market, thanks also to the combination with the Touch-MeL collections that have made Zani Serafino a point of reference in the melamine market.

«We can thus abandon ourselves, almost a little helplessly, and let be enveloped by the power of colour; have confirmation that, in our work, doing beautiful things and doing them well, even before being a business choice or a market strategy, is a personal necessity and a pleasure.» Roberto Zani

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