TOSCANINI

Toscanini presents a new children's hanger at Maison&Objet

Toscanini's Children collection, dedicated to the very young, **is enriched with a new proposal** that brings together imagination, artisanal craftsmanship and manufacturing excellence: **the Gioia model in waxed beechwood**, enhanced by a hand-finished decoration depicting Pinocchio's head.
The new **waxed beechwood finish, treated with natural carnauba wax**, is distinguished by a particularly tactile, material-rich feel that enhances the sensory quality of the wood and highlights its authentic essence.

The collection offers a high level of versatility and customisation. The hangers are available **without decoration, with Pinocchio hand-painted** following the original motif inspired by the first illustrations, or with the playful mascots **Butterfly and Lion.**

The new model will be officially presented at Maison&Objet, where the company will showcase its vision for the kids' universe: a production approach that emphasises attention to detail and a delicate aesthetic, designed to accompany the earliest years of life.

The Children line hangers (Gioia model) are designed for children from birth up to 7 years of age and are available with or without clips, to meet different functional needs.

The **new waxed beechwood finish** joins the soft pastel shades of light blue, pink and green already featured in the collection, interpreting the world of childhood through natural, reassuring and timeless tones.

A defining feature of the collection remains the hand-crafted wooden decoration, made by master artisans—an unmistakable stylistic signature that reflects Toscanini's ability to combine sartorial sensitivity with industrial production. Alongside the subjects already included in the catalogue, such as the little lion with a leather mane and the butterfly with leather wings, **Pinocchio introduces a narrative deeply rooted in Italian culture and the world of fairy tales.**

The option to personalise the hangers with the child's name makes Gioia a truly special object, also conceived as a thoughtful gift to celebrate a birth or a meaningful milestone.

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