

VISIONNAIRE opens in Los Angeles

Visionnaire



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The new **Visionnaire** showroom in Los Angeles was opened to the public on February 7. The single-brand showroom – the second in the United States for the Italian brand – is located in the vibrant design district of West Hollywood, at 144 Robertson Boulevard; a strategic position because the area is home to the largest concentration of furniture stores on the west coast of America. Located on the ground floor of a bright building built around 1950 and directly overlooking the street, the space was designed by Visionnaire's internal team to display the latest news and the most interesting pieces from the latest collections. Among the pieces on display are the Bastian and Babylon sofas, a synthesis of comfort combined with high craftsmanship; the dining rooms with Thule and Esmeralda tables highlight the mastery in the use and choice of natural precious stones, the Galloway sofas made of iroko wood and ideal for use in and out. Outside, a large but intimate green space houses the outdoor collection of Visionnaire. In the company's brilliant vision, the new showroom is not only intended to be a sales point, but also a real laboratory where projects made to measure designed for the bespoke luxury are studied.

Andrea Gentilini, CEO of Visionnaire, said: "The development and growth of our brand in North America in the last years has been very fast and considerable and this has brought us to open our first directly owned flagship store outside Italy... Visionnaire LA. The showroom is nestled in the heart of West Hollywood in the luxurious Robertson Blvd.