

## COMPANY PROFILE

Perfect, harmonious proportions and a feeling of understated luxury are the distinguishing features of Living Divani, the dynamic and vibrant family-owned company that has made its trademark of upholstery. Since the early 1970s, the company has followed a clear path, maintaining an intensive dialogue with the contemporary world and becoming one of the landmarks in the design landscape. Strategic is the alliance with Piero Lissoni who, since 1988 has led the firm's unique style in his dual role as art director and designer.

Together with the architect Piero Lissoni, over the years the Company has gradually involved both designers of international caliber, who all share the Company's style and approach to design, as well as projects of young talents, discovered through a work of talent scouting among the new generation of design: different visions that although in their unique individuality, have the same common denominator, the harmony and the delicacy of forms, praising to the linearity and to formal neatness.

It was thus created a vast and varied offer of sofas, armchairs, beds and complements: a gradual process of creation of a complete living environment, which revolves around the upholstery system, both for indoor or outdoor, with its subtle shapes and proportions, to combine with characterful complements - seats, small armchairs, tables, bookcases, storage unit and carpets - that will suit and define any setting, from the essential and rigorous to the multifarious and eclectic décor.

Alongside the day living proposals Living Divani has also developed the night area and the outdoor. Beds are the natural development of sofas, characterized by the same sober and neutral shapes. To the outdoor, specific fabrics with an accurate and solid feel, are adapted on forms already used for the interior. A double function that on one hand emphasizes the versatility of Living Divani's products and, on the other, creates design solutions that allow a greater fusion between indoor and outdoor. The textile research is further declined in weaved fabrics, warp of linen and cotton, with patterns and motifs and raw cuts, always selected in the sign of sobriety. The Styling Display Project accomplish and vivify the refined collection of the Company; small sculptures of archetypal and contemporary forms interact with the elegant proposal of the brand to communicate the idea of a "Living Divani world". The Living Divani collection is conceived as well for the Contract sector, where quality, technical performances and custom-made solutions qualify the company to be active globally in different fields: offices, banks, airports, hotels, waiting areas, museums, restaurants and showrooms.

Living Divani's distribution relies on a worldwide well-structured dealer network, with the value of exports markets on turnover of more than 85%: over 450 high-end selling points, distributed in all major cities, which regularly display the latest products in collection.

Significant acknowledgement of the path of excellence of Living Divani is the entry in Altgamma, the foundation that gathers Italian companies of international repute, which operate at the top end of the market expressing the Italian culture and style both in the business model and the product, renowned for innovation, quality, service, design and prestige.