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# ITALIAN LUXURY IN LONDON

LUXURY ITALIAN FURNITURE BRAND **CIPRIANI HOMOOD** IS TO LAUNCH IN THE UK WITH THE NEW COLLECTION BEING SOLD EXCLUSIVELY AT THE DENINO FURNITURE SHOWROOM IN LONDON

FROM THE HISTORIC TUSCAN CITY OF PISA, COMES CIPRIANI HOMOOD, A SOPHISTICATED AND LUXURIOUS ITALIAN FURNITURE BRAND, DESIGNED FOR THE DEMANDS OF 21ST CENTURY LIVING.

Cipriani Homood debuted with three unique furniture collections: Cocoon, Blue Moon and Eclipse in the UK, early in November. Each furniture collection will be sold exclusively from the new Denino Furniture showroom, located at 156 New Cavendish Street in the heart of Fitzrovia.

Brought to the UK by acclaimed architectural interior designer Lidia Denino, Denino Furniture is set to become an essential destination for a design conscious clientele, with a penchant for timeless elegance and understated opulence. Cipriani Homood's furniture collection has been designed by a team of highly skilled designers and technicians, including the brand's Creative Director Lucia Ippolito, a former senior product designer for Versace Home.

Each piece of furniture has been created by hand, using the finest Italian marble, embroidered leathers, hand crafted wood, glass and brushed

metals, resulting in a luxurious and sophisticated collection, that would feel at home in a penthouse apartment, a five star hotel or a townhouse in any capital city.

Denino Furniture customers are able to choose from an array of stunning pieces, such as a bar cabinet with doors engraved in an eye-catching red velvet lacquered wood or a large winged bed, upholstered in Cannette Nabuk leather, to a contemporary dining table with a geometric patterned veneer inlay top and a marble lazy Susan.

The Cocoon, Blue Moon and Eclipse collection each feature its own distinguishable colour theme, such as Cipriani red (Blue Moon), warm cream's (Cocoon) and slick grey's and brown's (Eclipse) that compliment most styles of interior, whilst retaining its own contemporary look. Lidia Denino, Denino Furniture CEO and architectural interior designer commented: "I am delighted to be representing and selling Cipriani Homood's debut furniture collection from my new showroom. Each piece of furniture has been hand crafted by world-class designers in Italy to the highest specifications, to meet the demands of my client's in the UK and around the world. I have

no doubt the brand will make a significant impact when we open for business in November."

Cipriani Homood is owned by the luxury Italian furniture group CIAC Cosmopolitan Home. CIAC's president Andrea Caponi assembled his group's most accomplished designers to produce a new and contemporary furniture brand, that epitomises style, individuality and understated opulence for the demands of 21st century living. Andrea Caponi, President of CIAC Cosmopolitan Home said: "I always wanted to launch the first Cipriani Homood furniture collection in London, as it is such a classy and cultured city. London also has a very enviable and international clientele, that will gravitate towards this new brand and I look forward to sharing the journey with my fantastic team."

A selection of Cipriani Homood's debut Cocoon collection went on public display at Decorex International and 100% Design trade shows and was well received by the design industry and attending media.

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