

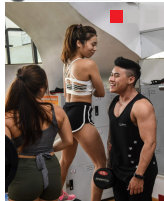
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Character Builder Idiom

Italian flair comes to town

Property | Ivy Ong-Wood Mar 23, 2017



Colourliving, the retail arm of BSC Industries, recently unveiled B&B Italia's first flagship store in Wan Chai. The Italian brand is known for its contemporary and timeless collections, which are developed with internationally renowned architects and designers as well as its in-house team.

The interior of the flagship store is based on B&B Italia's store concept by architect Antonio Citterio. It recalls the ambience of B&B Italia's headquarters in Novedrate, Como. There are multiple areas to showcase the different styles - ranging from the minimalist to the decorative, but always with an accent on contemporary living.

The highlight of the flagship collection is the new-to-Hong Kong Backstage walk-in closet and wardrobe, designed by Citterio.

Full-height doors and dramatic lighting create a sense of privacy and the concept is reminiscent of a theater dressing room. Available through Colourliving's design-and-build service, the closets and wardrobes are all tailor-made, with a diverse selection of accessories and fittings to choose from.

Also presented in the 3,700-square-foot space are a wide range of signature beds, sofas, armchairs, wall systems and home accessories.

One best-selling bed is the all-leather Alys, designed by Gabriele and Oscar Buratti for B&B Italia. A padded headboard provides a comfortable backing to sit up and read in bed. The entire structure is designed to be low, to give the sleeper a feeling of being suspended in midair.

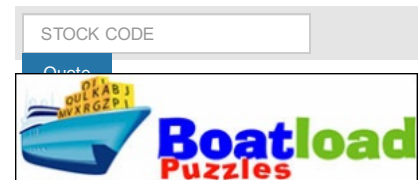
The sofas have been designed with a wide extension to enhance comfort while ensuring ergonomic support.

Contemporary sofa collections at the new store include the classic Tufty-time 15' and Bend-Sofa by Patricia Urquiola, as well as the Richard sofa, by Citterio. Tufty-time 15' is inspired by Chesterfield types of sofas, in particular the new interpretations made in the 1960s and '70s. The conventional modular system starts with an ottoman as the basic piece, which is then accompanied by central, corner and terminal elements with a low or high armrest, offering 360-degree seating.

Although inspired by the past, the sofa has all the elements of modern living: modular elements, comfort and removable covers.

The store also houses outdoor collections. The Gio, designed by Citterio for B&B Italia in 2016, is a contemporary classic.

With a basic structure of wooden slats, all the padded elements of the sofa have a polyester cover with water repellent treatment, comprising of materials that allow



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water to drain through for better insulation from the weather. The fabrics are all certified for resistance to weathering.

B&B Italia chairman Giorgio Busnelli said: "The new flagship marks a milestone in our partnership with Colourliving. Colourliving provides not only the top notch B&B Italia collections, but also a holistic service, sharing with clients the latest views on home living trends. We are excited to continue spreading B&B Italia's forward-thinking approach, with further expansion plans through future openings in Asia Pacific."

Where: 31/F, China Online Centre, 333 Lockhart Road, Wan Chai

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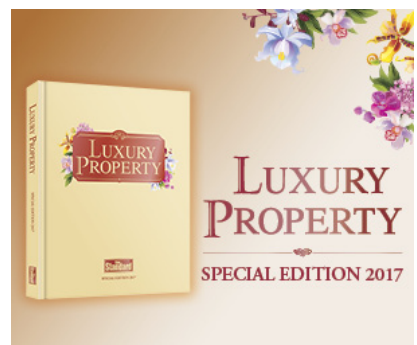
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