

Formitalia and Aston Martin bring the Art of Living to Milan

- **Formitalia presents Aston Martin collection at Salone Internazionale Del Mobile**
- **Aston Martin Art of Living luxury lifestyle event runs 15-19 April**
- **Exclusive Aston Martin 'Imagine' VIP reception on 16 April**

14 April 2015, Milan: World-renowned Italian furniture producer Formitalia Luxury Group will present an exciting and elegant new Aston Martin-themed home collection at the forthcoming Milan Salone Internazionale del Mobile 2015.

The debut of the latest Formitalia collection, created in association with Aston Martin and including a significant number of stunning new pieces fresh for 2015, comes as the British sports car maker premiere's its Art of Living luxury lifestyle concept in Milan at a five-day exhibition running alongside the Salone Del Mobile.

Formitalia's latest home collection created in association with Aston Martin is a sleek and seductive range which has been developed to reflect the uncompromising levels of design, comfort, luxury and performance embodied by a modern Aston Martin sports car. Typifying these characteristics is the Vanquish Volante ultimate grand tourer, which will be on show alongside these products on the manufacturer's stand.

Each piece in the Formitalia collection is created on bespoke frames incorporating wood, steel and carbon fibre, combined with fine leathers and wools to offer ergonomic efficiency and luxurious comfort. As with Aston Martin, the originality and character of the brand remains evident through its use of the highest quality materials and enduring love of leather.

The collection is 'Made in Italy', in Tuscany, and its continuing success stems from Formitalia's exceptional craftsmanship, exacting standards and flawless finish.

Milan debut for the Art of Living

Complementing the Salone Internazionale del Mobile, the city's Grand Rosa Hotel will host the Italian debut of Aston Martin's sumptuous Art of Living exhibition. Each of the carefully selected partners collaborating with the historic British sport car brand's luxury lifestyle range will be hosted together in the dedicated new exhibition which opens on Wednesday 15 April and runs until Sunday 19 April, 15:00 to 20:00 each day.

Meanwhile, on Thursday 16 April at the same famous hotel venue in Piazza Fontana, Aston Martin will present some of its newest and most luxurious sports cars at an exclusive reception hosted with Formitalia and running from 19:00.

The invitation-only VIP event will also feature presentations by Aston Martin's Chief Creative Officer, Marek Reichman, and Formitalia CEO, David Overi, while guests will have the opportunity to view Formitalia's range next to the products that inspired them.

David Overi said: "Our participation at Salone Internazionale del Mobile in Milan with our Aston Martin-inspired collection – the most prestigious international exhibition dedicated to furnishing design – is a great source of pride for us.

"We believe the new furniture collection reflects in all its lines the same philosophy that has always characterised the British manufacturer: purity of design, high quality materials and great attention to detail."

Katia Bassi, Managing Director of AM Brands, explained: "Aston Martin's design language is evident throughout each piece in the Formitalia Luxury Group collection, which clearly takes its inspiration from the Aston Martin world. The two companies' common values of luxury and exclusivity come together perfectly in this exquisite furniture collection.

"Our exciting new Art of Living concept, meanwhile, is an innovative initiative that includes a growing portfolio of luxury lifestyle goods and services made and delivered with the same care and quality that would be expected of an Aston Martin sports car."

The 2015 Milan Salone Internazionale del Mobile is open to the public on Saturday 18 April and Sunday 19 April, with more than 300,000 people expected to visit the show.

- Ends -

Further information is available via www.formitalia.it

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