

TRACING THE HISTORY OF **ASNAGHI INTERIORS**

ELLE DECOR salutes excellence and innovation: Each issue, we bring you the progressive path of a well-known make. Here we profile Asnaghi Interiors, the 101 year old Italian furniture brand that has carved a niche for itself with its ornate and gilded offerings for the living, bedroom and dining areas



Above, from Left Chairs with completed woodwork stacked at Asnaghi Interiors' factory in Brianza, waiting to be upholstered; Giuseppe Asnaghi founded the company in Meda; Fabio and Gianluca Asnaghi, Art and Financial Directors respectively, grandsons of Giuseppe, are the third generation of the family in the business. Photographs courtesy Asnaghi Interiors

The family brand that Giuseppe Asnaghi founded in 1916 in a small workshop in Meda, the heart of the craftsmanship district of Brianza, is now a global tour de force in the furniture industry. Working with four to five trusted employees, Giuseppe established Asnaghi Giuseppe & C in the mid century. The most formidable obstacle faced by him at this point was differentiation. Asnaghi was located in a place known for its small scale, family owned woodwork establishments. However, the label's unique design language and usage of colour quickly earned a name for itself and helped in drawing the attention of a refined clientele. As the company grew in the mid '70s, so did its exports, which included not only to European countries, but also the Arab world where its products were greatly appreciated.

GATHERING SPEED

In 1993, the third generation of the family started getting involved in the

business. The infusion of fresh blood and novel ideas ushered in a new age and tripled the company's turnover. The focus however, remained constant as Gianluca Asnaghi, Art Director and third generation in the firm explains, "This has been our goal for more than 50 years – to create custom-made solutions of refined charm where artisanal vocation meets current desires for personalisation and translates into a living space with an outstanding soul."

CONTINUING THE LEGACY

With aesthetic sensibilities turning a corner from classical and elaborate to more subdued and minimal, the challenge was to remain relevant without compromising on their individuality. "In response to the aseptic and impersonal style of contemporary design that has imposed over the last few years, today's customers want more unique and emotional innovations that reflect individual interests. Our effort is to meet these demands through

collections that express a new idea of classic adaptable to modern spaces," elaborates Gianluca.

MARKET EXPLORATION

Having established a strong consumer base in Arab countries as well as in Europe, especially Russia, the brand plans to venture into other countries as well. "Collaborations with prestigious local partners, providing native knowledge, distribution and supply channels, has facilitated our entry into the South-East with ranges conceived to meet the taste of niche customers," reveals Fabio Asnaghi, Financial Director. How do they plan on positioning themselves in a country like India, which has multiple cultures and tastes? They have a solid strategy in place. "There is a great demand for exclusive luxury products here. When forming new partnerships, we give importance to regional differences in taste by selecting varied collections for showrooms," concludes Fabio. ♦ **Tasneem Merchant**



EXCLUSIVE DESIGN

DID YOU KNOW

- In 2015 the company launched Asnaghi Interiors Design (AID), which aims to connect more with a younger audience with its linear and modern forms
- The first products commissioned in the '70s were for presidential villas, embassies and other prestigious residences due to their high demand in the Arab world
- Asnaghi prides itself in being an entirely "Made in Italy" firm. All its pieces are made using native wood and upholstered in locally produced textiles only



NEW LAUNCH

MOST COVETED



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LOVES

"THIS HAS BEEN OUR GOAL FOR...50 YEARS – TO CREATE CUSTOM-MADE SOLUTIONS OF REFINED CHARM WHERE ARTISANAL VOCATION MEETS CURRENT DESIRES..."

BESTSELLER



Clockwise, from Top Left Part of the Picture Home (2016) series, crystal Chandeliers reflects Venetian design; Chloe dining room, launched at Salone del Mobile 2017, has chairs upholstered in pastel green fabric; Valery (1960) bedroom includes a dressing table, mirror and pouffe; The Petunia chest (2015), crafted from timber, has inlaid and carved golden blooms; Soft boudoir (2016) setup is characterised by a wide bed and upholstered headboard and covered in micro patterned fabric



INNOVATION