

 **NICOLETTIHOME**®

COMPANY PROFILE

**A design
available for
everyone,
a design to be
experienced**



Nicoletti Home was established in 2008 in **Matera** and makes a name for itself as a leading upholstered furniture brand thanks to its distinguishing traits: **top quality craftsmanship, care for details** and **attention** to each manufactured product. A continuous search for **innovation** and **technology**, aesthetics and functionality has led Nicoletti Home to becoming a retreat for **relaxation design**: a perfect match between **craftsmanship, tradition** and **territory** together with Made in Italy innovation and sophistication.



**Italian style
beyond borders**

Nicoletti Home has always been linked to its native territory: **Matera**, **UNESCO** world heritage site, a place full of **history**, where house **culture** dates back to very old times. Today the brand is known in over **70 countries worldwide**, such as United States, Great Britain, France, China and Israel, and is increasingly playing a key role in every household.



Quality within reach: commitments promises

In the past few years taking care of the **house** has grown increasingly popular, searching for the right **balance** between **functionality** and **aesthetics**, **rationality**, and **emotionality**: a design to be experienced as an essential part of life, not just something to exhibit. A furnishing item capable of creating a relaxed all-day experience, thanks to sophisticated **lines**, sleek **shapes** and **details**.

Design-driven tradition

A story made in Italy recognized **internationally** as a synonym of **excellence** and **distinction**, linked to the values of tradition with the aim of creating emotions, yet being reliable and authentically genuine. An attentive **selection** and **processing** of **raw materials** are at the base of each **design** and **production** phase: from **tailored care** for **fabric materials** to **covers**, from **innovation** to new **technologies** supporting artisan traditions, from customer care to environmental **sustainability**.

Creativity meets functionality

Within the **Centro Studi Nicoletti Home**, **inspiration** and **expertise** melt and merge into a vortex of **ideas**, **passion** and **research**. This is where the **Italian Touch** tradition embraces styles and trends from all over the world. A range of **emotions** behind a pursuit for **comfort** together with amazing **creative solutions** are the driving forces of the **assets** the whole **production chain** lies on. Thanks to a continuous search for product solutions, Nicoletti Home is able to meet any furnishing needs.

There are **two main productions lines: leather sofas**, representing the company core business, and **sofas in fabric and microfibre**. A collection with more than 80 models available in over 1,000 model versions. Thanks to the involvement and cooperation of international designers, each style project designed by Nicoletti Home is an experience of timeless elegance developing into product innovation.

Nicoletti Home has been able to blend **efficiency** and **creativity** with **tradition** and **technology**: thanks to these core values a **painstaking care for details** has been reached.

Its **220,000 m³** warehouse has been the **first** one to be digitally automated **in Europe**, thus facilitating **tracking** and **handling** of all products stored to be delivered to major buyers, to the most **internationally prestigious** chain stores, to over 700 independent retailers and to single-brand stores, particularly on the Chinese market thanks to a partnership with the giant company Manwah Holdings Limited. The project aims at expanding the Nicoletti Home retail network both directly and through franchising on the whole territory.

Your comfort zone everywhere around the world



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