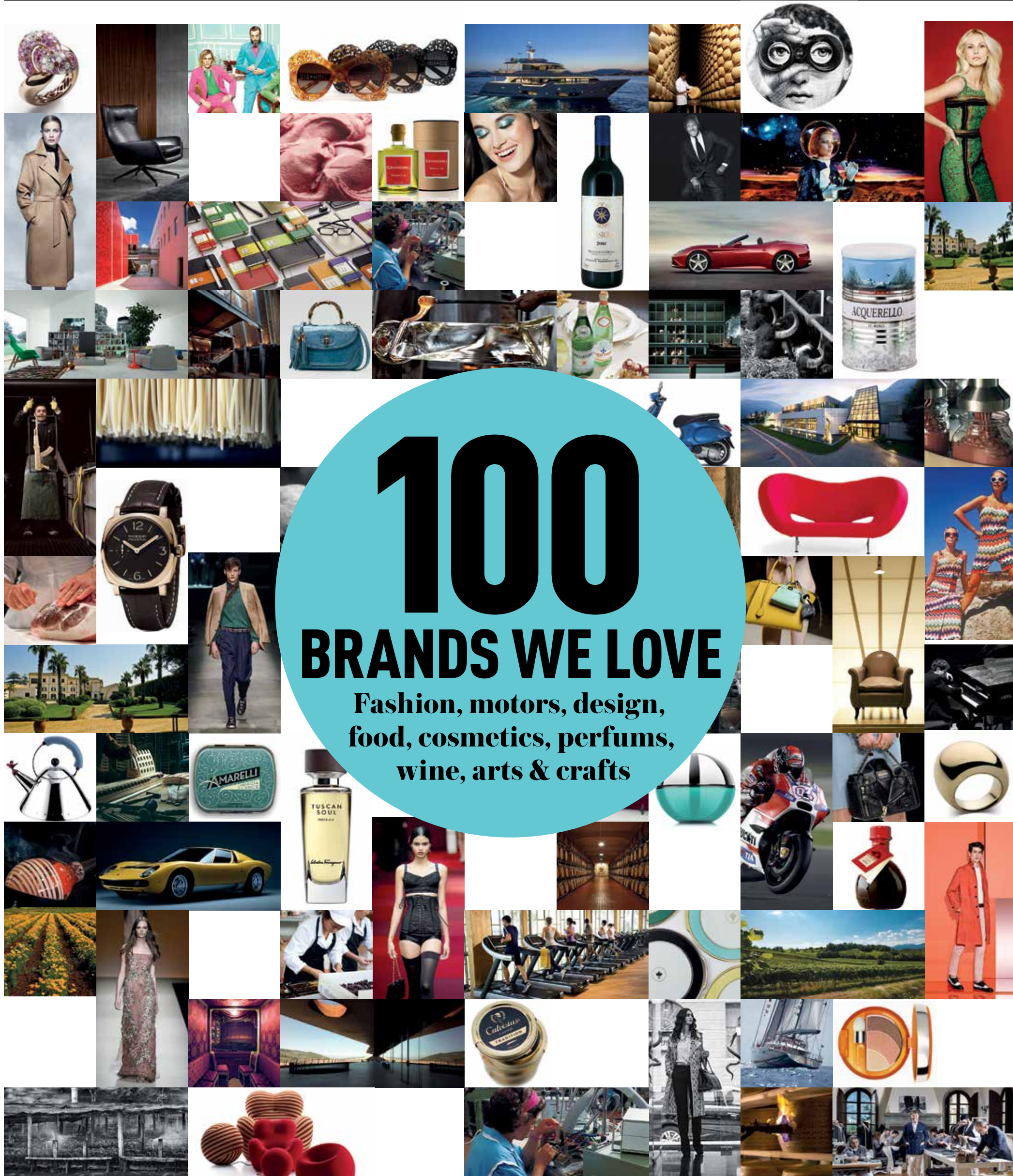


Beautiful Italy

100 BRANDS WE LOVE

Fashion, motors, design,
food, cosmetics, perfums,
wine, arts & crafts





ILLY

ITS AROMA SETS IT APART, ITS BLEND IS
A MASTERPIECE. LIKE THE CUPS THAT CARRY ITS NAME

Illy Caffè is a synonym of coffee for millions of consumers around the world. The company, founded in 1933 in Trieste by Francesco Illy, produces and sells a unique high quality blend made of nine kinds of pure Arabica beans and exports it to 140 countries. The beans are selected through a supply chain based on economic and environmental sustainability, and they are purchased directly from farmers in South and Central America, India, Africa and China.

This is one of the secrets behind the delicious, distinct and consistent taste and aroma found in every cup of Illy coffee that is served and enjoyed all over of the world. The pleasurable sensation that comes from each excellent cup of coffee has been enhanced by the "Illy Art Collection" of pottery, developed for the last 20 years in collaboration with more

than 70 contemporary artists.

The 2015 Illy Sustain Art Collection is dedicated to the concept of "Nourishing the planet, Energy for life", the theme of the Milan Expo2015, where Illy is an official partner as well as the host of the Coffee Cluster. The new range features the art work of four emerging artists born in coffee producing nations: Costa Rica, Guatemala, Ethiopia and Honduras.

The quest for perfection that Illy puts in its coffee and in its artistic collection is also applied in the design of its flagship stores. After Paris and London, Italy finally has its first Illy-branded shop, strategically located in the futuristic piazza Gae Aulenti, in the Porta Nuova district. Coffee plays the starring role here while a wide array of gastronomic delights is made available at all times. Art is on display at the nearby Lia Rumma Art Gallery. illy.com



IL BORGO DEL BALSAMICO

Can you reinvent a legend? Cristina and Silvia Crotti have successfully picked up the challenge and taken on the family barrels to revamp their vinegar. A fresh packaging and some experimental flavours (mixing chocolate and figues) are some of the features of the new Borgo del Balsamico vinegar. ilborgodelbalsamico.it



MOROSO

THE HAUTE COUTURE
OF FURNITURE

From Ron Arad's twisty sofas to the soft upholstered seats by Patricia Urquiola, Moroso is universally acknowledged as the haute couture design brand. Drawing its inspiration from all over the world (thanks to the collaborations with international designers), the Udine company proposes a nomadic, friendly home, with the atmosphere of a cultural melting pot. moroso.it



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VERSACE

THE SEXY, GLAMOROUS
AESTHETIC OF THE MEDUSA

The fashion house that enchanted rock and film stars, and turned the red carpet into a sexy affair. Gianni and his brother Santo came to Milan from Reggio Calabria in 1978. Since then, Versace helped making Milan the capital of fashion and creating the top models phenomenon. Under Donatella and Santo's leadership, the brand is still enjoying global success. versace.com



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ARTEMIDE

HUMAN LIGHT FOR THE HOME
AND THE CITY

From their technological heart to their smallest screw, all parts of Artemide lamps are designed and produced in Italy. The brand's vision is all about creating the "human light", innovative products that enhance the quality of people's lives: sustainable, avant garde devices designed in collaborations with the best designers and architects. artemide.com