

PRESS KIT 2021



egoitaliano®
SATISFY YOUR EGO

Egoitaliano founded in Matera in 2007, designs, manufactures and markets **sofas, armchairs and furnishing accessories** in more than 40 countries around the world , **characterized by refined design, color and innovative functions** .

Strengthened by the materials it uses and the **all-Italian production** , Egoitaliano bases its differentiation strategy on the **Made in Italy**, continuous **stylistic research** and **tailor-made programs**, providing for its products infinite possibilities of customization. This is an entrepreneurial choice, which has conquered world markets in a few years thanks to a solid knowledge of the dynamics of production, sale and distribution that regulate the furniture sector.

Egoitaliano is **a lean and flexible company** that has internalized the creative and administrative processes, and outsourced the logistics and production activities, entrusting them to various suppliers and artisan workshops located in the Murgiano District of Upholstered Furniture.

The company produces about 5000 seats per month which are distributed in Italy and abroad, **employing about 250 workers, of which 52 are direct employees with an average age of 35 years** .

In 2020 Egoitaliano had a turnover of about 23 million € notwithstanding the adverse market conditions worldwide.

In a far-sighted way and taking note of the new scenarios that are **emerging** in the world of furniture, **Egoitaliano is getting closer and closer to interior design professionals**, considered to be real strategic levers on which to focus . It is in this context that the **collaboration with Andrea Castrignano was born**. The famous interior designer and TV presenter has chosen SOPHIA, a sofa from the 2020 collection, for the living room of his Milanese home.

AVENUE



Leather, glass, wood and metal give a contemporary and metropolitan look to the AVENUE sofa. Its designed and minimal shapes together with the high metal feet conquer the space, revealing the design mastery and the care for details that distinguishes every Egoitaliano sofa. Equipped with scatter pillows that amplify its comfort, in the larger compositions the sofa is available with an integrated coffee table in painted black glass or in Canaletto walnut wood .

SOPHIA



The SOPHIA sofa has a contemporary soul and an evergreen style. Its vintage-inspired design and the informal elegance of its shapes highlight the aesthetic research of the essential. With a choice of soft goose down seats or polyurethane foams along with its black spiked feet, SOPHIA is available in many configurations, including the armchair version showing by a small button on the centre of the back cushion.

The sofa was also chosen by the famous interior designer Andrea Castrignano to furnish the living room of his Milanese home.



MASÙ



Comfort, elegance, practicality and lightness, this is the manifesto of the MASÙ style . The new sofa designed by the Egoitaliano Style Centre is characterized by a manual mechanism that allows to move the backrests upwards, thus increasing, in addition to the back height, also the depth of the seats. The quilting on the back of the shell and the roller rests confirm the attention to detail that you will find in every Egoitaliano product. The high and stylized metal feet can be chosen in different colors to make the sofa a unique piece with an exclusive and original design.

YUKI



An explosion of color is guaranteed with YUKI, a line of products covered in stretch fabric with beautiful lycra details.

Displaying a unique pop colors palette, the oxymoronic forms of YUKI, soft and sharp at the same time, highlight the living room space as a creative workshop that is not afraid to show its inventiveness, originality and excess. The gem of this collection is the small accent chair with high spiked feet covered in colored lycra.



MUSETTA



Inverted proportions and games of lines that defy gravity, MUSETTA is the bohemian armchair that joins the Egoitaliano collections. With its welcoming ergonomics, MUSETTA is characterized by the roundness of the backrest which rests on wooden feet and is completely customizable like any Egoitaliano furniture.

GINZO



Nordic style meets vintage inspirations in the new GINZO sofa bed.
Available in two versions: with cylindrical feet or with sled base, GINZO is a compact sofa that fits perfectly into any environment and which, if necessary, becomes a comfortable bed for guests.

MIXTAPE



The new MIXTAPE sofa by Egoitaliano is the right compromise between aesthetics and functionality. The sofa is equipped with electric relax functions on the seats and manual headrests, but not only. In fact, if necessary MIXTAPE also becomes a comfortable bed for guests, by simply opening the sofa bed mechanism.

THAI

Design by Leo Stano



THAI illuminates living areas with style and originality . With metal structure, available in white and burgundy, THAI is available with lampshade in black mesh coupled with pvc acetate or in burgundy fabric.

COBE

Design by Leo Stano



COBE is the floor lamp with metal structure, available in white or graphite black. The lampshade in white fabric or with black mesh coupled with acetate pvc complete the lamp that reverently illuminates the comfort areas.

PLATINUM

Design by Isabella Disanto



Trend, design and color.
The whole collection of PLATINUM
rugs designed for Egoitaliano by
Visual Artist Isabella Disanto plays
with optical and geometric effects
for colorful and trendy
environments.

The rugs are made with a jacquard
loom and measure 200x300

CUSCINI DECÒ



The new decorative cushions by Egoitaliano adding notes of style and color to all Egoitaliano sofas and armchairs. With buttons, visible stitching and more, these cushions can be customized in more than 550 coverings and colors (like every Egoitaliano sofa) to allow everyone to express themselves at their best in their own living room.

EGO NINETEEN

Home fragrance



Innovation and elegance fused in a pleasant and original accord harmonize the Egoitaliano living with notes of uniqueness. Mallow, the main raw material of the fragrance, recalls the Murgian territory in which Egoitaliano was born with its impalpable aroma. Leather, tobacco and a skilful mix of spices warm up its personality making it unmistakable.

Press office - EGOITALIANO

Via Vincenzo Alvino, 75100 MATERA

Tel: +39 0835 382096

Leo Stano - leostano@egoitaliano.it

Camilla Scalcione - camilla@egoitaliano.it