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Lodes to open first Milan showroom marking a key milestone in brand's evolution

Opening June 2022

Lodes Milan Showroom

Italian lighting specialist, Lodes, will open its first Milan showroom in June 2022 to coincide with this year's Fuorisalone during Milan Design Week. Situated in the heart of Brera, the city's renowned creative hub and home to some of the best Italian design brands, the new space will be part of a prestigious building on Via della Moscova 33. Visitors to the showroom will find Lodes' latest lighting collections, including Volum by leading Norwegian architects, Snøhetta, Flar by Patrick Norguet, IVY by Vittorio Massimo, and other pieces such as Easy Peasy and Croma by Luca Nichetto.

Spanning over 200 sqm with three large display windows, the beautifully furnished space is the brand's first showroom in Milan – and also its first in the world. It is housed inside a historic building that was once a barracks for Napoleon's cavalry, a military bakery for the Austrian Government, and also the home of the Banca Popolare Commercio e Industria after the Second World War.

Not only does the new space serve as a showroom for architects and interior designers, it also provides individual customers with a relaxing, feel-at-home environment to experience Lodes' quality designs and meet its team of experts in-person.

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Ph: Mattia Balsamini

Following the success of the company's major rebrand in 2020, the Milan opening represents a significant milestone in its 70-plus-year history. This key moment marks a new chapter for the Venice-based manufacturer – furthering and consolidating its growth internationally, as well as strengthening and offering its physical experience – that bears witness to the brand's DNA – to its customers.

Ph: Mattia Balsamini

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Massimiliano Tosetto, Managing Director of Lodes, comments: "*We're very excited to open a new showroom in Milan, right in the heart of Brera – one of the city's most vibrant districts, and also a great symbol of design.*

"It's a great pleasure for us to join such a strong creative community and celebrate the best of Italian design – alongside other leading brands and industry names. The opening of our Milan showroom will enable Lodes to have a continuous yet firm presence in the city during its annual design week."

Ph: Mattia Balsamini

Tosetto adds: "*And thanks to the showroom's original architectural features including high ceilings and large windows, we will also have the opportunity to showcase our collections at their best and express the juxtaposition between our designs and the unique setting of the space.*"

After the opening, the new Milan showroom will see Lodes host a series of events and workshops for industry professionals and end-consumers. Meanwhile, the company continues to grow its retail network and e-commerce offering, while expanding its contract markets in Continental Europe, the UK, Scandinavia, North America and Asia.

More details about the opening will be announced in due course, including Lodes' launch programme during Milan Design Week 2022. For more information about Lodes' latest products, please visit www.lodes.com.

Address: Via della Moscova 33, Milan
Opening in June 2022

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For press requests and high-resolution imagery, please contact Gabi Martorana at Caro Communications (gabi@carocommunications.com), or email the company (press@lodes.com).

Notes to Editors:

About Lodes:

Balancing technical know-how and the best Made in Italy design, Venice-based Lodes has been designing and producing lighting solutions for interiors and exteriors since 1950.

Originating in the founder's passion for glass and informed by continuous technological research, the company has evolved into one of Europe's leading designers and manufacturers of decorative lighting, currently present in 90 markets worldwide.

Today, Lodes represents a three-generation evolution from pure passion to brilliant lighting solutions, creating light sources that fuse contemporary design and innovative technology with materials of the highest quality, scrupulously developed with the best processing techniques. The company saw an increase of 31% in 2021 with a turnover of 20m€ the same year. 2022 is also expected to see a growth to profits with brand consolidation activities focused on France, the UK, Scandinavia, North America and Asia.