

Commercial Real Estate

Italian Design Brands to open US headquarters and showrooms in New York City



A look at Meridiani's Milan showroom.

MERIDIANI



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Italian Design Brands (IDB), an Italian group behind 14 brands in luxury furnishings and design, will be opening its U.S. headquarters in New York City on Oct. 25.

IDB will be in a 5,500-square-foot, bi-level space, located at 192 Lexington Ave. in Manhattan's NoMad neighborhood. The site will feature showrooms and retail stores for its companies Meridiani and Davide Groppi on the ground-floor level, along with offices on the mezzanine level, where 10 people will work.

IDB invested around \$1.5 million to open this location, which will serve as its U.S. flagship.

“We like the idea of being the pioneer in enlarging the typical areas in different cities in the world where furniture and lighting are sold,” IDB’s Managing Director Giorgio Gobbi told the New York Business Journal. “Our idea is always to stay a little bit at the boundaries of that area or a little bit outside.”

As part of this opening, two of IDB's brands, home furniture provider Meridiani and lighting designer Davide Groppi, will be opening their first New York City stores and showrooms.

Meridiaini is known for its sofas, which range from \$10,000 to \$30,000. The brand also sells tables, armchairs, chairs, mirrors and desks.

Meridiani’s Brand Marketing Manager Elisa Santambrogio said the company sells everything one needs for the home except for appliances for the kitchen and the bathroom areas.

This will be the second store in the U.S. for Meridiani, which has a flagship store in Miami.

Lighting designer brand Davide Groppi sells table lamps starting at \$400. Its store will also offer a wide selection of lighting products.

“SoHo was the first place where Italian design brands opened their stores,” Gobbi said. “Nowadays, most of them moved out of SoHo and now the new center of high-end

Italian design is in NoMad.”

Key to IDB's flagship U.S. location was windows.

“We were looking for an important number of windows,” Gobbi said. “We will have two windows on Lexington and three on 32nd Street. Being a corner store, it gives us a lot of visibility.”

IDB's lease is for five years with an option for a five-year extension.

The company negotiated directly with the landlord, The Gorjian Real Estate Group, which was represented by Alvarez & Marsal Property Solutions' Fritz Kemerling on the deal.

Headquartered in Milan, Italy, IDB was founded in 2015 as a hub for mid-sized furniture and design companies to help them compete globally in a digital world. Those companies also include Modar, Cenacchi International and Saba Italia.

IDB employs around 700 people globally and has offices in London and Suzhou, China.

Its main competitors are Minotti, B&B Italia, Flos and Cassina.