

Deco

Armani by Roca

Elena Cella - 19/04/2010

Giorgio Armani has teamed up with the Catalan enterprise Roca to design a new line of bathroom fittings that will form part of Armani Casa. This announcement was confirmed by the Italian designer in the latest edition of the Salone dei Mobile in Milan.

The Armani by Roca collection will focus on interior bathroom design, which, in addition to fittings, will include everything from lighting to walls, floors and ceilings. Behind, there hides a new bathroom concept that features all of Armani's characteristic elegance, sophistication and comfort.



While the agreement was signed in summer 2009, the collection will not hit Armani Casa stores until January 2011, along with other specialised stores, some 300 sales points in total. Furthermore, this collection will be featured in the Armani Hotel, which will open its doors in Milan in 2011.

With this alliance, the Catalan group continues its strategy, which began some six years hence, to become more than a production leader, lending the brand innovation and value. For Armani, it also constitutes a new family branch, given that this is its first agreement with a non-Italian company. Yet, in the words of the designer, they needed a brand with a strong international distribution, and there's no doubt that Roca is the perfect ally for this new line of bathroom fittings.

Armani Casa came into existence ten years ago to decorate the homes of Armani lovers. It set about decorating kitchens, which it kick-started two years ago with the help of Italian company Motelli-Dada, living room furniture, accessories and now bathrooms. With this new Armani/Roca union, houses will soon be brimming with elegance and sophistication, becoming homes fit for the finest runway shows.

Armani Casa. Avda. Diagonal, 609-615. C.C. Pedralbes Centre, Barcelona