

# CITYPLACE

For Immediate Release

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## **NATUZZI ITALIA OPENS 9,000 SQ.-FT. STORE AT CITYPLACE**

**WEST PALM BEACH, Fla.** (July 5, 2017) – CityPlace is enhancing its home furnishings sector with the addition of Italian powerhouse furniture brand, Natuzzi Italia. Renowned for its sleek, contemporary styles, Natuzzi is now open in a 9,000 sq. ft. storefront on Rosemary Avenue just south of the Cheesecake Factory.

“The addition of Natuzzi to the home furnishings landscape at CityPlace adds a whole new dimension in that retail sector, with Restoration Hardware’s 60,000-sq.ft. gallery-style showroom about to open as well. CityPlace and the renowned art and antiques retailers along South Dixie Highway now makes downtown West Palm Beach a major luxury home furnishings destination,” said Dennis Grady, President and CEO of the Chamber of Commerce of the Palm Beaches. “We’re delighted to welcome both of these leading international brands to our city.”

Natuzzi is Italy’s largest furniture house with 1,200 stores around the world. All of the products are manufactured in Italy and Natuzzi designs and sells their unique collections of sofas, armchairs, furniture and home furnishing accessories. The progressive brand is a market leader among luxury home goods and the company views Florida as a prime location for expansion. Other locations in Florida include Ft. Lauderdale, Boca Raton, Orlando, Naples, Pinecrest and Miami’s Design District.

“The United States represents a great market opportunity for our brand and we are continuing with the efforts to move quickly to expand our presence,” said Nazzario Pozzi, the company’s Global Retail Chief. “These stores are being located and managed to deliver Pasquale Natuzzi’s vision of a new buying experience for our customers through the careful coordination of whole room furnishings to the type of tools and training of our sales staff. This is the way we can help customers better than ever before with furnishing their homes.”

Mirrored after its Paramus, New Jersey flagship, the new CityPlace store features furnishings for every room of the home with design rooted in classic Italian style. Many of the Natuzzi Italia collections are described as a combination of modern art and architecture married to Italian innovation, brilliant function and a creative mix of materials, finishes, premium leathers and cutting edge fabrics.

“CityPlace is a unique retail destination with a mix of exceptional tenants that create a powerful draw, making it an ideal location for Natuzzi,” said Gopal Rajegowda, senior vice president of Related Companies. “The Natuzzi Italia brand is a world-renown luxury home designer, and with a new emphasis

on home and home furnishings at CityPlace, we are now the center of a booming luxury home market in Palm Beach County and beyond.”

For more information, please visit [www.cityplace.com](http://www.cityplace.com).

#### **About CityPlace**

CityPlace’s Italian-inspired architecture and menu of shopping, dining and entertainment options positions the 72-acre property as a signature component of Downtown West Palm Beach. The open-air, mixed-use center offers more than 70 shops and restaurants; close to 600 private homes, and luxury condominiums; a restored 1920s church adapted to serve as a multi-purpose cultural center; a 20-screen AMC CityPlace 20 IMAX cinema complex; a stellar lineup of free weekly entertainment; plus a spectacular show fountain in the center of the main plaza. For more information about CityPlace, please call (561) 366-1000 or visit [cityplace.com](http://cityplace.com).

#### **About Natuzzi S.p.A.**

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is Italy’s largest furniture house and one of the most important global player in the furniture industry with eight manufacturing plants, eleven commercial offices and extensive global retail network. Natuzzi is the Italian lifestyle and best-known brand in the furnishings sector worldwide (Brand Awareness Monitoring Report - Ipsos 2015). Continuous stylistic research, creativity, innovation, solid craftsmanship and industrial know-how and integrated management throughout the entire value chain are the mainstays that have made Natuzzi one of the few players with global reach in the furniture market. Natuzzi S.p.A. has been listed on the New York Stock Exchange since 13 May 1993. Always committed to social responsibility and environmental sustainability, Natuzzi is ISO 9001 and 14001 certified (Quality and Environment), OHSAS 18001 certified (Safety on the Workplace) and FSC certified (Forest Stewardship Council).

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