



HISTORY OF A BRAND MERIDIANI

Just one designer and a dedicated husband-and-wife team of founders are behind the enduring look of this sophisticated Italian brand

Italian brand Meridiani, which celebrated its 20th anniversary last year, is the vision of Renato Crosti and his wife Laura. In the early 1990s, they spent an extensive period researching and testing products at their family factory in Brianza, northern Italy, with the aim of creating a home collection that would interpret classic styles in a modern way. They launched Meridiani in 1996, opening a store in Milan, before expanding on an international scale in 2000. Renato Crosti is an expert in upholstery, which is one of the

Meridiani has a consistency of vision which shines through in every piece, from sofas to side tables

brand's main strengths. All of the company's products are created by art director Andrea Parisio, who has been the company's sole designer since its inception. His discerning eye oversees everything from furniture collections to brand image and store design.

Working in this way has given a consistency to Meridiani's style that shines through. Textiles are also a key focus – customers can choose from two fabric collections, each with a different feel. 'Departures' features menswear-inspired natural fibres, while the 'Travel Memories' range includes bolder designs. Trends don't go unremarked: the new 'Hector' sofa (above) comes in a fashionable bottle-green velvet.

As well as its main collections, Meridiani also has a luxury range called 'Editions', distinguished by its handmade quality and precious finishes. A prime example is the 'Wolfgang' wall unit (right), clad in panels of golden-bronze mirror, part of the appropriately named 'Shine' collection. From timeless everyday furniture to big statement pieces, Meridiani has it covered (meridiani.it).



FOUR KEY FACTS ABOUT MERIDIANI

1 Meridiani designs feature in the recently opened Hotel Milano Scala, near the famous La Scala opera house, and Barcelona's Hilton Hotel, designed by Matteo Thun, as well as luxury residential developments.

2 The brand's three top-selling designs are the 'Plinto' dining table (below), the 'Louis' modular sofa and the 'Tuyo' bed, which has a range of statement headboards.

3 Meridiani's sofa beds, often one of the more prosaic items in the home, are every bit as luxurious as you would expect an Italian sofa to be. We love the 'Scott' design.

4 The 'Open Air' outdoor furniture collection sports innovative all-weather upholstery that resists the elements, but is as soft as indoor fabrics. It comes in a range of colours and designs.

Top of page (from left) 'Hector' sofa, 'Pek' side tables, 'Isabelle' chairs **Right** 'Claud' outdoor chair **Far right** 'Wolfgang' unit from the 'Shine' range