

# ELITE LIVING AFRICA

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FOR BUSINESS AND PLEASURE:  
MONACO YACHT SHOW PREVIEW

ART DECO MEETS MODERN  
DESIGN IN MIAMI

SMART WATCHES WITH STYLE

POLO: PRINCE OF WALES CUP  
COMES TO SOUTH AFRICA

*The best of*  
**MONACO**  
*with* **TEMI**  
**OTEDOLA**





# VISIONNAIRE

Luxury Italian furniture brand Visionnaire has recently launched a promotional campaign for its new homeware collection.

BY HIRIYTI BAIRU

Sicily was the choice of location for the campaign, near the slopes of Mount Etna, a few kilometres away from Catania. The shoot took place in a historic building designed from architectural glass and corten steel, rich in Italian culture and nature. Visionnaire notes that architecture and design form the background of the storytelling where Bastian (Mauro Lipparini design) Opera (Alessandro La Spada design) Legend (Fabio Bonfrè design) Green Life and Boulevard (Maurizio Manzoni and Roberto Tapinassi design) play the role of real protagonists of the campaign. Visionnaire explores the challenge to share its experience using contemporary language, by expressing with an even stronger force its uniqueness and its attention to detail and “haute-couture” production, contributing to the brand’s success to date. Featuring careful lines and

proportions, symmetry and balance, research of innovative materials and artisanal skill is expressed across the new collection and is exclusively made in Italy. “Our research and development department started to develop the Eco-sustainability topic starting from those products that are in close contact with the person, such as sofas and beds made of alternative and environment-friendly materials. They, along with our outdoor collection, are the main characters of this communication campaign”, says Eleonore Cavalli. The Visionnaire brand operates in more than 55 countries with a network of 24 single-brand shops Baku, Shunde, Shenzhen, Chengdu, Beijing, Shanghai, Guangzhou, Nanjing, Cairo, Dubai, Kiev, Bari, Milan, Bologna, Moscow, Singapore, Miami, Istanbul, Ho Chi Minh, Riyadh, London and Tehran. ♦

ABOVE: Visionnaire's 2017 promotional campaign.