

**THE ICONIC LUXURY OF THE NEW COLLECTION**

**PHILIPP PLEIN WALLPAPER BY ZAMBAITI**

Zambaiti Parati – historical Italian company and international leader in the field of wallcoverings, presents the new prestigious partnership with the brand Philipp Plein.

A precious collaboration that combines innovation and technology, the tradition and the values of Made in Italy of the company Zambaiti Parati and the foresight and great creativity of the brand Philipp Plein, a reference in the world of fashion, with a consolidated experience also in the sector of interior design and furniture.

The Philipp Plein Italian Luxury Wallpaper by Zambaiti Parati was officially exhibited at the Salone del Mobile in Milan in June at the Home Philipp Plein stand, where the entire line was presented, from furnishings, candles and home accessories; a line characterized by elegance, luxury, refinement and quality of Made in Italy, elements that draw the customer to enter the intriguing world of Philipp Plein. The Salone del Mobile was the perfect occasion to launch this new original and distinctive collection, which for Zambaiti Parati represents the beginning of a new adventure under the sign of elegance and exclusivity.

The new collection, an expression of iconicity and luxury, is inspired by the fabrics and materials that Philipp Plein uses in its fashion apparel and accessories collections, conveyed through the wallpaper, with animal and textural effects. A tropical line was also designed with floral elements as well as a line with the textile geometries of the logo. It is a complete line that takes root in the DNA of the brand with a constant attention to detail. A collection characterized by exclusive proposals that stimulate the curiosity of a wide audience in search of novelty in furnishing solutions that can combine creativity, uniqueness and quality.

The collection was designed by Philipp Plein and the experts of Zambaiti Parati who have followed with the usual artisanal care and undisputed technical expertise the transition from textile decoration to furnishing, transferring it into the proper parameters of the wallpaper, following a sophisticated design that gives each covering a unique elegance, whose relief effects can be appreciated directly on the walls.

The collection includes a catalogue with a wide range of digitally printed decorative panels that features the most evocative symbols of the brand.

The Philipp Plein Italian Luxury Wallpaper collection by Zambaiti Parati is the result and expression of an icon and a true lifestyle.

**ZAMBAITI PARATI**

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