

SKITSCH

# The anti-kitsch design!

Established in Italy just over a year ago, Skitsch immediately made its mark on the design sector. Following the success of its Milan store, the brand plans to open new points of sale in all the European capitals during 2010. Norbert Dentressangle has developed a tailor-made project for Skitsch, which covers all the logistic stages, from storage to delivery to the customer. An efficient and effective service.

**T**he Skitsch brand was officially unveiled at the 2009 Furniture Exhibition in Milan, which also marked the opening of the first Skitsch outlet, a 600 m<sup>2</sup> concept store in the very heart of Milan. *"In 2008, we started with nothing but had very defined ideas,"* recalls Gaetano Gasperini, managing director of Skitsch. *"Offering a prestigious and contemporary collection of decorative objects - this concept sums up perfectly the name of the brand: a Skitsch object is never a bland object - it stands for anti-kitsch par excellence!"*

## An outstanding design

The first Skitsch collection was created under the artistic direction of Cristina Morozzi and resulted from a collaboration between 28 designers, including young talents and great names on the international scene. The collection includes over 50 new design projects, to which other pieces are added after being carefully selected from other international and Italian design houses. The Skitsch product range

includes decorative articles, indoor and outdoor furniture, as well as a "playful" range: table football and table tennis tables have proved an overwhelming success.

## Opting for quality

*"In addition to the attractive, functional and exclusive nature of our products, we give priority to quality. In fact, parallel to our collaboration with recognised designers, we chose to entrust the manufacture of certain products to local specialists. For example, our decorative products come from Italy, while our crystal is from Bohemia (Czech Republic) and our textiles come from India,"* explains Gaetano Gasperini. Today, growth in sales and the forthcoming opening of new stores both represent steps on the road to success for Skitsch. •

**"The launch phase is a crucial stage for the success of a company and the choice of partners is essential. For logistics, we turned to Norbert Dentressangle because of its reputation within the market and its efficient and solid network. We want to provide a quality service in all our activities."**

**Gaetano Gasperini,**  
Managing Director, Skitsch



## Key figures

SONDEDIN

CONCEPTSTORE IN-IAN  
(Monte di Pietà street).

EMPOEES

SOFTEGREAT NAMES  
in international design,  
including Alessandra Barlideschi,  
Bertjan Pot, Maarten Baas,  
Marc Sadler and Philippe Nigro.

ARTISTIC DIRECTION  
by Cristina Morozzi.

## Logistics

In terms of logistics, the Skitsch project immediately struck us as comprehensive and provocative, says Alessandro Renzo, business development manager at Norbert Dentressangle in Italia. What makes this company special is both its multi-channel sales model, based on the store, paper catalogue and e-commerce, and the exclusive nature of its range. This led us to develop two different distribution processes: one for accessories, with a fast and fluid delivery system, and the other for larger furniture. Specialist teams are dedicated to the efficient running of this process and guarantee that Skitsch's requirements are fulfilled. As well as assembling furniture, the employees have to provide logistics solutions. For example, if a piece of furniture is too large to be installed at the customer's home, our team can dismantle and reassemble it without any difficulty. In addition, Norbert Dentressangle develops appropriate packaging for each product. Moreover, the inter-linking of the Norbert Dentressangle and Skitsch information systems further improves the efficiency of its e-commerce activity. At the logistics platform in Castel S. Giovanni (province of Piacenza, in the north of the country), Skitsch currently has a 2,000 m<sup>2</sup> surface, which handles over 250 different products. This volume should increase in line with the growth in sales registered by the brand.