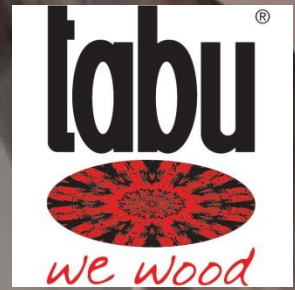
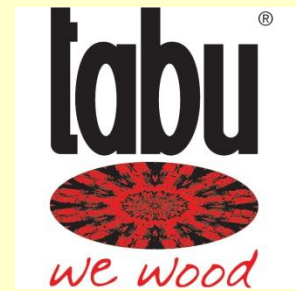


 Salone  
del Mobile  
Milano  
08/13.04  
2014



# **TABU at *Salone del Mobile 2014*** **Products and new trends**

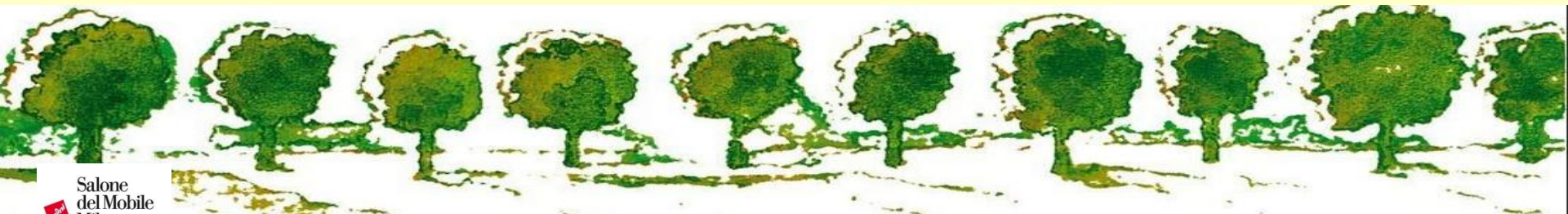


## Tradition and innovation

The brand **TABU** is reaffirming its participation to the 2014 edition of the *Salone del Mobile*, consolidating its image as **leader company in this sector**, being able to understand and satisfy the most demanding *Maisons*.

TABU products, as for their **quality** and **beauty**, are following **all the new trends of the market**: from the Luxury to the Vintage, from the Classic to the Modern style, from the Minimal to the Refined design.

TABU is well interpreting the trends of design and fashion, awarding a **surplus value** to the realization of the furnitures.



## Market analysis

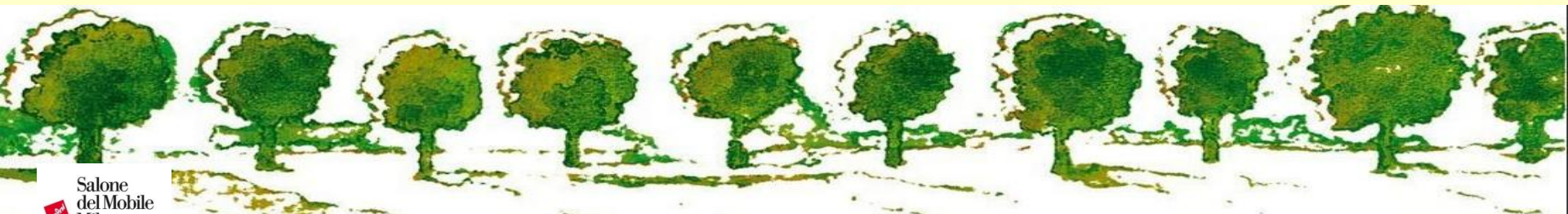
The *Salone del Mobile 2014* highlights a new common strategy for the choice of the wood species: predominantly Oak, Walnut and Eucalyptus.

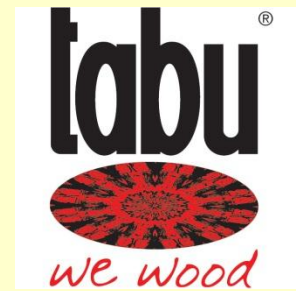
Particularly, **two orientations** have emerged: the Classic and the Modern style.

The uniformity of the tones, without particular variations, was preferred in the color choice.

The natural dyes are the most used in coordination with the wood species from the Terra and Bio<sup>®</sup> collections with **matt finishing**.

However, the attention to 3D effects is dropping.

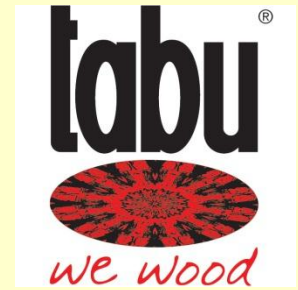




# Trends

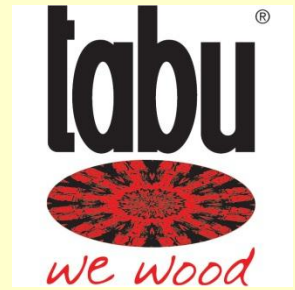
	Classic Style	Modern Style
<b>WOOD SPECIES</b>	<ul style="list-style-type: none"> <li>• Eucalyptus Figured and Pomelé, Burl, Tanganika Figured, Erable.</li> <li>• 3D effects.</li> </ul>	<ul style="list-style-type: none"> <li>• Eucalyptus, Walnut Canaletto flat cut and quarter cut, Oak flat cut and quarter cut.</li> </ul>
<b>FINISHING</b>	<ul style="list-style-type: none"> <li>• Mainly high-gloss</li> </ul>	<ul style="list-style-type: none"> <li>• Mainly matt</li> </ul>
<b>COLOR</b>	<ul style="list-style-type: none"> <li>• Colors from Tabu 2014 collection: greys, whites, purples (Eucalyptus E5.S.004 ), blues (E5.S.006)</li> </ul>	<ul style="list-style-type: none"> <li>• Warm colors on Walnut and Oak.</li> <li>• Predominance of Terra and Bio® colors.</li> </ul>
<b>DESIGN</b>	<ul style="list-style-type: none"> <li>• Focalisation on luxury and on high-level products with specific and refined details (combination with other materials: i.e. nacre and insert of cristals and metals)</li> </ul>	<ul style="list-style-type: none"> <li>• Development of softer and rounded shapes</li> </ul>

# Giorgetti



**Sycomore Figured**

# Colombo Stile

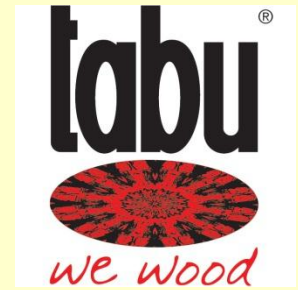


E5.P.007

**Eucalyptus  
Pomelé**



# Bentley

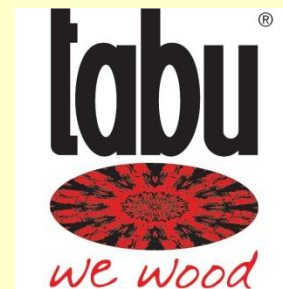


46.005

**Madrona Burl**



# Elledue



E5.S.006

**Eucalyptus  
Figured**

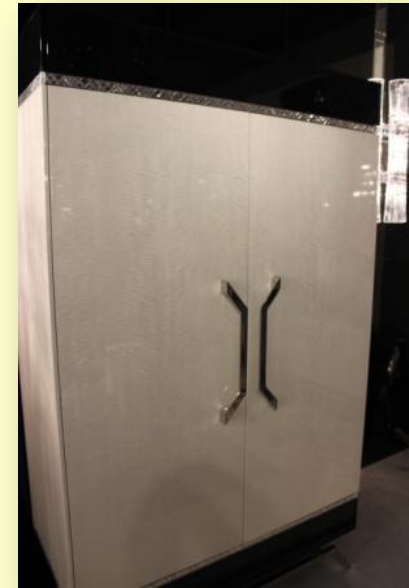
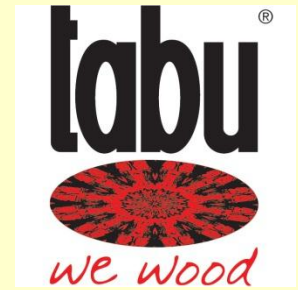


E5.S.004

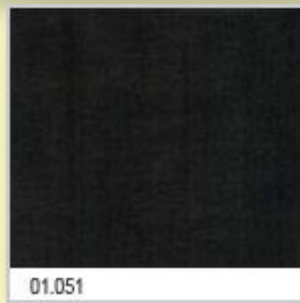
**Eucalyptus  
Figured**



# Costantini Pietro



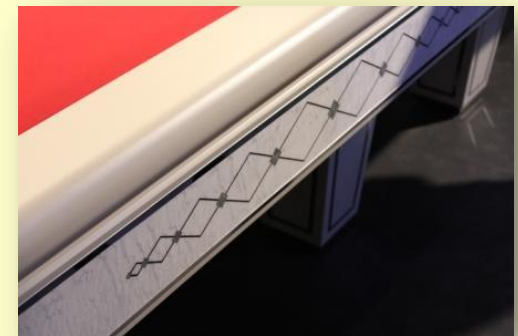
**Erable**



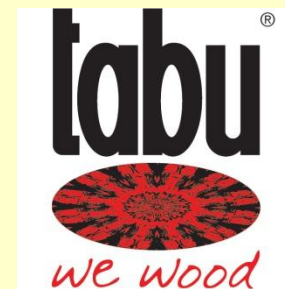
**Tanganika**



**Tanganika  
Figured**



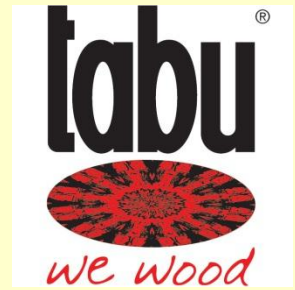
# Dada



Custom Color  
Bolivar 52.424



# Lualdi Porte



52.065

**Bolivar**

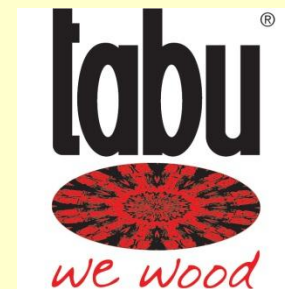


52.218

**Bolivar**



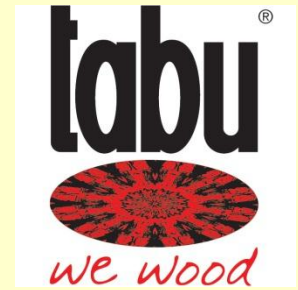
# Veneta Cucine



Afara



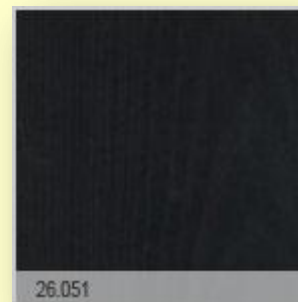
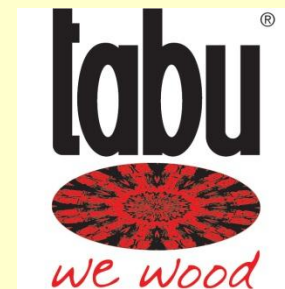
# Veneta Cucine



Sucupira



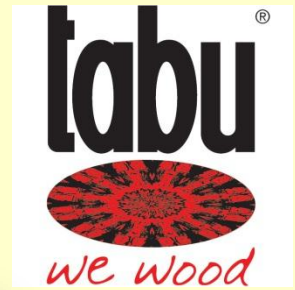
# Schiffini



Ash



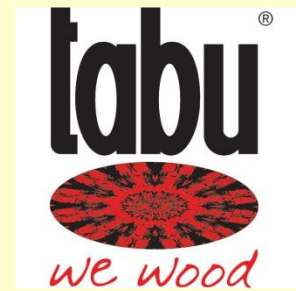
# MF Group - Mobileffe



Sucupira



# MF Group - Mobileffe



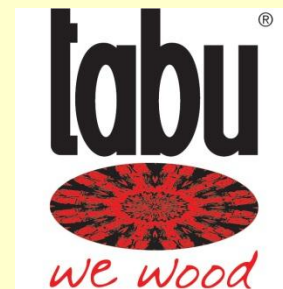
E5.B01

**Eucalyptus Bio®**





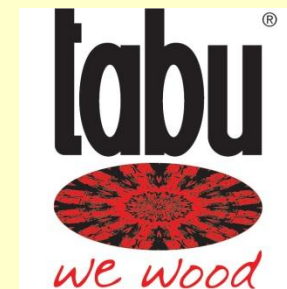
# Mobilidea



Natural Oak  
Flat Cut

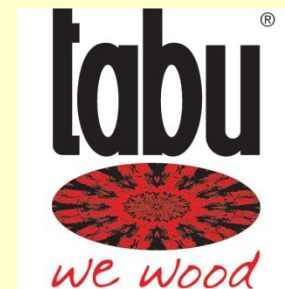


# Emmebi Cesano

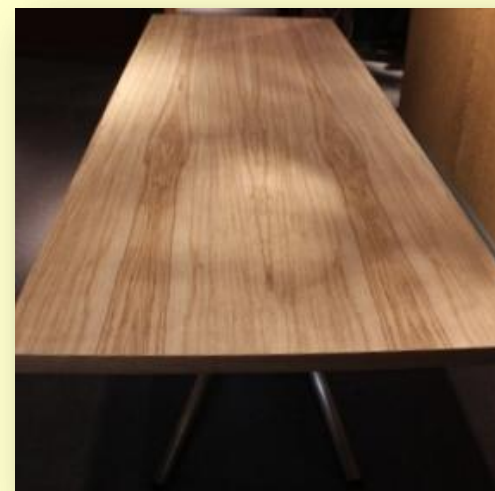


**Zebrano**

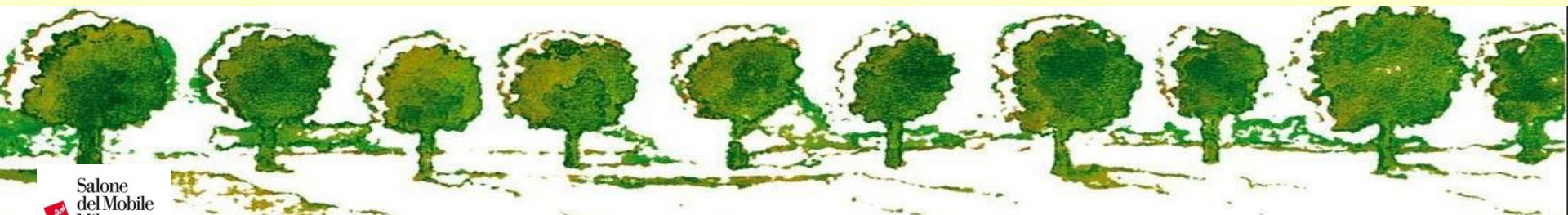
# Emmebi Cesano



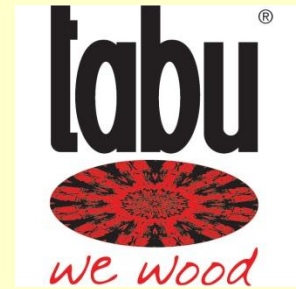
**Afara**



## Trends at Salone del Mobile 2014



## Smoked effects: 😊



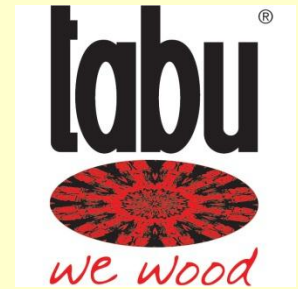
The prevalence of smoked effects is visible and carries on a trend which was already present in the previous editions of the exhibition.

The orientation towards Bio® and Terra colors is combined with a modern design, thus emphasizing the attention on the materials and the taste for natural wood effects.



**Molteni & C.**

## New shapes and lines: 😊

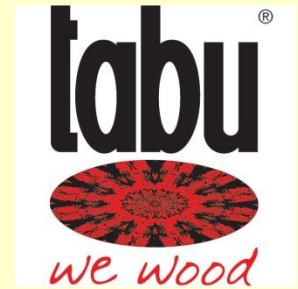


New trends are emerging in the Modern style, as far as shapes and lines are concerned.



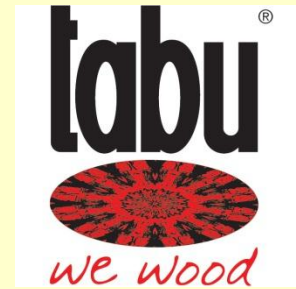
Furnishing elements with rounded and soft shapes, combined with natural tones and matt finishes, create an idea of warmth.

## Two-colour tones: ☹️



The use of two-colour tones like oliven ash and walnut is a less common trend if compared to the previous editions of the show, representing a small niche on the current market.

## Branding: 😊



More and more Companies are linking their names to famous and well-known Brands in the furniture sector, creating collections having a particularly **luxurious** connotation. Not only fashion brands, but also automotive Companies just like Bentley e Aston Martin.



**Aston Martin**

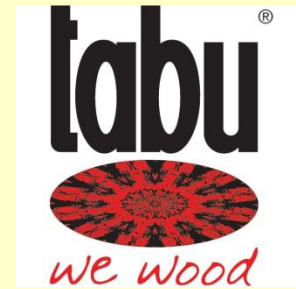
**TABU alternative: RRX.58.025**



**Bentley**

**Madrona Burl 46.005**

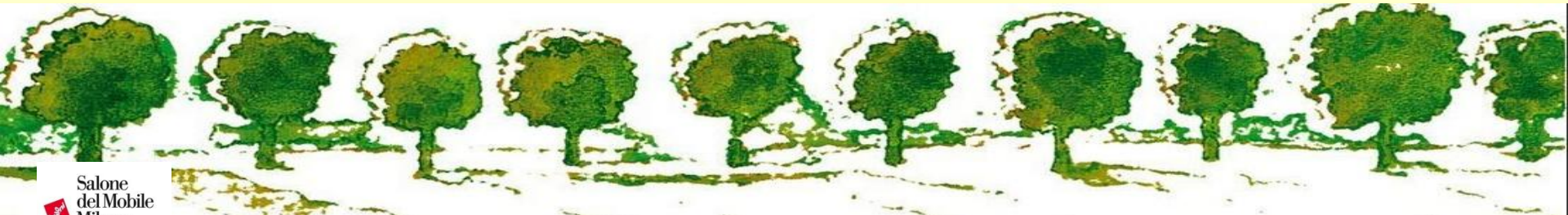


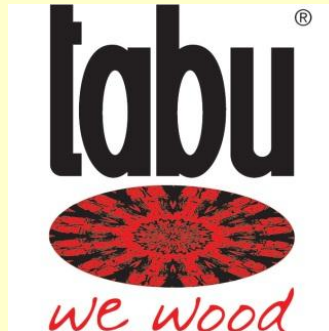


## Considerations

*Salone del Mobile*, international key event in the furniture and design field, shows ideas and suggestion which could be adopted from the market.

In this sense TABU offers the brand-new **Collection 2014**, which is perfectly able to satisfy the **emerging needs** of the market, from styles to colours, from Classic to Modern.





**Grazie - Thank you**

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