



## High performance installation for the Piquadro Lounge at the Salone del Mobile 2024

Milan, April 2024 – At the 62<sup>nd</sup> edition of the **Salone del Mobile**, in Milan, from 16 to 21 April, Piquadro returns to the Rho Fiera venue with a spectacular installation inspired by Formula 1 racing, of which the tech-design, work and travel accessories brand is part, as Official Luggage Partner of the Visa Cash App RB Formula 1 team.

Located on the ground floor of Hall 14-18, the Piquadro Lounge is a space dedicated to travel intended as high-performance, tech-designed accessories, whose design ethos reflects the brand's attitude towards ongoing evolution and the most advanced research with a view to creating products that are a perfect synthesis of style, functionality and peerless quality.

The 300-square metre space staged by Piquadro features a lime green container in the centre of the stand with a conveyor belt for luggage, while along the 27-metre wall facing the windows, the real installation has been erected: a story narrating Piquadro's journey from research to performance, in a parallel narrative presenting the materials and shapes that distinguish Formula 1 and those used for creating wheeled suitcases, backpacks and, in general, all Piquadro's articles.

The protagonists of the installation are the PQALU line wheeled suitcases, in anodised aluminium showcased in the classic version and in the exclusive edition made for the Visa Cash App RB Formula 1 team. The essential and linear design of the new PQALU line and its stylish leather detailing make these wheeled suitcases absolutely unique pieces, while the resistance and unsurpassed durability of the materials make them high-performance. Due to their extraordinary features, they have been chosen to travel with drivers, Daniel Ricciardo and Yuki Tsunoda, on their trips during the Formula 1 World Championship.

Also, on display at the Piquadro Lounge are the Corner 2.0-line backpacks, also forming part of the accessories provided by Piquadro to the Faenza team. They feature the iconic rubber corner, the detail of the original Corner line that triggered Piquadro's huge success in the early 2000s. These backpacks are made of water-repellent rubberised tech fabric, have an RFID anti-fraud screen to protect credit cards from cloning and 17-litre capacity, with double padded computer and iPad® pocket.



PIQUADRO

## **Piquadro S.p.A.**

*Piquadro is an Italian brand of tech-design products for work, travel and leisure time. Established in 1998, within only a few years it reached a well-defined positioning inspired by the values of design and performance, able to meet the needs and aspirations of a highly travel-oriented public. These people frequently travel for business and pleasure and are men and women who choose the language of design rather than that of fashion and prefer performance over style.*

*The leathers used come from the responsible supply chain certified by Leather Working Group - LWG, the international body that has developed the world's most widespread sustainability protocol for the leather supply chain. The fabrics - latest generation hi-tech - are all recycled.*

*The company is also carbon neutral for scopes 1 and 2, as are the other two brands of the Piquadro Group, the historic Florentine leather goods company The Bridge and the prestigious Parisian luxury leather goods company Lancel. Piquadro has recently obtained the Corporate Standard Ethics Rating (SER) "EE-" for its protection of the environment and for its commitment to supporting the local area. This important recognition denotes adequate compliance with sustainability standards.*

*The distribution network extends throughout more than 50 countries around the world and counts on 178 single-brand points of sale that include 86 Piquadro boutiques (55 in Italy and 31 abroad), 14 The Bridge boutiques (all in Italy) and 78 Lancel boutiques (61 in France and 21 abroad).*

*The Group's consolidated turnover is € 175.6 million. Piquadro S.p.A. has been listed on the Borsa Italiana stock exchange since October 2007.*

[www.piquadro.com](http://www.piquadro.com)

Instagram: <https://instagram.com/piquadroofficial>

Youtube: <https://www.youtube.com/user/PIQUADROspa>

Facebook: <https://www.facebook.com/Piquadro.IT>

### **Per ulteriori informazioni:**

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