

DESIGN IMPROVES LIFE AND YOUR BUSINESS

JOIN THE NETWORK!

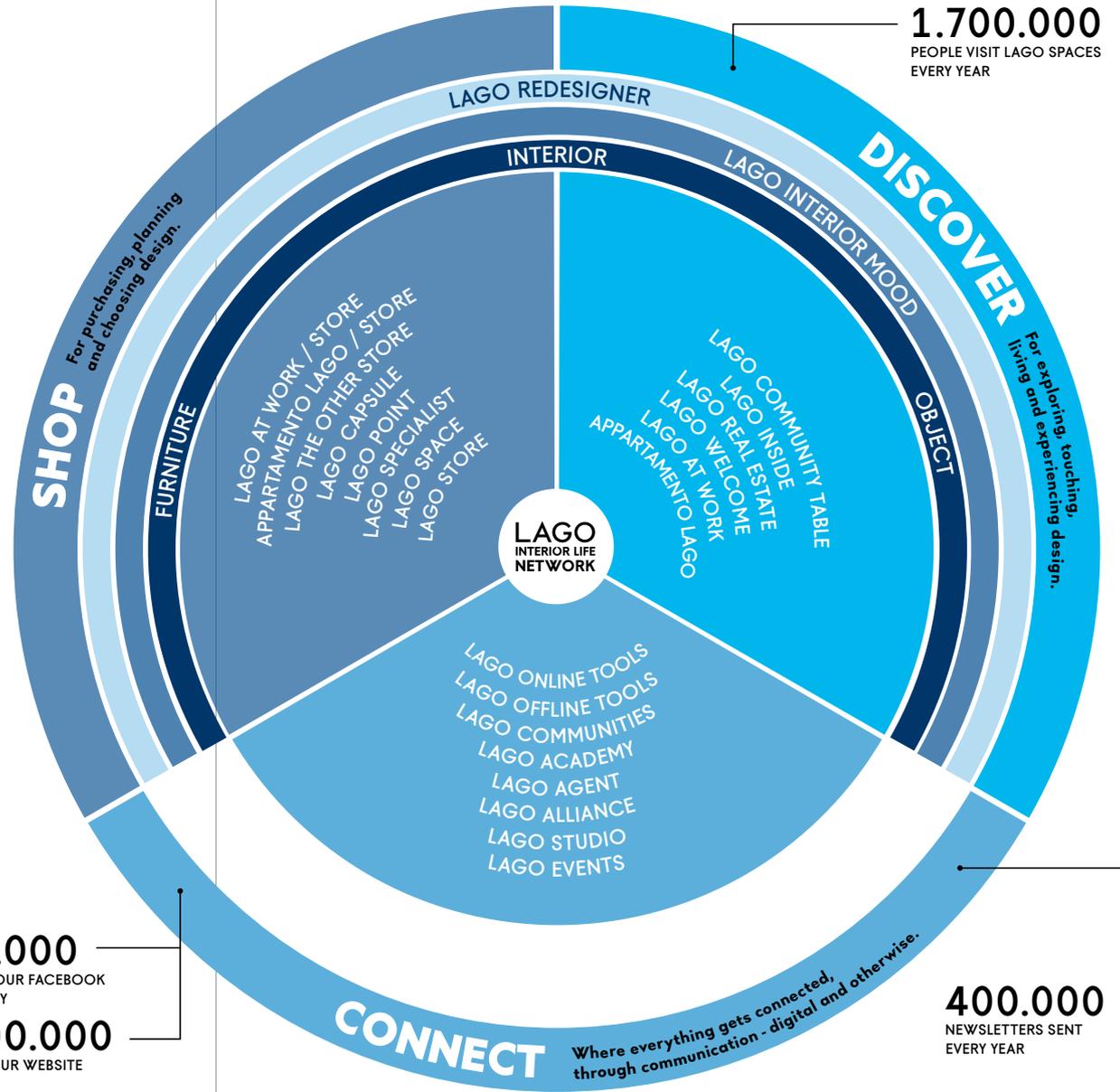
A network of people and places connected by a powerful communication engine, where every member is an active player and can benefit from fresh business opportunities.

- #1** Immediate and simple.
- #2** We design interiors for your interior life.
- #3** We believe in the atoms and bits of human relationships.
- #4** We have a compass—Head Heart Courage.
- #5** We plan the solid to breathe life into the void.
- #6**
- #7** Beauty lies in the vision of the whole.
- #8** The essentials, for enduring over time.
- #9** You are the design; we provide the alphabet.
- #10** Creativity comes when you do what you love.
- #11** Never stop.

LAGO INTERIOR LIFE NETWORK

The LAGO INTERIOR LIFE NETWORK is an all-encompassing vision that sees design as an activator of connections and a meaningful cultural resource. It is a wide-ranging network of people and places that includes stores, homes, offices, museums, restaurants and hotels. Thanks to our powerful digital communication engine, we connect every space and every place in this big new network, where every member is an active protagonist and can benefit from new human connections and fresh business opportunities.

600.000
PEOPLE IN OUR FACEBOOK
COMMUNITY
2.000.000
VISITS TO OUR WEBSITE
EVERY YEAR



LAGO SHOP+

SHOP+ is LAGO's answer to the demand for innovation that comes from the world of retail and furniture. Today consumers desire a more relevant shopping experience with emotive spaces in which they can find the same intimacy as at home, but which are also interactive and connected to the external world.

To meet these contemporary demands we have created SHOP+, a point of sale innovation proposal that is characterised by a 'Home Feeling' atmosphere and one in which the client has an evolved shopping experience.

SYSTEMIC DESIGN

Design with a strong identity, an innovative DNA and a modular alphabet thanks to which you can furnish any kind of living space and more: private residences, public spaces, B&Bs, hotels, cafés, bars, restaurants, museums, galleries and work spaces.

BIG PERFORMANCE IN SMALL SPACES

Our systemic design and modular design alphabet lets you optimise performance to the maximum, even with a small sales floor.

LAGO INTERIOR MOOD

Inspirational scenarios that structure a way of living and bestow the same liveability of domestic spaces upon points of sale.

IN-STORE COMMUNICATION

FraMeet, design frames that communicate with each other and with your customers;
Interactive, high-impact window decals;
Touch monitors that talk about the projects you have completed;
Accessories that complement the mood of your store.

TALKING FURNITURE

A project that brings NFC technology to the furniture world. Thanks to a microchip attached to the LAGO logo on products and

shop windows, the customer can interact independently with the furniture. By installing the LAGO app on their smartphone anybody can discover product information, send requests, read stories in the small rooms or find recipes in the kitchen.

THE IDEAS TABLE

A table dedicated to the design of interior spaces where you can physically touch materials and choose the LAGO INTERIOR MOOD suited to the space.

LAGO ACADEMY

Our training sessions can be held in-store, at the LAGO FACTORY or in the webinar format, to make the very most of LAGO design and motivate your staff.

INNOVATIVE MARKETING

An innovative approach to marketing based on deep digital marketing know-how and an extensive network of spaces, the LAGO INTERIOR LIFE NETWORK, where business and relationships are sparked and grow.

All of LAGO in a single place

Would you like to open a single-brand store?

The typical format of a LAGO STORE is based on stores with a compact surface area, low set-up investments and high sales margins.

A LAGO STORE will offer you big competitive advantages:

- A strong identity, unlike that of any other competitor on the market.
- The design industry's largest range, with the LIVING ROOM, KITCHEN, BATHROOM, BEDROOM, KIDS&YOUNG and WORKSPACES collections and the extension, in recent years, to Interior wall treatments and panelling and the LAGO OBJECT collection, which increases flow in the LAGO STORE.
- Thanks to LAGO's systemic design and expert planning of the store's interior space, we can express a powerful message without needing a big sales floor area: on average, just over 100 sq. m.
- Professionals who design and maintain the entire sales area.
- More than 30 LAGO STORES opened in the last 5 years.
- Quick start-up (break - even point in an average of 12 months), thanks to ease of planning and product understanding, as well as contained costs for the optimisation of the sales area.
- The general conditions permit one of the highest mark-ups in the world of retail, in our own industry and beyond.
- And all of this is amplified by powerful marketing tools, including in-store communication and a communication boost for all shop windows.
- Qualified training and a communication network (digital and otherwise), beyond industry standard with dedicated promotional tools.
- An advanced CRM (Customer Relationship Management) system.
- The format was designed for large cities, but offers good cost savings for smaller cities as well.
- Opportunities for connecting with architects and Redesigners.



One room at a time

This single-brand store option offers you the opportunity to concentrate on a single area of the house, like, for example, the kitchen or bathroom.

The LAGO SPECIALIST enjoys the same conditions and advantages as LAGO STORE, but let you focus your business on a specific part of the house.

The core business of this store is specialised and makes it possible, specifically in the case of bathrooms, to intercept customers during the initial phase of purchasing home furnishings.



LAGO for multi-brand stores

We have lots of different options for you, if you are a multi-brand retailer:

- Product turnover among the biggest in the industry.
- A strong identity, unlike that of any other competitor on the market.
- A complete range of furniture collections that touch every area of the house: from LIVING ROOM, KITCHEN, BATHROOM, BEDROOM, KIDS&YOUNG and WORKSPACES collections to the extension, in recent years, to LAGO INTERIOR wall treatments and panelling and the LAGO OBJECT collection, which increases in-store flow.
- Thanks to LAGO's systemic design and expert planning of the interior space reserved by the multi-brand store for LAGO, we can express a powerful message.
- Professionals who design and maintain the entire sales area.
- More than 400 active shop within a shop retail locations.
- And all amplified by powerful marketing tools, including in-store communication and a communication boost for shop windows.
- Qualified training and a communication network (digital and otherwise), beyond the industry standard.
- Opportunities for connecting with architects and Redesigners.
- Intelligent planning of space, in terms of specific individual needs.

On the basis of floor space, this option offers customised discounts and conditions:

LAGO SPACE large-size multi-brand stores.

LAGO POINT mid-size multi-brand stores.

LAGO CAPSULE (foreign market only) small-size multi-brand stores, in strategic, affluent locations.



When the house is also a store

In order to create an innovative sales experience, we are offering you the chance to create a store inside a flat, whether on the first or the thirtieth floor.

This is a way of discovering LAGO INTERIOR LIFE philosophy as applied to a real domestic setting, which becomes unexpectedly retail.

This is the ideal place for dialoguing with and getting architects and designers involved as well as organising business events.

It is the perfect way to circulate the Italian spirit and character out in the world, with events that can focus on food or fine products more generally; an important and still appreciated competitive advantage.

The main strengths:

- Reduction of overall costs, thanks to lower rent than for a commercial space and thanks to the possibility of working by appointment only.
- Possibility of diversified business hours.
- An exclusive experience, which is an advantage appreciated in markets with different cultures.
- A complete range of furniture solutions that touch every area of the house: from the LIVING ROOM, KITCHEN, BATHROOM, BEDROOM, KIDS&YOUNG and WORKSPACES collections to the extension, in recent years, to Interior wall treatments and panelling and the LAGO Object collection.
- All amplified by powerful marketing tools, including communication and sales materials and a communication network (digital and otherwise) above industry standard.



Our cross-selling project

An innovative retail formula dedicated to revitalising, through design, various kinds of commercial activity: from clothing stores to jewellery shops and from travel agencies to bookstores.

This formula expresses LAGO's capacity to create retail projects that, through advanced interior design, focus on improving in-store customer experience.

A project realised by LAGO permits commensurate market positioning and access to the global design community.

Thanks to a dedicated interior project, you can improve your customers' sales experience, increase business and sell LAGO products in connection with retail locations in the area.

The first example of this new formula is LAGO THE OTHER STORE @Open | More than books, in Milan, a place where you can design for your home, meet a client for coffee, read and buy books, have lunch, rent a co-working space and participate in events.



A widespread network of qualified designers

Are you an architect? An interior designer?
Add your LAGO projects to our Network and increase your visibility and opportunities for new contacts.

Those who present an already-completed LAGO project can become LAGO REDESIGNERS: professionals capable of reinterpreting the LAGO alphabet with a fresh vision, amplifying the infinite transformative possibilities of its elements.

At the centre of the project are the creative and design abilities of each REDESIGNER who takes advantage, with privileged access, of the opportunities for training and meeting others organised by the company.

As a LAGO REDESIGNER, you will also see your best projects highlighted by LAGO, with a special focus on the Web, where the company is one of the most present and innovative leaders.

In tune with and using the operational and sales support of local retail locations, you will be able to profit from skills and ideas about plans for design B&Bs, boutique hotels and holiday apartments (LAGO WELCOME); stores, gelato shops, cafés and commercial spaces (LAGO INSIDE); offices and shared and hybrid work spaces (LAGO AT WORK); sample flats in residential complexes (LAGO REAL ESTATE) and private homes (APPARTAMENTO LAGO).

Within the LAGO REDESIGNER community, design creates a virtuous cycle of relationships and culture, which can also generate new opportunities for knowledge and engagement in concrete projects generated by the LAGO INTERIOR LIFE NETWORK.

Sign up at redesigner.lago.it



Design by LAGO REDESIGNER Mauro Soddu
Photo credit: Cédric Dasesson

Relational design

Do you have a house that needs furnishing? Are you looking to totally renovate your flat?

We would like to offer you an opportunity to participate in a unique project: a network of homes in Italy and abroad, owned by people who, like you, believe in relational design, openness to others and the kind of opportunities that emerge from encounters.

Becoming a Tenant, you will have the chance to purchase, profiting from special conditions, LAGO products, following a customised interior design plan.

The APPARTAMENTO LAGO project is the fulcrum of a new way of creating interaction between projects, products and people. It is a house where people really live, a house where you can ring the bell and be welcomed inside to discover LAGO products in their everyday habitat.

The flats are in big cities, but not limited to them: they can be wherever there is ferment, energy and people who have ideas for better living.

Anyone with an open spirit can be a Tenant, which is a life experience the duration and intensity of which are up to you!

LOOKING FOR NEW TENANTS!

**Present your application at
appartamentolago.com**



The office that makes you feel at home

We spend more time in the office than at home. Recent studies show, in fact, that when offices are more beautiful and more comfortable, socialisation and productivity are also improved.

LAGO AT WORK emerged from the need to rethink workspaces with the same care and love that is usually reserved only for one's own home.

Thinking in terms of creating a “home feeling” in professional studios, offices, libraries and study halls lets us invert the mindset associated with designing workspaces. LAGO AT WORK rethinks the functionality of these spaces, bringing in the comfort, colour and lightness that distinguish our style, thus favouring the wellness and productivity of the people who work there.

A customised marketing plan, included in the project, will give you visibility within our vast network, of which you will also become an active part. It will be easier to make contact with other professionals, create partnership networks, find new clients and generate fresh business opportunities.

Visit our website and write us at:
WWW.LAGO.IT/ATWORK

One of our consultants is always available at:
+39 049 859 8223



The houses sell themselves through care and design

This is a project that gives dynamic real estate entrepreneurs the opportunity to furnish a model flat with LAGO products.

This flat, taking advantage of LAGO's communicative potential, then becomes a sales brochure for the entire property. Thanks to the customised interior design project, the value of the property will increase, also increasing sales margins.

Talk with us about furnishing one of your properties with LAGO, transforming it into an exciting sales office. You will also be able to host ad hoc events to promote it.

And we will help you increase the project's visibility through all of our communication channels, digital and otherwise.



Welcome aboard

LAGO WELCOME is a project for multi-site hospitality, dedicated to different kinds of hospitality structures: second homes that owners would like to renovate for new commercial potential, bed and breakfasts, entire hotels, individual focus areas like suites or halls and more.

Through our design, we give credibility to the space and increase its perceived value, making it unique. Every LAGO WELCOME site or space will be a story in and of itself that will welcome guests as if they were in a home, making their travel experience extraordinary and unforgettable.

With the LAGO WELCOME project, your space will become a part of our vast network, multiplying its commercial potential. We will give you visibility through a website that receives millions of visits each year and our more than 600.000 Facebook fans, a figure in continuous growth. Thanks to our close partnership with Airbnb, you will have privileged visibility in one of the most important platforms for online bookings.

Visit our website and write us at:
WWW.LAGO.IT/WELCOME

One of our consultants is always available at:
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LAGO WELCOME MILANO DUOMO #1
Via San Tomaso, 5

Life around the table

Would you like to enter an interesting communication circuit and forge new connections?

We conceived the table as a destination for business meetings, enjoying meals, talking and sharing design and life. A table conceived by LAGO as a tool for socialising, sharing and dialogue.

You can set up a big LAGO COMMUNITY TABLE at your business, whether it is, for example, a restaurant or an office.



Design is everywhere

LAGO INSIDE is an initiative conceived for a myriad of public and private spaces, like shops, cafés and restaurants, as well as museums, trade fairs and showrooms. Through a customised design project, LAGO will give a strong personality and uniqueness to your space. Clients and customers will be drawn to and welcomed in a warm, enveloping setting.

With LAGO INSIDE, you will become a part of our vast network. We will give your business visibility through a website that receives millions of visits each year and our more than 600.000 *Facebook* fans, a figure in continuous growth.

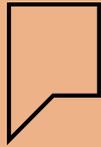
Our innovative marketing vision will help you grow the reputation and visibility of your space. Customised communication materials will help you communicate your strengths to your clients or customers.

Visit our website and write us at:
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LAGO INSIDE MILANO TURATI @Cup Cafe
Via Turati, 3

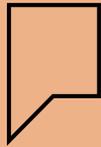


LAGO COMUNITIES

Here, LAGO establishes a special conversation with all those interested in its design, enriched by the experiences and opinions of all of participants.

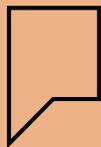
Our strengths:

- More than 600.000 *Facebook* fans;
- A strong, structured presence on all of the social networks;
- An innovative, dynamic website;
- Coordinated marketing tools;
- An advanced, constantly implemented CRM.



LAGO EVENTS

These are events either organised by LAGO or where LAGO is a participant, where the creation of culture and influence are two critical values that express the company's key concepts and way of being. All institutional trade fairs are also part of the EVENTS category.



LAGO ALLIANCE

We are seeking partners, to join forces and collaborate on projects that create value for both parties. We are looking for businesses, entrepreneurs and associations who share the LAGO philosophy, offering synergetic, innovative solutions for the supply of integrated services and simplification of design choices.



LAGO ACADEMY

We develop experiential training opportunities that transmit the LAGO philosophy, first and foremost to retailers and REDESIGNERS, but also to everyone in professional contact with LAGO.



LAGO TALKING FURNITURE

Technology and emotions. A microchip in the logo on LAGO products makes the furniture interactive and lets customers 'talk' to it, getting information and discovering the stories that bubble up around the products.



LAGO ONLINE TOOLS

Our catalogues are evolving into digital and interactive resources. Everyone can have easy access to their content: any time, any place.



LAGO OFFLINE TOOLS

Tools like printed catalogues, which we approach with a spirit of innovation, to make them increasingly engaging and inspiring, as well as window stickers, product cards and lots more. In order to transmit a sense of home wherever one finds oneself, we have also created actual frames, FraMeet, that communicate product information, specificities related to the individual locations and our business philosophy.

Process and product quality

At the LAGO FABBRICA (the factory), which is built out of glass and wood like a home, the sunset floods the work spaces and makes everything run more smoothly.

Here, we follow the Lean Thinking philosophy, which helps us to avoid dead time and reduce waste, achieving constant improvement and creating accessible, customisable design.

Constant research on the impact of every LAGO product and service over its entire life cycle lets us practice sustainable production, using water-based paints and entirely recyclable materials, like glass.

Thanks to this design philosophy, LAGO is able to generate empathy between interiors and the people who live in them, providing an alphabet that everyone can use to build their own vision of living space. The product is no longer in the foreground, stepping aside for everything that happens around it: life.



**WOULD
YOU
LIKE
TO
IMPROVE
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**IT'S
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