

# BLACK TIE



Home Decor



@blacktie\_homedecor

## 2020 A new language



## About

Founded in 2011 by the Frighetto family, Black Tie has always been synonymous of elegance. An elegance that is not ostentatious and it is recognized by a sophisticated audience faithful to Italy and Made in Italy. The company is located in the district of Vicenza, famous for its manufacturing skills especially in the processing of leather in the furniture and fashion sectors. Furthermore it is a concrete expression of timeless beauty, gentle sumptuousness that finds space in contemporary private Wunderkammers. Since 2020 the artistic and creative direction of the company has been entrusted to the MM Company creative consultancy agency which, together with Carlotta Frighetto, accompanies the brand towards a stylistic evolution. A new contemporary language of Home Decor, capable of looking ahead while maintaining continuity with the past.

## Values

The smallest details make the difference. Black Tie has always been the spokesperson for a *modus vivendi* in the attention to detail, in the meticulous materials and refined design choice. Thanks to the attention to the smallest details the company has written, and writes its history every day. Sophisticated collections, designed for environments characterized by an essential but refined elegance. Inspired by an ideal of timeless beauty, Black Tie is committed on making each of its products, unique.

## Direction change

A renewed visual language of the brand, inspired by contemporary interior furnishings. A new way to enhance the uniqueness and exclusivity of Black Tie products.

## **tailoring**

Meticulous attention to detail, which has become a hallmark of its products.

## **sophisticated combination**

Refined materials that, combined with each other, create unique combinations that increase the value of the products.

## **newsletter**

To maintain a loyal bond with its customers, it uses a monthly newsletter system to tell about news, offers and general communications.

## **preserving identity**

A company with a strong identity, which maintains a stylistic continuity, necessary to create a coherent image.

## **fabrics and leather**

Thanks to a constant update on future tendency, it offers fabrics and leathers always in step with trends.

## **bespoke products**

To meet the different needs of the market, it allows you to customize your products.

## **social**

It uses social networks to communicate better and increase its visibility, through a disclosure aimed at bringing out the personality of the company.

## **decorative style**

It stands out on the market for its distinctive and recognizable style.

## **opening to the digital world**

To be even more competitive on today's market, it is focusing on the digital world, an aspect that is still underdeveloped in the interior's world.

## **international company**

It is a 360 ° international company (not only in the name). It exports 90% of its products worldwide.

# Black Tie in 6 concepts



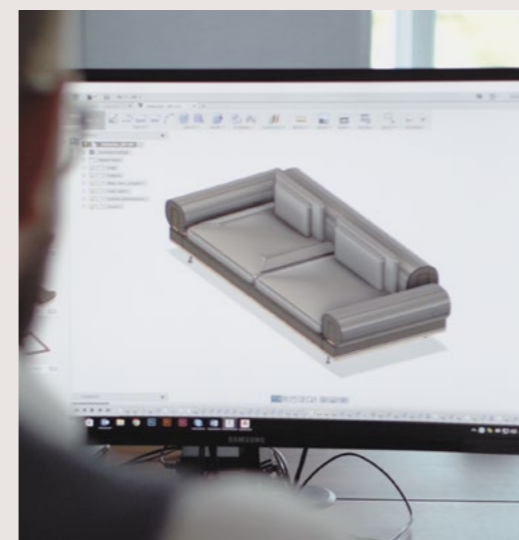
## Contemporary decor

Being contemporary means building an alchemical mix between personal identity and the spirit of time. A balance which lives into our refined furnishings, without being obsessed with fashion.



## Handmade

Handmade is synonymous of care and dedication. The collection is favoring a short supply chain and, when necessary, making use of local partners. The brand therefore becomes the spokesperson and supporter of the most authentic Made in Italy.



## Customization

Every single product is a unique piece, handmade. The company puts its skills, both manufacturing and experience in the sector, to meet the increasingly requests and needs of the sector, adapting the dimensions and finishes of the products in the collection. Satisfying customer's personal taste and increasingly requested, the personalization of spaces.



## Details

A meticulous attention to the smallest details makes the difference. The passion for the well-made by hand distinguishes the craftsmen with whom Black Tie avails himself. Manufacturing specialists who dedicate the utmost care and dedication to the realization of each single product.



## Authenticity

The production is entirely carried out in Italy, using a short and controlled local supply chain, to ensure that the products comply with the most integrated quality standards and the spirit of excellence that distinguishes the brand in all its activities and variations.

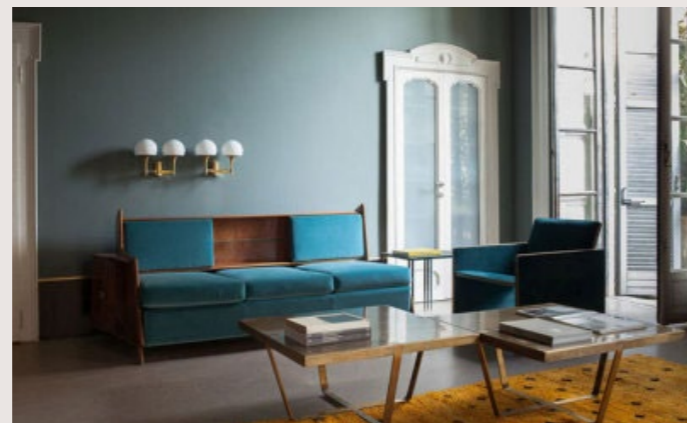
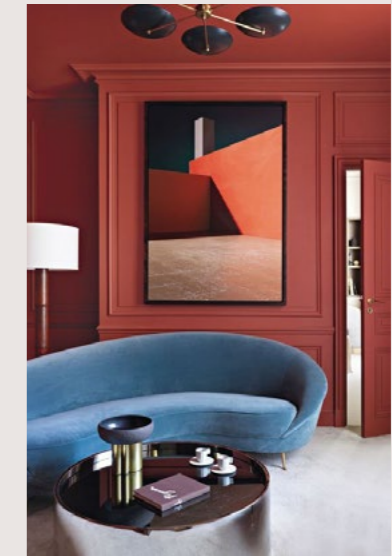
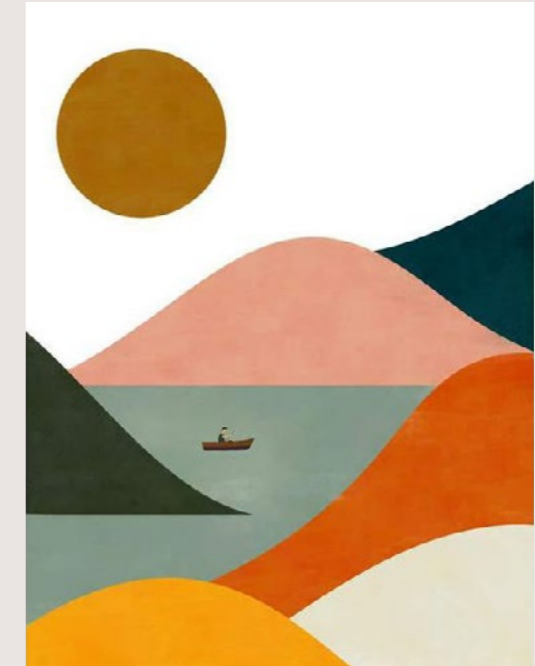


## Designers

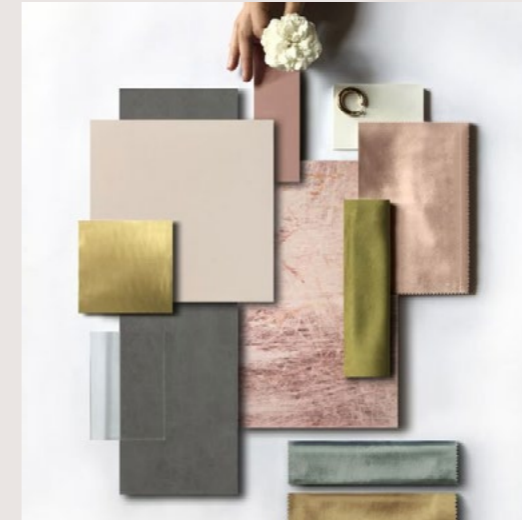
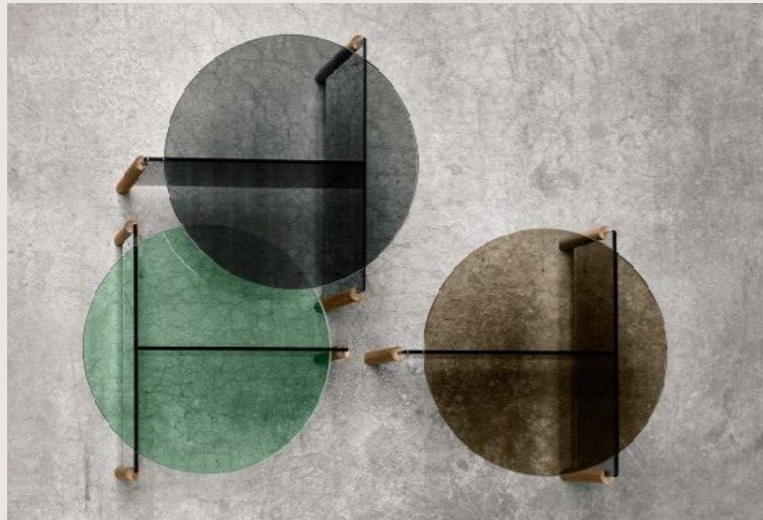
Uniqueness and exclusivity distinguish the design of the collection. Original pieces, designed exclusively by selected designers, who interpret the brand's stylistic elements in the light of their creative genius.



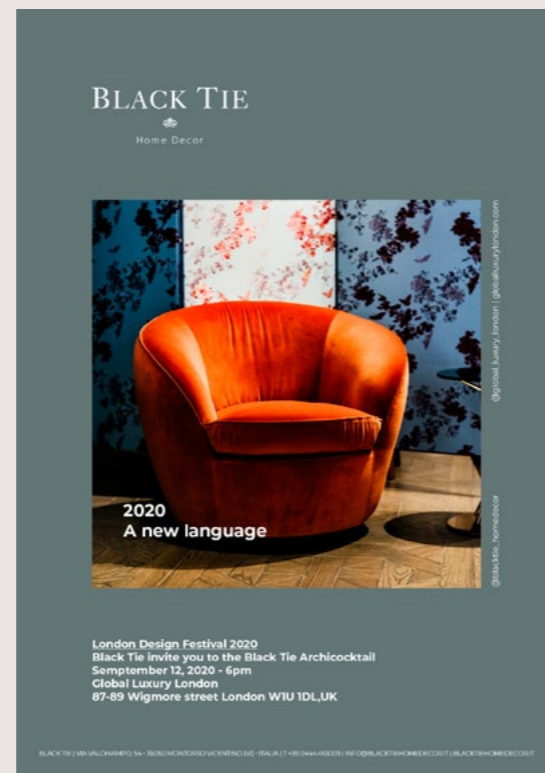
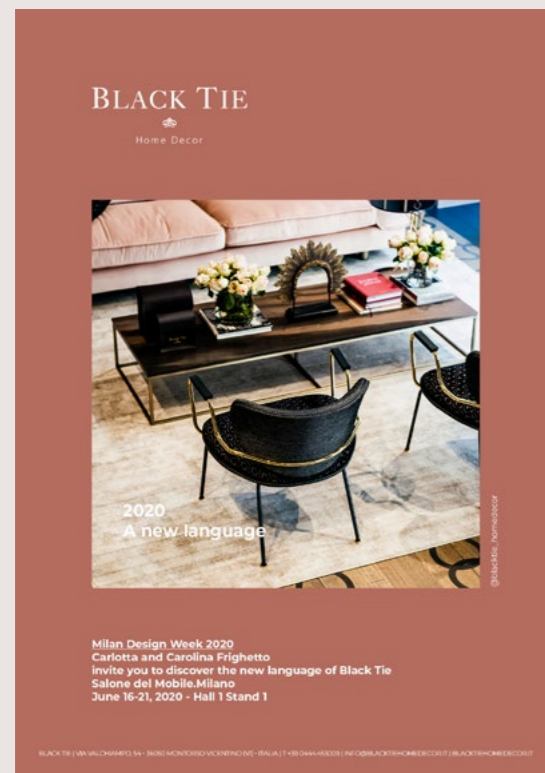
# Moodboard



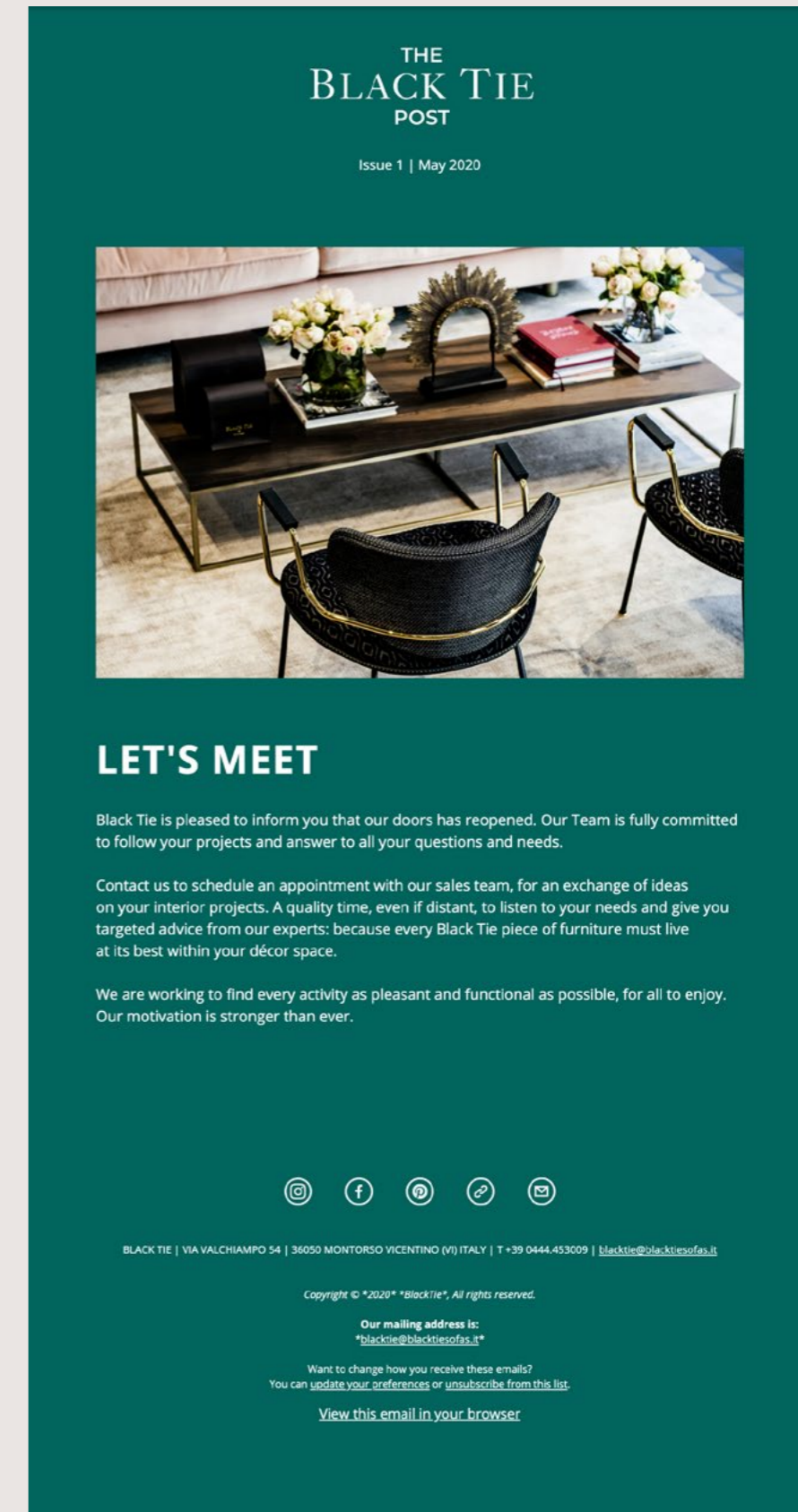
# Design overview



# Graphic overview



invitations to events and fairs



newsletter



**and many other news are coming**

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