

## Antiquari Opens In The UK

Monday 24 February, 2014

Antiquari, an Italian furniture business set up in late 2012 has acquired a display space in Fitzrovia. Its founder, Luciana Limongelli says that it is no longer enough to just have presence online, you also need a physical space, however big or small, where customers can get a proper feel for what you sell. She adds: 'Online sales have more than doubled over the past few years, however customers are still doing their research in-store before making a purchase online. While our business has an online focus, we felt that we needed to enable our clients to come and see us and get a real sense of the quality of our offering'.

Limongelli also believes that classic, mid-century Italian design has been incredibly under-represented in the UK. With the exception of specialist dealers, catering for the high end of the market, there was very little else available in this market.

She says: 'Italian style interiors have always had a good reputation worldwide for their quality, but the perception is that quality comes with a high price tag. We want to challenge that view and demonstrate that quality and style can be achieved at reasonable prices. Certainly for what you would expect to pay on the high street. The only difference is that our pieces are timeless and retain their value over time '.

Antiquari has a well established sister gallery in Turin, set up by Michelangelo Limongelli in 1986, boasting extensive experience in restoration and sourcing of antique furniture.

They are passionate about design and their aim is to provide an online platform in the UK where they can share their love for classic Italian style interiors that have shaped and continue to play a huge influence on trends, product concepts and home furnishing worldwide.

All items are offered fully restored, in good working order and retaining their key original features to ensure durability and value retention through time.

Also offering interior styling advice and all furniture is available for hire.

The gallery is now open by appointment only.

For more detail, please contact: [luciana@antiquari.co.uk](mailto:luciana@antiquari.co.uk)

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