

PRESS INFORMATION

For immediate release

Alessi Launches 2019 Collection in Hong Kong

Designs from Philippe Starck, Sakura Adachi and David Chipperfield headline new collection

(Hong Kong – 22 May 2019) – This Spring, Alessi, the Italian design factory, celebrates design as a driving force of culture with elements of bold transgression revealed in its new, modernistic collection.



Moka, Espresso Coffee Maker
6C HK\$ 525 (Left)
3C HK\$ 425 (Middle)
1C HK\$ 350 (Right)

Unveiling the new **Moka Espresso Coffee Maker**, British architect David Chipperfield pays homage to the original Moka first created in the 1930s by Alfonso Bialetti. Featuring two extra sides and a new flat lid, the new edition allows optimum enjoyment of the aroma and flavour of the drink.



Food à porter in Light Blue
HK\$ 615

Designed by Sakura Adachi, the **Food à porter** lunch box features a cool shade of blue with a chic outlook of a bento box combined with a clutch bag. Featuring three compartments, the transversal piece expresses its functionality through its silhouette and adopts a language typical of the fashion world.

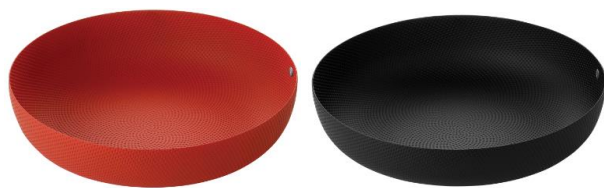
Desserts, snacks, bread, fruit, yoghurt, cooked or packaged foods can be carefully arranged in different compartments, harmonizing the contents in a visually pleasing way.



Plissé
HK\$ 1,220

Characterized by its folds, the **Plissé** kettle was created by one of the leading figures in architecture and contemporary design, Michele De Lucchi. It was shaped starting from a folded sheet of paper, then developed and produced by Alessi as if it were a beautiful sartorial object.

A pure example of an evolved industrial culture, the timeless piece regulates a slow, controlled and precise flow of water that is optimal for extracting the most flavor when brewing tea or coffee.



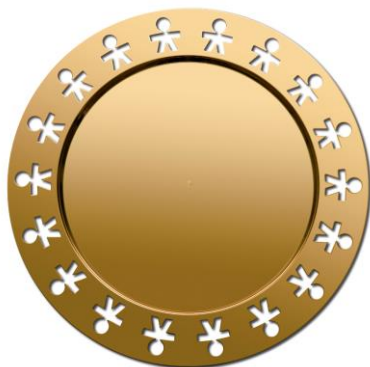
Round Basket Texture
HK\$ 500

Featuring a grain texture that follows the geometric Fibonacci sequence, and a clean matte finish, the **Round Basket** perfectly sets a modern minimalist table. Designed by Jasper Morrison, the tray has a style reminiscent of hand-crafted pieces of pottery with a contemporary twist.



YoYo
Silver HK\$ 365
Golden Pink HK\$ 440

With an innovative approach to medicine storage, Michel Boucquillon, an architect and designer, reinvented the pillbox with the concept of a delightful yoyo. **YoYo** liberates a grim requirement for some into a delightful object that is both practical and small in size. Made of stainless steel, YoYo is available in silver and golden pink.



Girotondo
Tray HK\$ 2,250

To celebrate 30 years since the inception of the famed **Girotondo** collection by the King-Kong duo Stefano Giovannoni and Guido Venturini, Alessi has launched a special, limited edition collection in 24 carat gold plating. The new series is limited to 999 pieces, and features The Basket, the Fruit Bowl and the Round Tray.



Dédé Door Stop
Pink HK\$ 625
Black HK\$ 625
Brown Metal HK\$ 1,240

Returning to the limelight in a new guise, legendary architect and designer Philippe Starck has reinterpreted **Dédé** with a brand-new matte finish, giving body and life to the many anthropo-zoomorphic characters belonging to the French designer's poetic imaginings.

Made of thermoplastic resin, the new edition is a fresh take on the "solitary and plump" anthropomorphic features that have been ascended to make for a dominant presence in today's contemporary living spaces.



Barket in Stainless Steel
HK\$ 725 (Small)
HK\$ 900 (Large)



Barket in Black, Red and White
HK\$ 475 (Small)
HK\$ 550 (Large)

Inspired by the "Bark" series, **Barket** is a virtuous example of the technical ability Alessi has achieved in the processing of cold-pressed materials. Work of the interior design architects couple Michel Boucquillon and Donia Maaoui, the eye-catching basket features a perforated surface that can be placed on your table with fruit and decorative orbs for a voguish centerpiece. Available in four versions: polished steel, and colored steel in white, black or red.



Itsumo
5-piece Set HK\$ 285
24-piece Set HK\$ 1,115

To ensure a pleasant grip, the Asian master of minimalism, Naoto Fukasawa, conceived the **Itsumo**, meaning “daily and forever” in Japanese. The sturdy steel utensil set will bring subtle style to the table and add a touch of sparkle to any occasion.

High-res images can be downloaded at:

<https://www.dropbox.com/sh/gruu1100st0q361/AACwzQEtd2Xs40JfYaEVzrQ4a?dl=0>

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NOTES TO EDITOR

About Town House

Town House is a Hong Kong retailer and distributor of branded tableware and home accessories, representing numerous leading brands in Hong Kong including Riedel Crystal, Nachtmann Crystal, Alessi, Maxwell & Williams, Zanetto Argenti, Carrs Silver and many others. The company's origins are in retail and date back over 50 years. Town House is the perfect place to stock up on gifts, on items for the home and for corporate events.