



Enrico Motta, Marketing Manager, Gardenia Orchidea

How long has your company been present in Russia, and does it have representatives or dealers?

Gardenia Orchidea started entering the market in 1996-1998, with both the Gardenia and Versace brands. Today, we work with two area managers and 15 agents, and we cover almost the whole country, but we think there is still a lot of room to develop in central Siberia and in the north of Russia. We also cover the CIS countries.

What products are most in demand in Russia?

In Russia, the Versace brand and any of the very high end products in Gardenia's range are very much in demand. All the production is based in Italy. One of the conditions of being a manufacturer under the Versace brand is that the product must be made in Italy. We are proud to follow this rule.

Does Gardenia make any collections specifically for the Russian and CIS market?

Some products in the range are with special components like gold, platinum, titanium and Swarovski products. These kinds of products are sold all over the world, but in Russia there is a more demand for such high end products. The titanium is applied with a special technology called Physical Vapour Deposition (PVD), which makes the tile richer but also more resistant. Applying titanium to a ceramic tile gives stronger mechanical resistance and makes the product unique. Only a few companies deliver this technology.

How does your company promote its products in Russia?

MosBuild is the main platform for the Russian and CIS markets. For us it is an opportunity not only to meet with existing clients and distributors, but also to do promotion to interior designers and architects, who are very interested in specific brands and names. We will present our Elite parquet wooden flooring collection at MosBuild, which is new to the market because it is a ceramic tile that looks like polished wooden flooring.



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