

## Massimiliano Locatelli's Untitled Homeware Inaugurates Store at Barneys New York Madison Avenue

The store carries the brand's Made in Italy, affordable collections, including a wide range of tableware pieces.



**MILAN** — Untitled Homeware, the tableware line launched by Milan-based architect and designer Massimiliano Locatelli in 2016, is making its U.S. debut.

The brand this week inaugurated its first North American store, which is located on the ninth floor of the **Barneys New York's** Madison Avenue flagship.

In order to deliver a warm Italian atmosphere, the unit's floors are decorated with yellow carpets embellished with macro flowers, while some of the walls are covered with wallpaper reproducing the frescoes decorating the former Church of San Paolo Converso in Milan, which Locatelli transformed into its studio.

The store carries the brand's affordable, Made in Italy collections, including a wide range of tableware pieces such as turquoise Murano glass accessories, plates decorated with floral motifs and bowls punctuated by mother-of-pearl shells.

"We have organized a system that enables us to work alongside the customer: We all have a dinner service dating back to the past, perhaps inherited from our grandmothers, often never used because it contains small defects or because we are unable to match it with the requirements and new styles of our tableware," said Locatelli, explaining the strategy behind the Untitled Homeware brand. "What we do is to bring old table sets up to date by integrating them with items in our collection."

Locatelli launched the brand at Milan's international **design** and furniture trade show Salone del Mobile in 2016.

Along with the new store at **Barneys**, Untitled Homeware operates a flagship on Milan's Corso di Porta Vigentina, as well as a corner at Milanese department store La Rinascente.