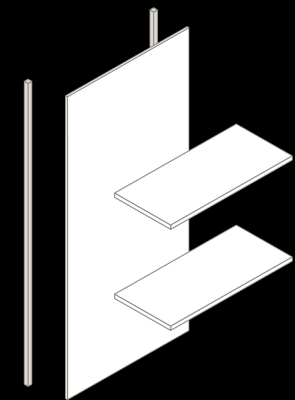
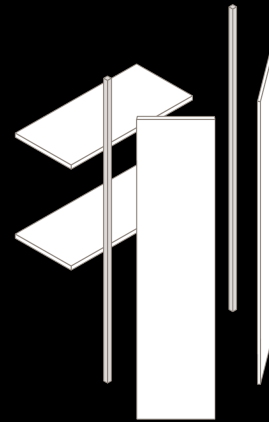
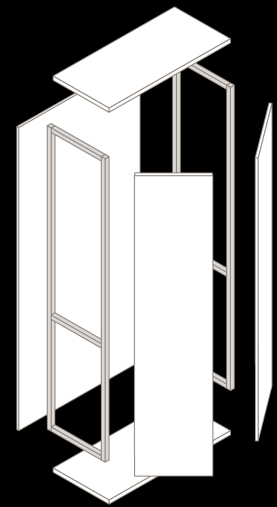


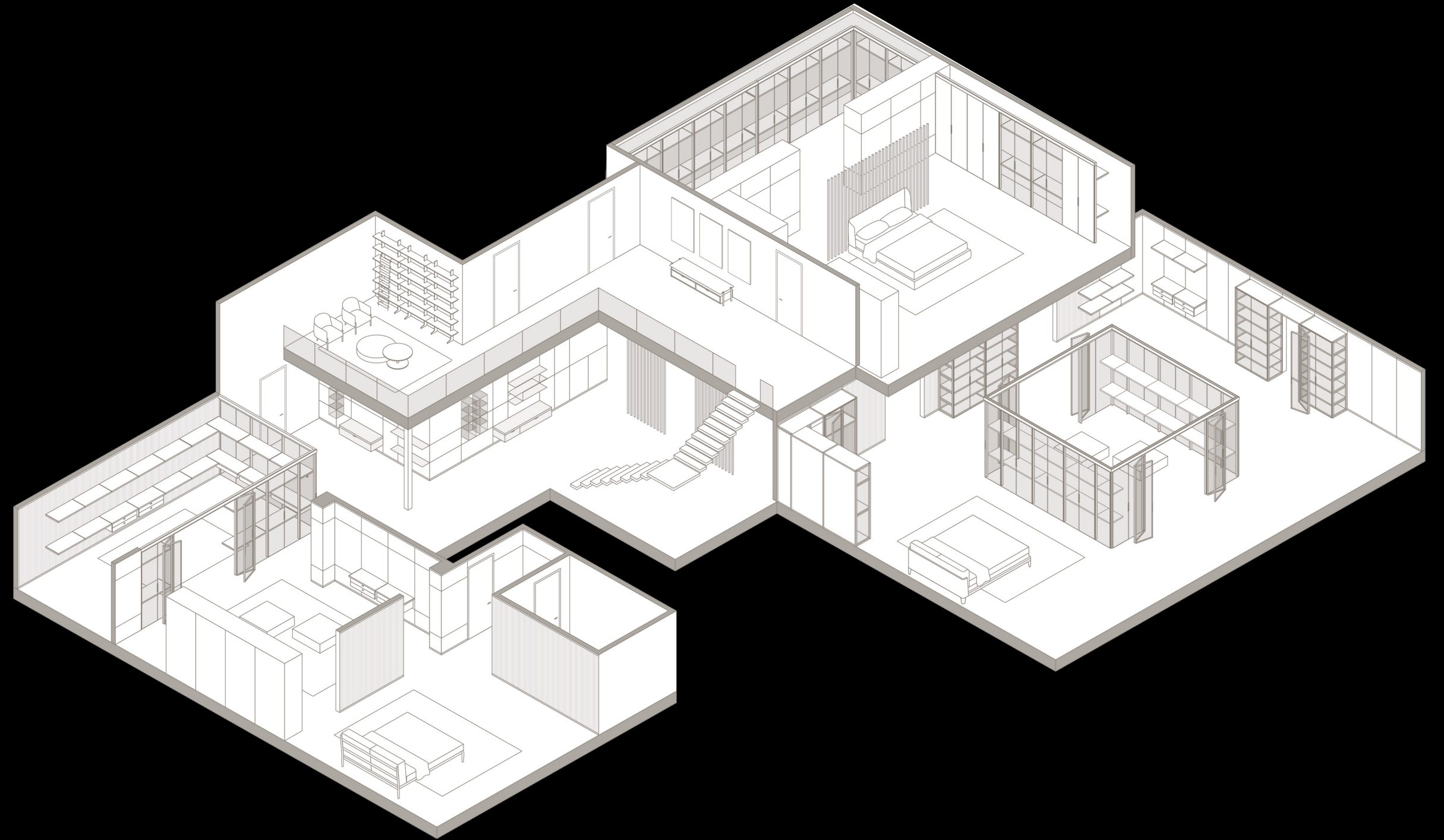
MisuraEmme®

BESPOKE PROJECT



BESPOKE PROJECT
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- BESPOKE *TERMS AND CONDITIONS*
- BESPOKE *COMPOSITIONS*
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- BESPOKE *ADVERTISING*
- BESPOKE *WEBSITE*
- BESPOKE *IN MILAN*



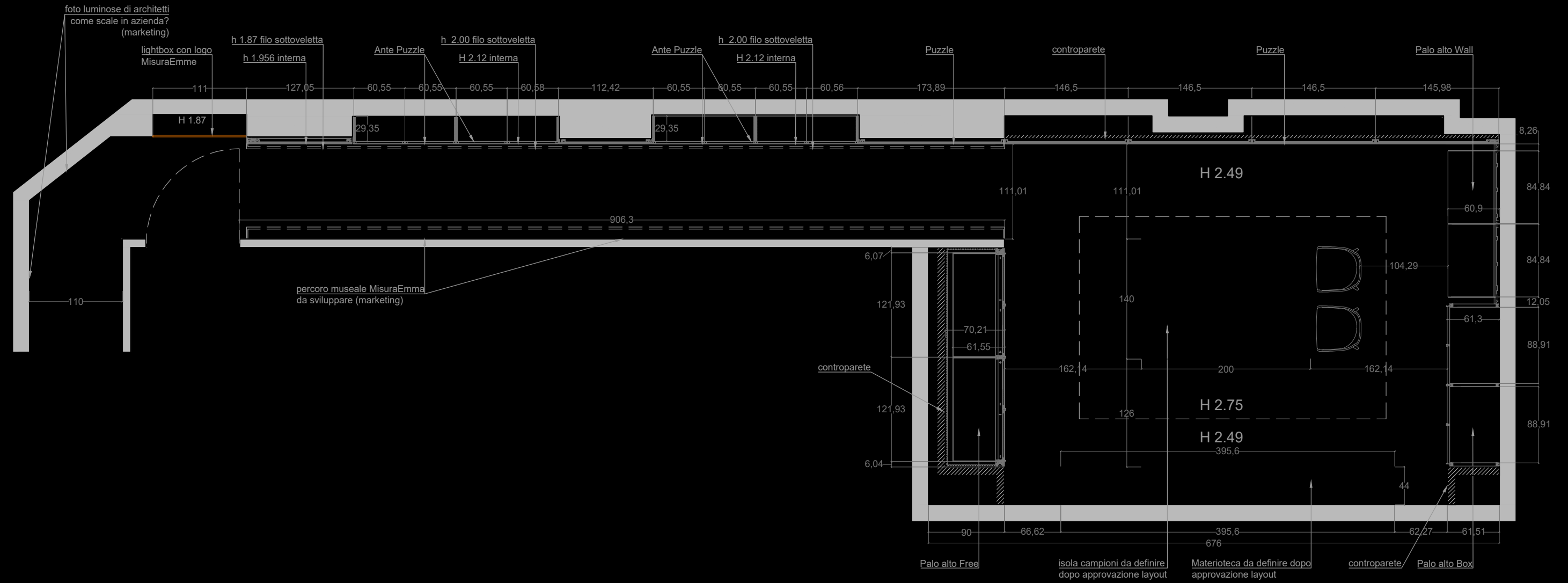
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CONCEPT BESPOKE



CONCEPT BESPOKE

Space of about 25/35 m²



CONCEPT BESPOKE



CONCEPT BESPOKE



CONCEPT BESPOKE



MisuraEmme

CONCEPT BESPOKE



CONCEPT BESPOKE



CONCEPT BESPOKE



BESPOKE PROJECT
TERMS AND CONDITIONS

CONDITIONS OF SALE

Display amount € 35.000 net

- Re-order discount 50 % + 10%
- Payment for display: 50% advance + 50% when the goods are ready
- 3 wardrobe compositions, as image and attached drawing
- Merchandising
- Lime for painting space walls
- Material Library, see composition below
- Freestanding workstation, see composition below
- 2 Cleo stools in embossed eco-leather
- Bright flag with logo in the store windows
- Bespoke space logo

BENEFIT

- Free cuts in height and width on melamine structures.
- Free cuts in height and width on Tecno, Milano, First, London and Brillanta doors.
- All lacquered finishes at the price of the basic colours
- All metal finishes at the basic colour price
- Annual advertising € 5.000

ANNUAL SALES TARGET: €120,000

BESPOKE PROJECT
COMPOSITIONS



PALO ALTO WALL

- Horizontal light Led
- Structure in matt Gunmetal
- Boiserie panel in melamine Shantung di Seta
- Frame shelves in Fumè trasparente glass with clothes rails in embossed eco-leather
- Chest of drawers in Tobacco melamine with top and dresser tray in embossed eco-leather

PALO ALTO I-BOX

- Vertical and Horizontal light Led
- Structure in matt Gunmetal
- Zeus door in Fumè trasparente glass
- Frame shelves in Fumè trasparente glass with clothes rails in embossed eco-leather

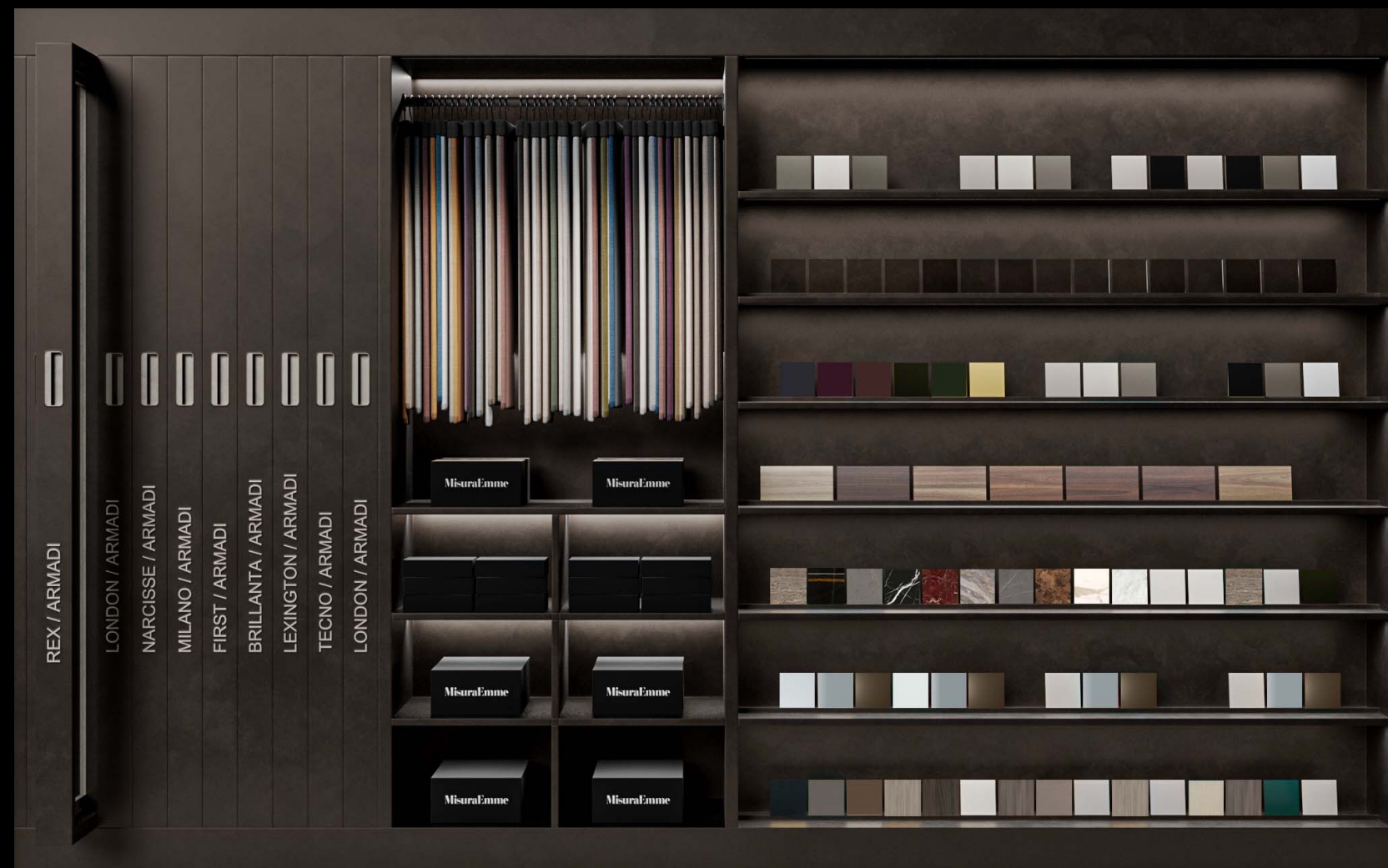


PALO ALTO FREE

- Vertical and Horizontal light Led
- Structure in matt Gunmetal
- Rex door in Fumè trasparente glass
- Frame shelves in Fumè trasparente glass with clothes rails in embossed eco-leather

MisuraEmme®

BESPOKE INSTRUMENTS



DECLINAZIONI DI BRANDING

BRANDING FEATURES

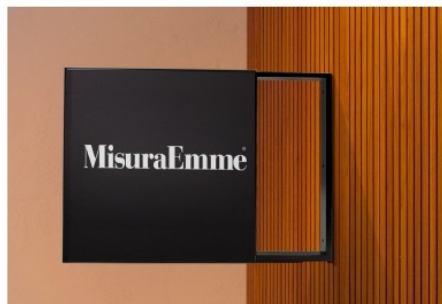
MisuraEmme® ha elaborato soluzioni in grado di conferire un'identità distintiva e una notevole impronta emozionale ai propri showroom monomarca e agli spazi espositivi dei suoi rivenditori. Ogni elemento è stato curato con attenzione per rappresentare fedelmente l'essenza del marchio. In questo modo, ogni ambiente diventa un'autentica espressione del brand MisuraEmme®, creando un'esperienza unica e coinvolgente per chiunque varchi la soglia di questi spazi straordinari.

MisuraEmme® has developed solutions capable of bestowing a distinctive identity and a significant emotional impact on its monobrand showrooms and the display spaces of its retailers. Each element has been carefully curated to faithfully represent the essence of the brand. In this way, every environment becomes an authentic expression of the MisuraEmme® brand, creating a unique and engaging experience for anyone who enters these extraordinary spaces.



BANDIERA BIFACCIALE

DOUBLE-SIDED FLAG



MisuraEmme® ha elaborato una bandiera bifacciale illuminata, progettata per essere visibile sia di giorno che di notte, elemento di branding distintivo e accattivante che enfatizza il marchio dell'azienda anche all'esterno.

MisuraEmme® has developed an illuminated double-sided flag, designed to be visible both day and night, a distinctive and captivating branding element that emphasizes the company brand even externally.

DOPPIE STAFFE DI SUPPORTO
DOUBLE SUPPORT BRACKETS

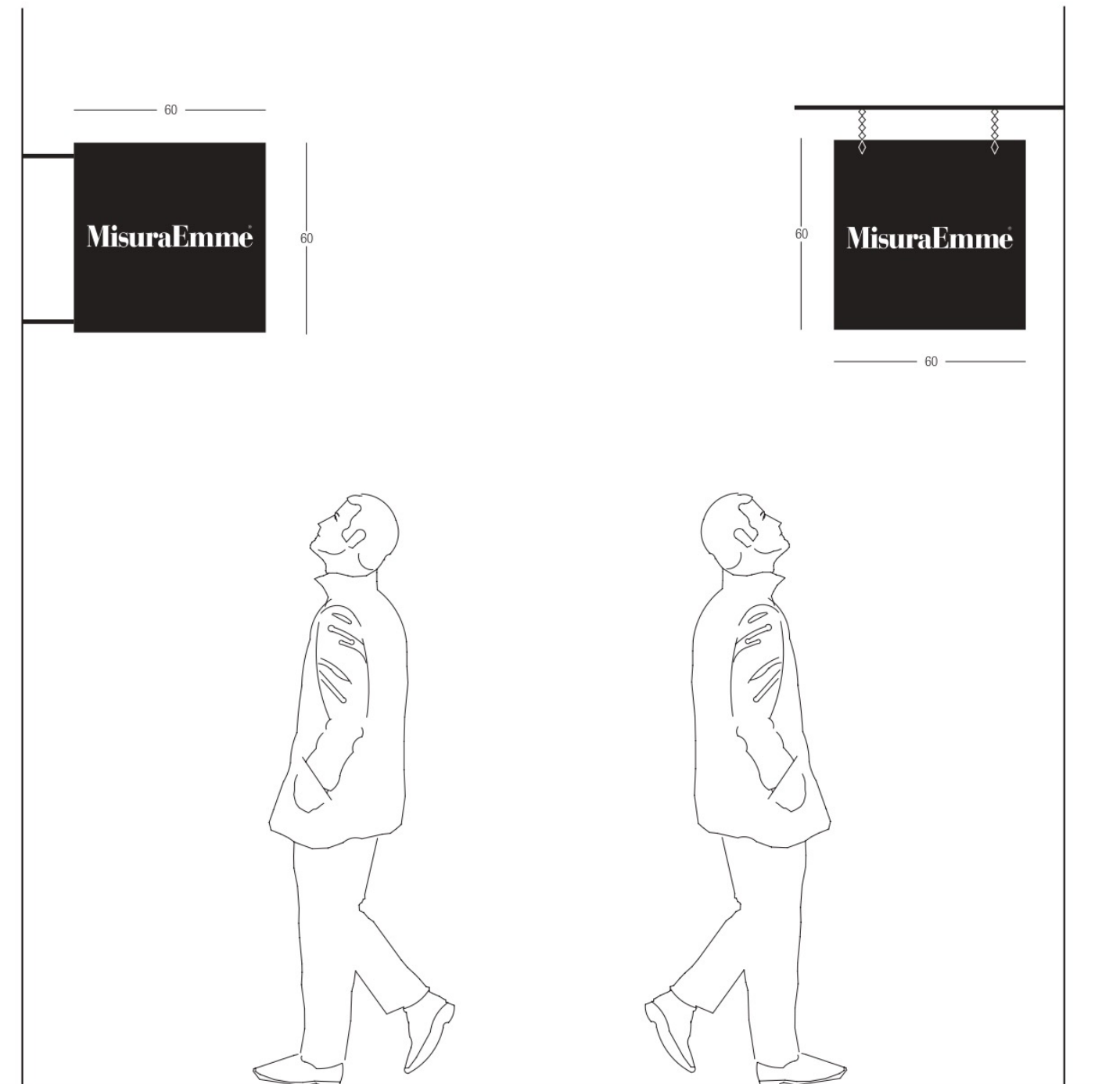
CODICE: DOBAST
CODE: DOBAST

600 x 600 mm

STAFFA DI SUPPORTO CON CATENA
SUPPORT BRACKET WITH CHAIN

CODICE: DOBACA
CODE: DOBACA

600 x 600 mm



CASSONETTO LUMINOSO

LIGHT BOX



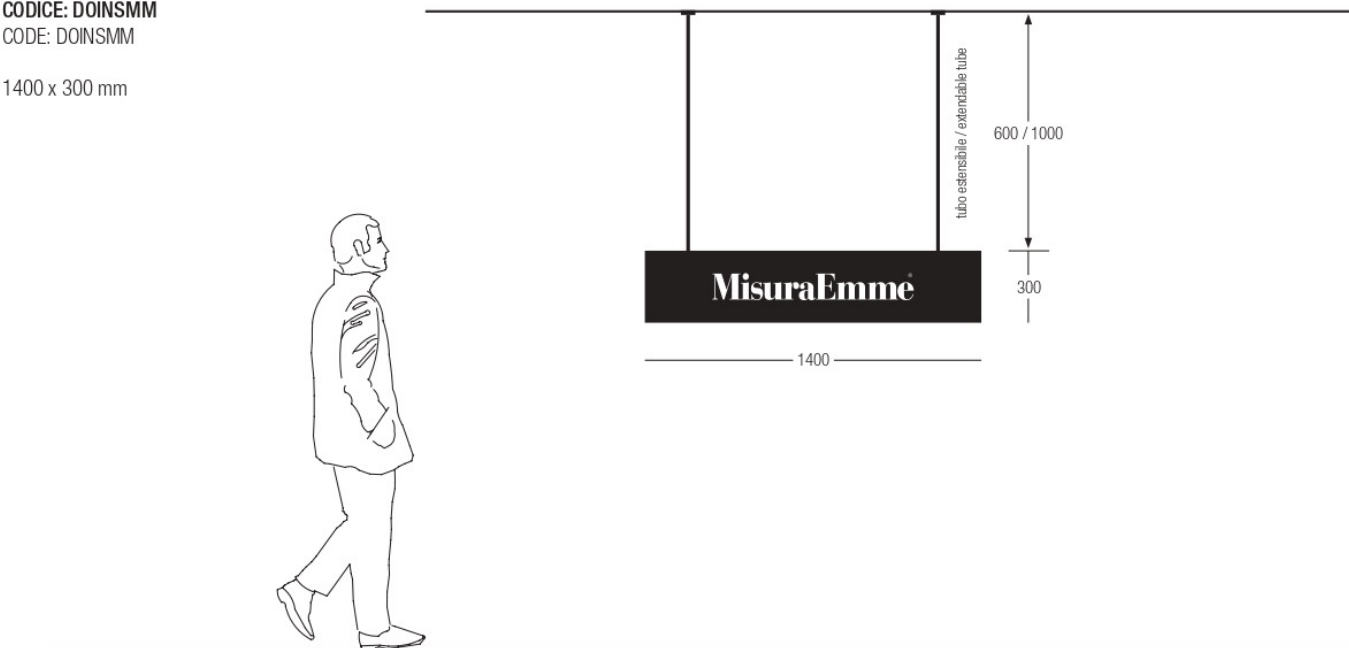
MisuraEmme® ha elaborato due soluzioni per la caratterizzazione delle vetrine dei propri showroom monomarca, tramite cassonetto luminoso. La versione sospesa, è disponibile nelle dimensioni 1400 x 300 mm, mentre la versione a terra è disponibile nelle dimensioni 330 x 1200 mm.

MisuraEmme® has developed two solutions for the characterization of the windows of its single-brand showrooms, using a light box. The suspended version, it is available in the dimensions 1400 x 300 mm, while the floor version is available in the dimensions 330 x 1200 mm.

CASSONETTO LUMINOSO SOSPESO
SUSPENDED INDOOR VERSION

CODICE: DOINSMM
CODE: DOINSMM

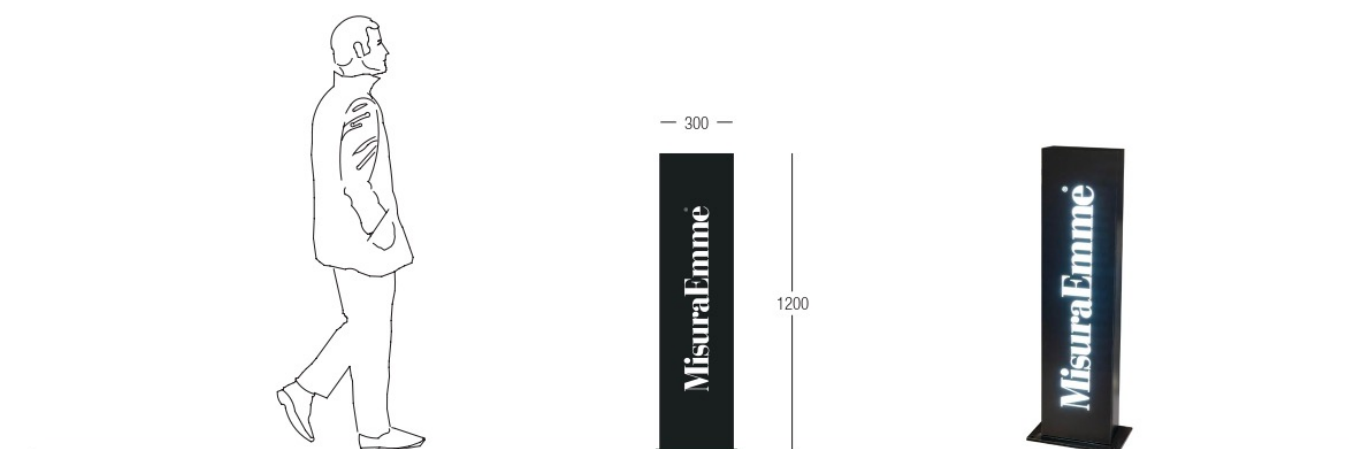
1400 x 300 mm



CASSONETTO LUMINOSO A TERRA
LIGHT BOX FROM THE GROUND

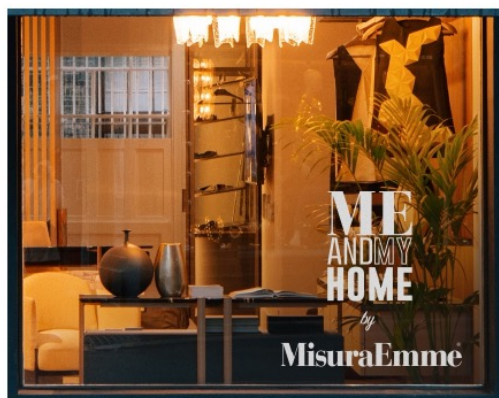
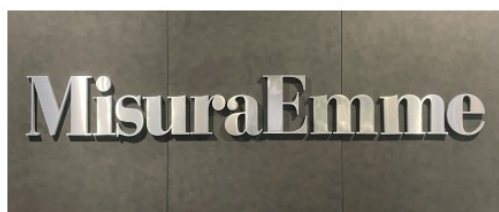
CODICE: DOLO-TER
CODE: DOLO-TER

330 x 1200 mm



LOGO PER VETRINE E PARETI

LOGO FOR STORE WINDOWS AND WALLS



MisuraEmme® prevede un'ampia varietà di soluzioni per la declinazione del logo istituzionale all'interno e all'esterno degli showroom.

In alto il logo per interno in metacrilato in colore Argento satinato a rilievo sp. 10 mm e il logo per esterno in forex in colore Argento satinato a rilievo sp. 10 mm.

In basso due loghi in adesivo colore Argento o Bianco per applicazione in vetrofania.

MisuraEmme® provides a wide variety of solutions for the declination of the institutional logo inside and outside the showrooms.

At the top the logo for interior in methacrylate in Silver satin embossed sp. 10 mm and the logo for outdoor forex in Silver satin embossed sp. 10 mm.

Bottom two logos in adhesive color Silver or White for application in glass.

LOGO PER PARETE INTERNA
LOGO FOR INTERIOR WALL

CODICE: DOE024
CODE: DOE024

1500 x 195 mm

LOGO PER PARETE ESTERNA
LOGO FOR EXTERIOR WALL

CODICE: DOINLS
CODE: DOINLS

1700 x 230 mm

MisuraEmme®

1500 / 1700

195 / 230



LOGO PER VETRINE
LOGO FOR STORE WINDOW

CODICE: DOE021
CODE: DOE021

130 x 1000 mm

LOGO PER VETRINE
LOGO FOR STORE WINDOW

CODICE: DOLGPR
CODE: DOLGPR

130 x 1000 mm

MisuraEmme®

1000

130



ME
AND MY
HOME
by
MisuraEmme®

1520

800

ZERBINO

DOORMAT



MisuraEmme® ha elaborato una soluzione capace di caratterizzare e brandizzare gli ingressi dei propri showroom monomarca attraverso zerbini logati. È disponibile unicamente nero con logo bianco dalle dimensioni customizzabili a seconda dell'esigenza dello showroom.

MisuraEmme® has developed a solution capable of characterizing and branding the entrances of its single-brand showrooms through logoed doormats. It is only available in black with a white logo with dimensions that can be customized according to the needs of the showroom.

TENDA ISTITUZIONALE

BRANDED AWNING

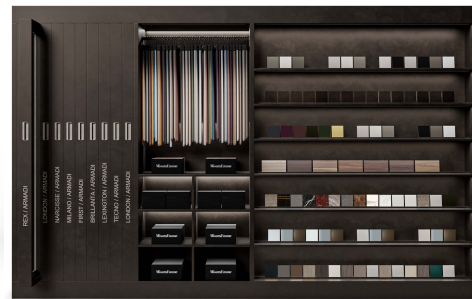


MisuraEmme® ha sviluppato una soluzione per personalizzare e brandizzare gli ingressi dei suoi showroom monomarca utilizzando tende istituzionali. Questa soluzione è disponibile esclusivamente in nero, con il logo in bianco, e le dimensioni possono essere personalizzate in base alle necessità specifiche dello showroom.

MisuraEmme® has developed a solution able to characterize and brandizzare the entrances of the own showroom monomarca through branded awning. It is only available in black with a white logo that can be worn according to the showroom's requirements.

MATERIOTECA

MATERIAL LIBRARY

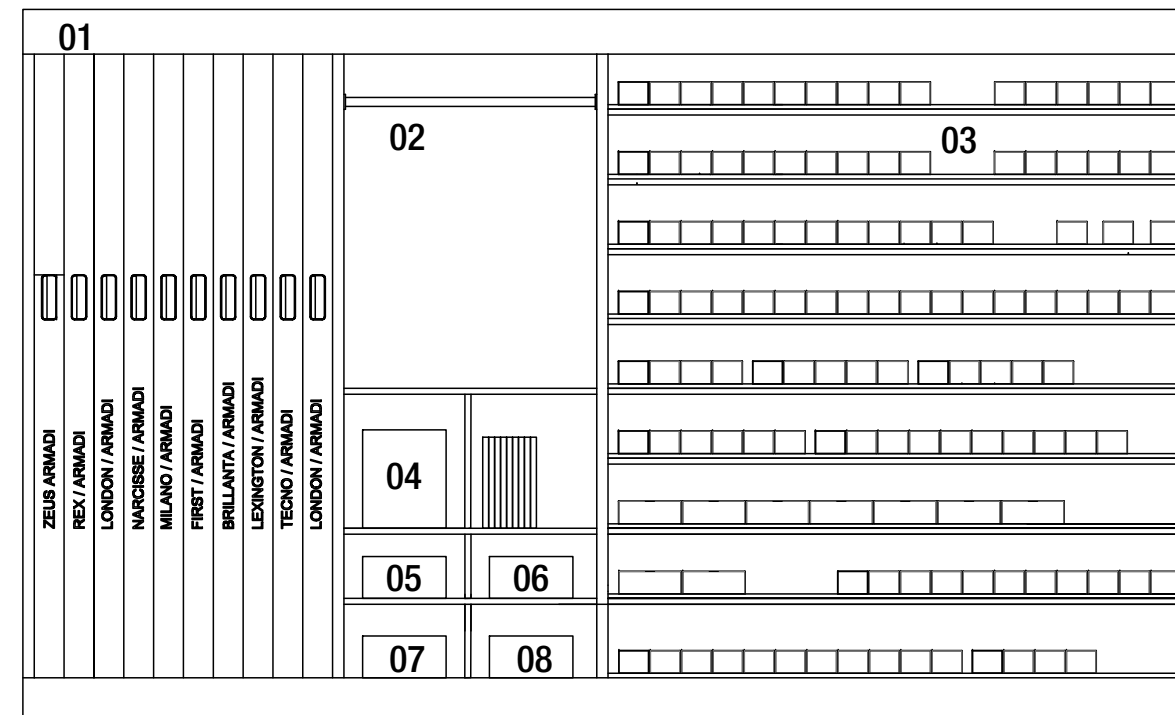
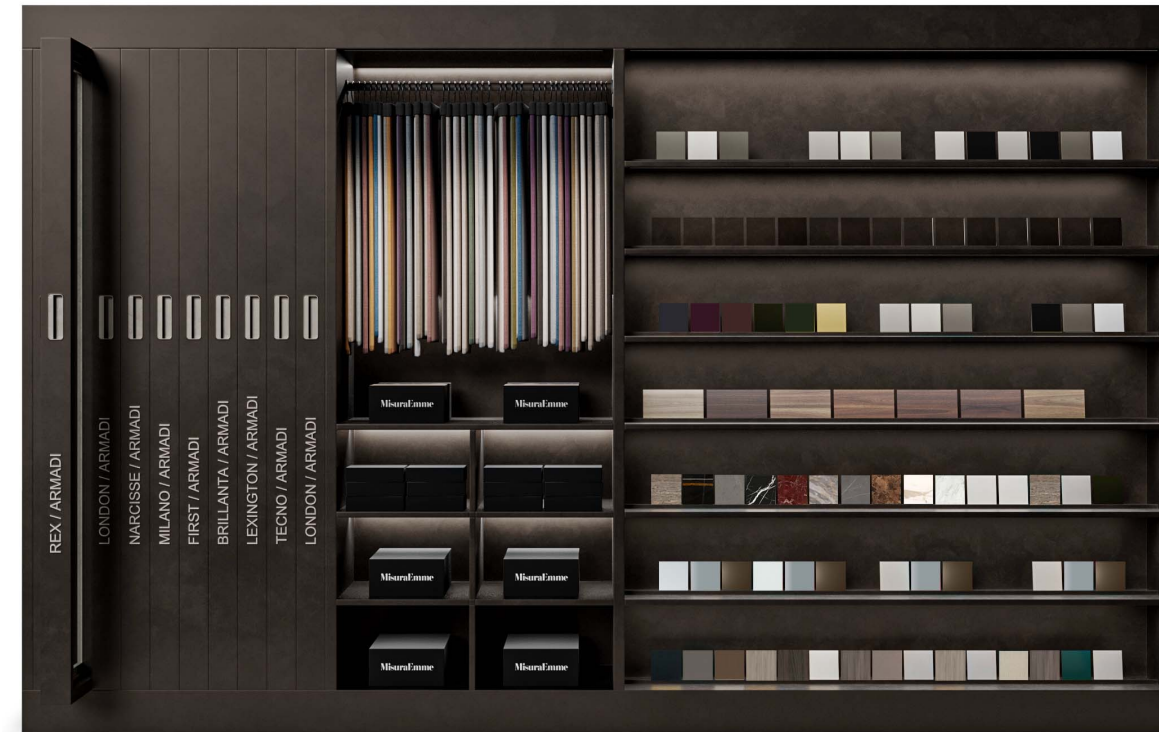


La Materioteca è incredibilmente utile perché permette di sperimentare tante possibilità di arredo, provando accostamenti cromatici e materici e valutandone il risultato d'insieme. Uno strumento che esalta la dimensione tattile e percettiva: invece di scegliere basandosi soltanto sui cataloghi, si vedono e toccano direttamente gli elementi esposti.

La Materioteca è disponibile nelle finiture laccate Grigio Lava o Sepia

The "Materioteca" a library with materials and samples in display, is incredibly useful because it allows you to test with many combinations, trying chromatic and material solutions and evaluating the overall result. A tool that enhances the tactile and perceptual dimension: instead of choosing based only on catalogs, you see and touch directly the real elements.

Materioteca is available in Giorgio Lava or Sepia lacquered finishes.



- 01. Doors
- 02. Textiles Samples
- 03. Materials Samples
- 04. Catalogues
- 05. Box Materials
- 06. Box Textiles
- 07. Box Architects
- 08. Box Profiles

2390
94 1/8

3956
155 13/4

ISOLA DI LAVORO

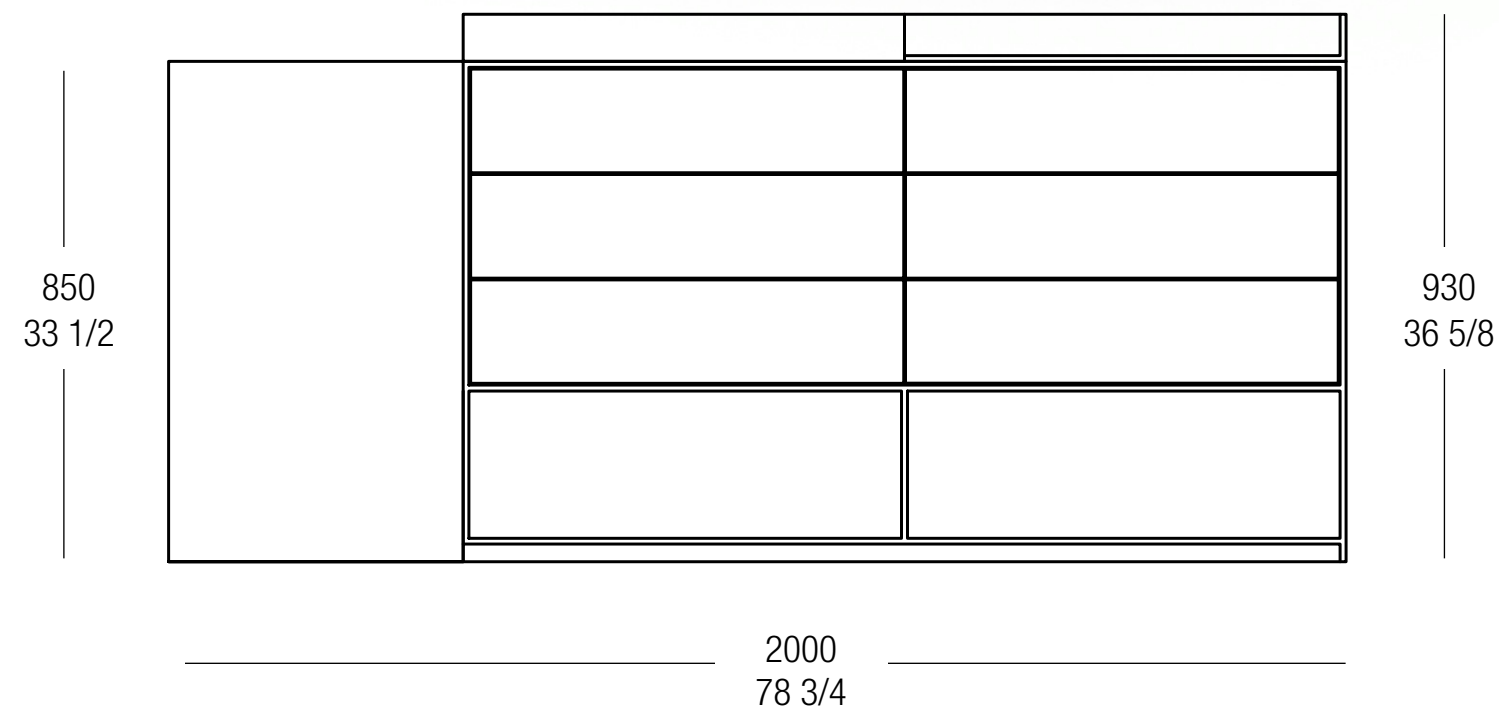
FREESTANDING WORKSTATION



L'isola di lavoro è stata pensata come strumento di supporto alla progettazione di architetti e designer. Al suo interno sono posti i profili delle 3 armadiature Palo Alto e i componenti principali del sistema giorno Puzzle. La struttura dell'isola di lavoro è in laccato opaco grigio pietra con cassetti in essenza Tabacco

The feestanding workstation was designed as a tool to support the project of architects and designers. Inside there are profiles of the 3 Palo Alto wardrobe and the main components of the Puzzle day system.

The structure of the feestanding workstation is in matt lacquered Grigio Pietral with drawers in Tobacco essence



STRUMENTI DI VENDITA

SALES TOOLS



1. Box TEXTURES



2. Box MATERIALS



3 Box MATERIALS 02



4. Box UPRIGHTS



5. FINISHING COLLECTIONS



6. BOX DOCUMENTATIONS



7. PUZZLE FRAME



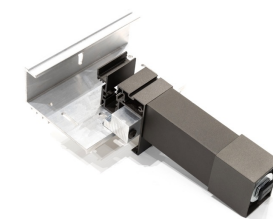
8. CARTER WITH LED



9. PALO ALTO I-BOX UPRIGHT



10. PALO ALTO WALL UPRIGHTS



11. PALO ALTO FREE UPRIGHT

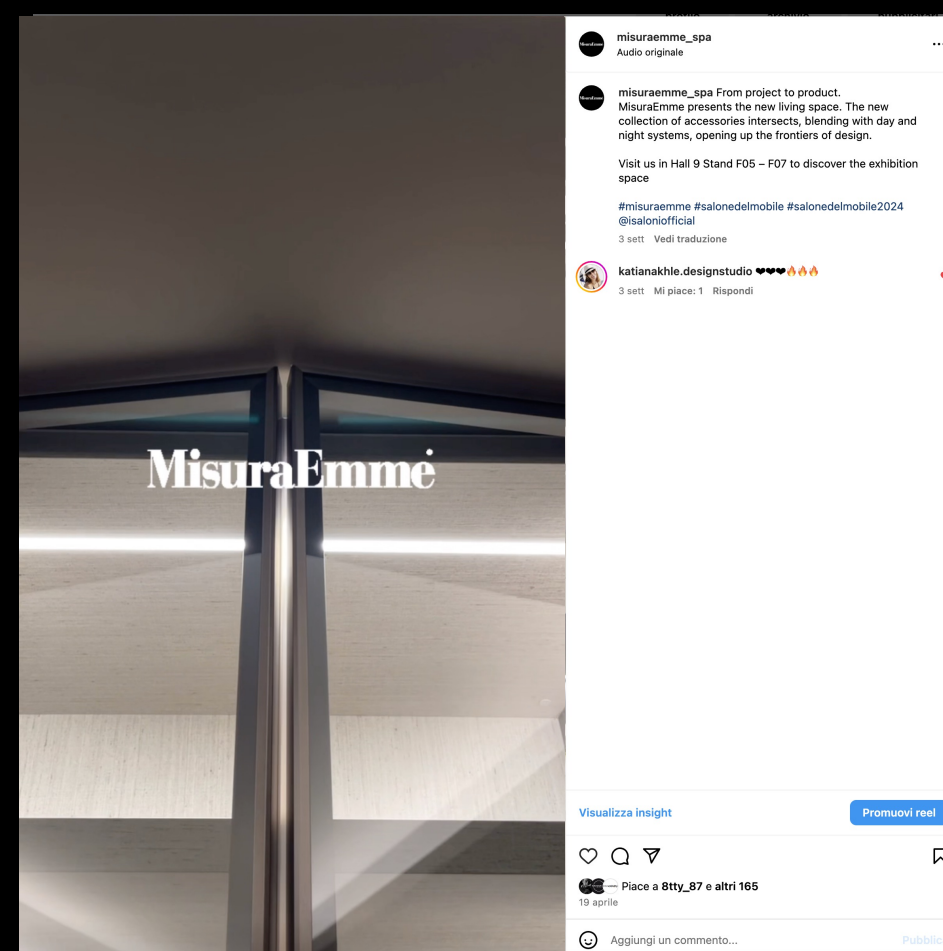
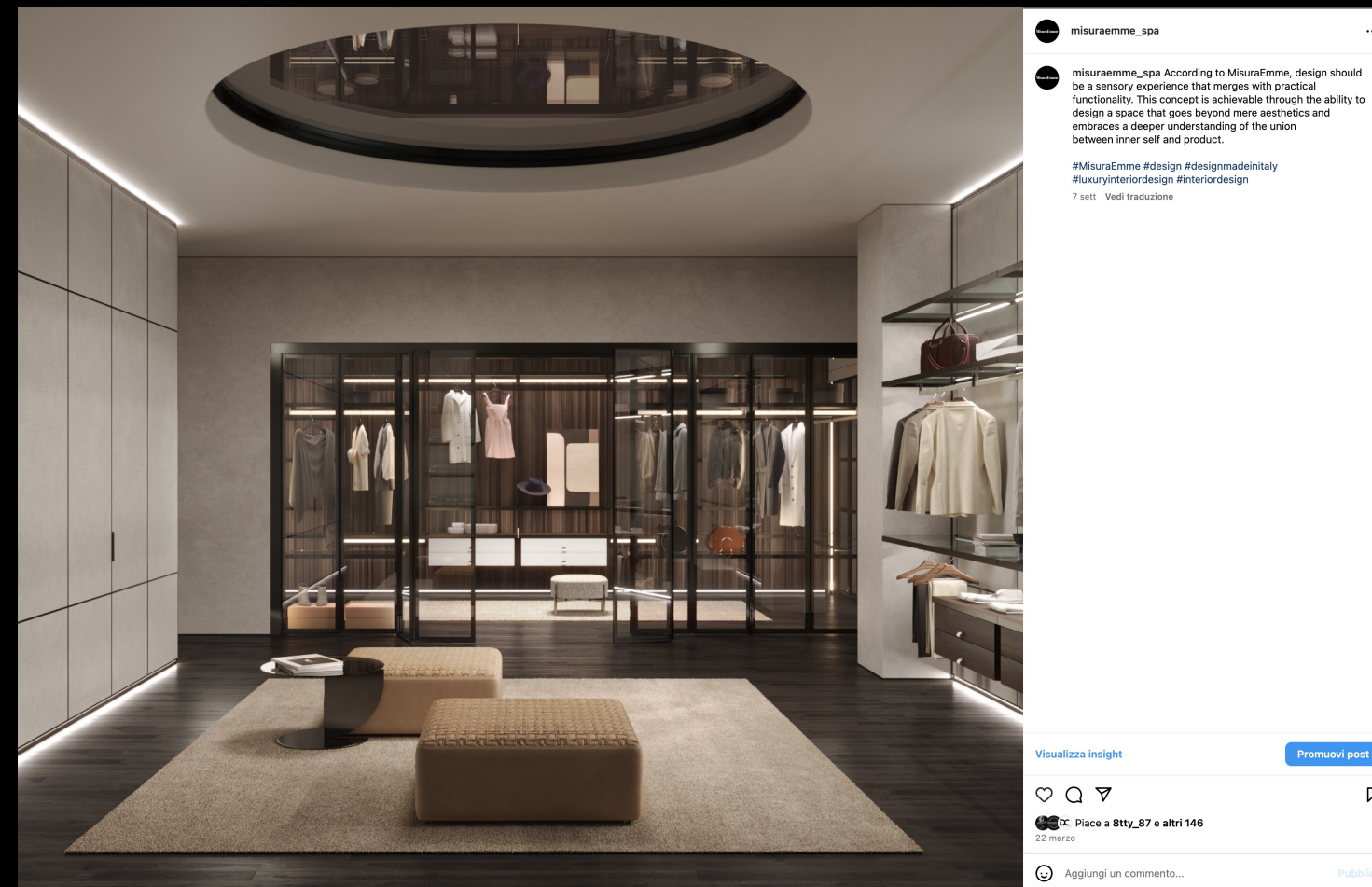
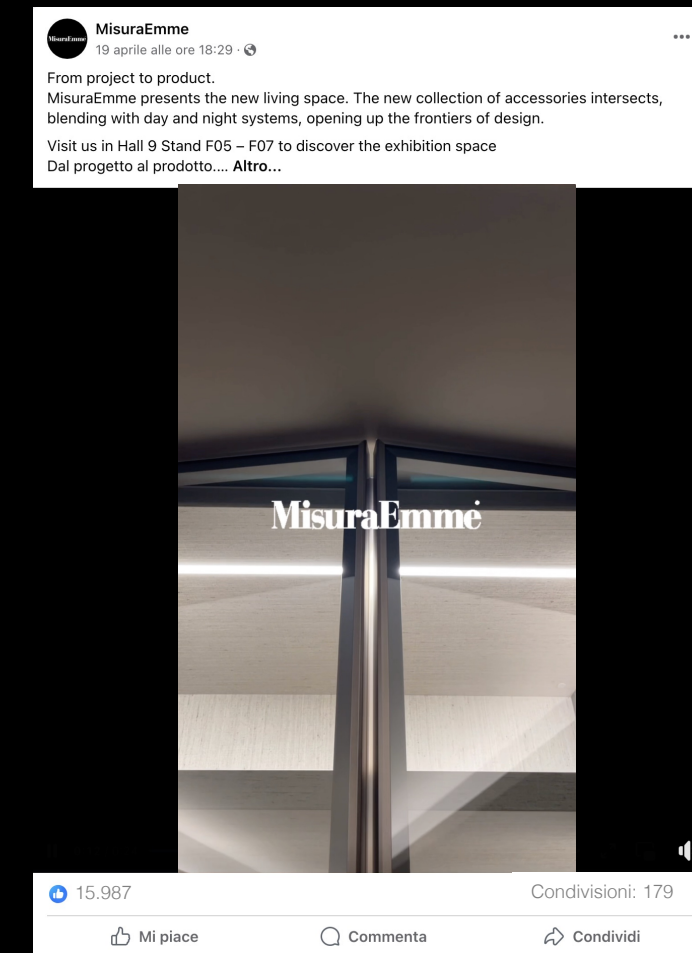
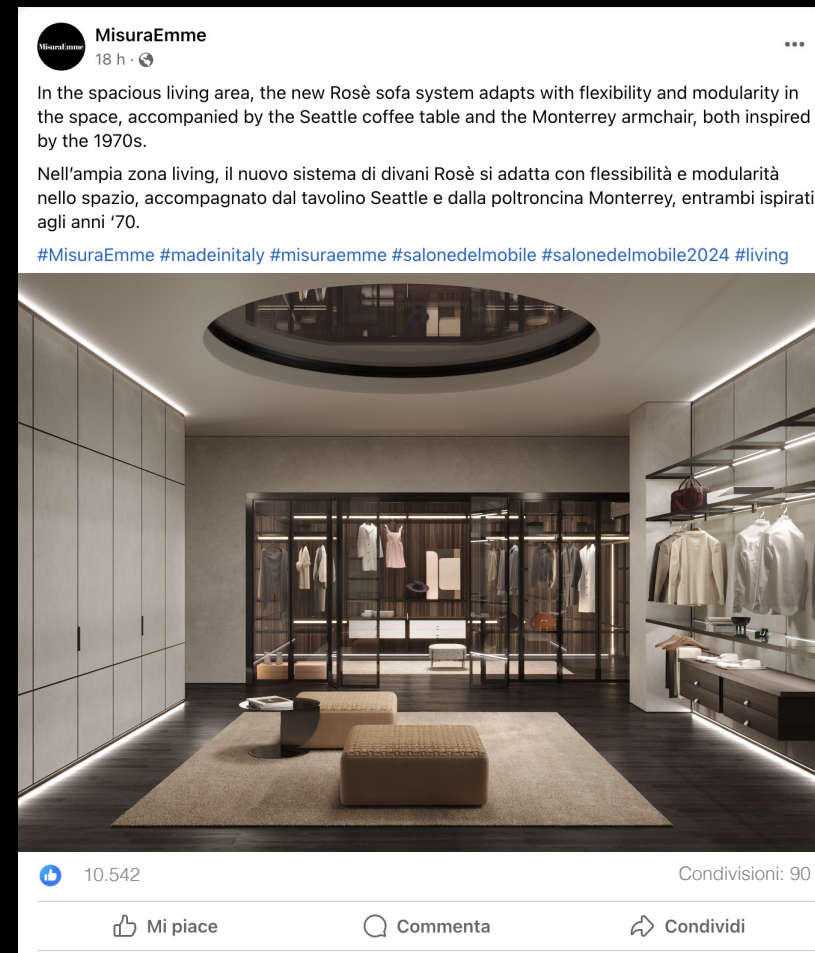
BESPOKE PROJECT
ADVERTISING

BENEFIT

- Generation of a geolocalized advertising campaign in the area of the retailer, with the retailer's brand, made on social networks: Instagram and Facebook.
- A value of € 5,000 per year will be invested in Advertising.
- Creation of a page dedicated to the reseller within the MisuraEmme website, with the clear purpose of directing the user towards the final reseller.
- Customer registration according to interests, field of study, professional title and age.
- Weekly monitoring and sharing of analysed data by the reseller.
- Generation of content on the official Instagram and Facebook page of MisuraEmme of the bespoke topic.
- Corporate advertising on Instagram and Facebook with the same advertising material used by the retailer.

BESPOKE PROJECT ADVERTISING

Generation of a Geolocalized advertising campaign in the dealer's area. The advertising campaign on social networks Facebook and Instagram will include a carousel of images and an advertising video of the Bespoke project.



BESPOKE PROJECT WEBSITE

Creation of landing page within the measuring site®
On this page will be published the photographic material of Bespoke and the outside of the store.

MisuraEmme®

B E S P O K E

bredaquaranta

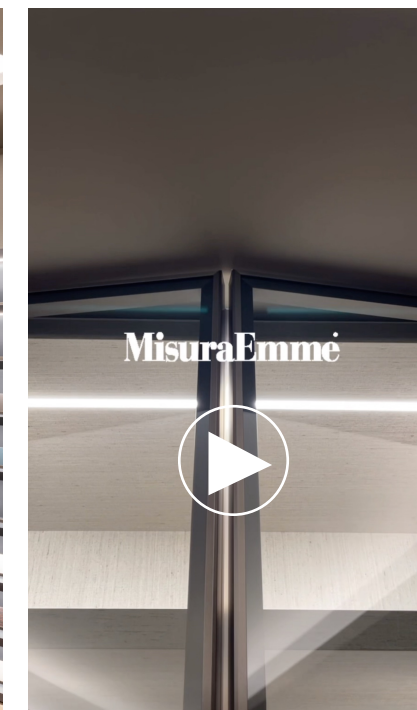
via Fatebenefratelli, 10 Milano

Tel.: 02 36557430

E-mail: marketing@bredaquaranta.it

Sito: www.bredaquaranta.it/it/showroom/2-bredaquaranta-fatebenefratelli.htm

CONTATTA IL RIVENDITORE



LOGIN | REGISTRAZIONE | IT | EN | ZH | f @ y p in

AZIENDA | PRODOTTI | MATERIALI | DESIGNERS | CONTRACT | NEWS & MEDIA | RETE VENDITA | CONTATTI

MisuraEmme®

BESPOKE
IN MILAN



VIA FATEBENEFRAPELLI



BESPOKE *IN MILAN* –
FATEBENEFRATELLI STREET



MisuraEmme[®]



The mark of
responsible forestry
FSC® C124466

MisuraEmme S.p.A. Via IV Novembre, 72 22066 Mariano Comense (CO) **T** 39 031.754111 **F** + 39 031.744437
P.O. Box 125 info@misuraemme.it www.misuraemme.it P.IVA IT01979270137 C. F. 00198870131 Cap. Soc.: Euro 1.290.000 i. v N. REA CO 232329