

ITALIAN STYLE

Italian kitchen and bathroom brand Scavolini has its sights set on developing UK sales with the opening of its first single-brand store in London, with Brani and Peter Hadzhi at the helm

Words **Amelia Thorpe** Photos **Paul Craig**



Scavolini has a level of recognition in Italy which you can easily compare to Mercedes and Coca Cola, and I am not exaggerating,” insists Roberto Gramaccioni, export sales director of the Italian kitchen, bathroom and living-room furniture manufacturer. “We have promoted the company on TV spots in Italy for more than 30 years, so we are very well known.”

But despite the company’s mega-presence in Italy – it has about 1,000 dealers, including 100 Scavolini stores – it is relatively unknown in the UK, a fact that managing director – and daughter of the founder – Fabiana Scavolini is determined to rectify. “We strongly believe in the potential of the UK market,” she says, arriving at Scavolini’s first single-brand store in the UK on the day of its June opening. ▶

essential retailer profile Scavolini Store London West Hampstead

► “This store is really crucial and has a major role to play in establishing our presence here.”

Ten five-metre tall glass windows wrap the curved frontage of Scavolini Store London West Hampstead, owned by directors Brani and Peter Hadzhi. Having run a Scavolini dealership, S&T Kitchens, in Wokingham since 2009, the couple have chosen to move themselves and their family to London for this new venture. “We just knew we had to be here,” explains Brani. “We had so many referrals and enquiries from London, it was hard to bring them to an industrial estate in Wokingham, and we knew we had to move to a more prime position.” While West Hampstead may not be Wigmore Street, it is, says Brani, an affluent area where they already have strong connections, and the light-filled 280sq m space offered the

opportunity to show off kitchen, bathroom and living-room furniture from the Scavolini portfolio all under one roof.

Gramaccioni explains that so committed is Scavolini to developing the UK market, in January it opened its first UK branch, headed by branch manager Giacomo Meoli, to bring in more dealers to the fold, and develop sales with the architectural, design and developer community. Meoli says: “We want to be one of the most important players in the UK market [for kitchens and bathrooms] in a few years’ time.” After all, this is a company that describes itself as the leading kitchen manufacturer in Italy, and one that has demonstrated its commitment to the global market by opening a fully-owned showroom in Manhattan opposite Ralph Lauren and Gucci, an office in Shanghai,



Textrix furniture by Michael Young in the K17 colourway



Fluida wall system in Seagull Grey with Komi Elm doors

“TO BE THE **FIRST** BRANDED **SCAVOLINI** STORE IN **LONDON** IS A FANTASTIC **OPPORTUNITY**, AND **GIVES** US THE CHANCE, AS **DEALER** AND **AGENT**, TO SHOW THE MODEL **BEAUTIFULLY**”

Brani Hadzhi, co-owner and co-director, Scavolini Store London West Hampstead

Brani Hadzhi on selling the Scavolini brand

» **What is your biggest challenge?**

“It can be difficult to understand what a customer wants, because there is such a wide range of products and finishes. It makes me smile when someone comes in determined to buy a traditional kitchen and then sees and falls in love with something ultra-modern,” says Brani

» **And your biggest opportunity?**

“To be the first branded Scavolini store in London is a fantastic opportunity, and gives us the chance, as dealer and agent, to show the model beautifully. Of course we need to develop this store first, but we are very interested in having another Scavolini Store in London or Berkshire in the next two years,” she explains

» **Strange but true**

“I have a Masters in water engineering. I can’t say I’ve used it in my kitchen design career, but you never know!” she laughs



Diesel Social Kitchen in Ruxe White Wood with wall cabinets in Drip Metal finish and matching extractor, and cage pendant lights from Diesel Living with Foscarini

and claims to be the largest exporter of Italian kitchens to Russia.

But Gramaccioni is quick to add: "We are very aware that we have huge potential on our hands here, but we are also aware that we are just starting. As a company and as a family, we prefer the step-by-step approach – we know we need to prove ourselves." Proof, he suggests, will come in the form of trade and consumer advertising, participation in trade shows, support and training for existing dealers – there are currently nine – and new ones, and design co-operations, currently including Italian fashion brand Diesel. New collaborations include those with French designer Ora uto and, later this year, with Japanese designer Oki Sato of Nendo. "And, having just launched our living-room furniture collection, we are really expanding," he says. "It's a very exciting time." ■



Left to right: Export sales director Roberto Gramaccioni, managing director Fabiana Scavolini, and branch manager UK Giacomo Meoli

company profile

Scavolini

Who are we? Fabiana Scavolini, managing director, Roberto Gramaccioni, export sales director, and Giacomo Meoli, branch manager UK

Where are we? Via Risara 60/70-74/78, 61025 Montelabbate, Pesaro, Italy. Tel: +39 0721 443 333. UK branch: 07468 609 869. www.scavolini.com

What we do Italian manufacturer of kitchen, bathroom and living-room furniture

Business history Scavolini was founded in Pesaro, Italy, in 1962 by brothers Valter and Elvino

Scavolini. Initially, it produced a small range of fitted kitchens, and today it manufactures 40 different ranges with more than 350 finishes, together with eight ranges of bathroom furniture, and now living-room furniture. The business remains family owned, and is still run by founder and president Valter Scavolini. Daughter Fabiana Scavolini is managing director. All the furniture is manufactured in Pesaro, Italy

Sales stats "Annual turnover is about €180m," says Roberto Gramaccioni



Motus cabinets in gloss white and Iron Grey matt lacquer, with a Vintage Oak veneer breakfast bar

essential retailer profile Scavolini Store London West Hampstead



Motus grooved base unit in white-gloss lacquer

“WE WANT TO BE **ONE** OF THE **MOST IMPORTANT PLAYERS** IN THE **UK MARKET** IN A **FEW YEARS’ TIME**”

Giacomo Meoli, UK branch manager, Scavolini



Peter and Brani Hadzhi, owners and directors, outside their new store

retailer profile

Scavolini Store London West Hampstead

Who are we? Brani and Peter Hadzhi, owners and directors
Where are we? 39 Fortune Green Road, London NW6 1DR.
 Tel: 0208 090 0909.
 www.multiliving.co.uk

What we do Scavolini Italian kitchens, bathrooms and living room furniture

Business history Husband-and-wife-team Peter and Brani Hadzhi started working with Scavolini in 2008, after spotting the brand while on holiday in Italy. Both Peter, now 38, and Brani, 36, have construction backgrounds, and Peter is also partner in property maintenance company Hadzhi Brothers. They opened their first kitchen showroom in Wokingham in 2009, closing it in January 2015 to move to London, opening the first Scavolini single-brand store in the UK in June 2015, owned by their company MultiLiving. Peter is

also Scavolini’s UK agent, working in collaboration with Scavolini’s UK branch manager. Kitchen prices from £15,000; average £20,000 to £30,000; most expensive to date, £50,000. All prices exclude appliances and installation.

Installation and construction services are offered by Hadzhi Brothers. Appliances by Miele and Siemens. Sinks and taps by Gessi and Franke. Bathroom prices from £6,000; average £10,000; most expensive to date, about £15,000. All prices exclude tiles and installation. All bathroom products supplied by Scavolini, including sanitaryware and brassware by Grohe, Gessi and Geberit

Sales stats “Our turnover estimate for our first year is £1.5m to £1.7m,” says Brani

Staffing levels Five including Brani and Peter, two designers and an office manager



Scavolini’s collaboration with Italian fashion brand Diesel, the Diesel Social Kitchen in Ruxe White Wood paired with wall cabinets and matching extractor in Drip Metal finish

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