



QUALITY, STYLE AND VALUE

ZEPTER LIFESTYLE
• **MILANO** •

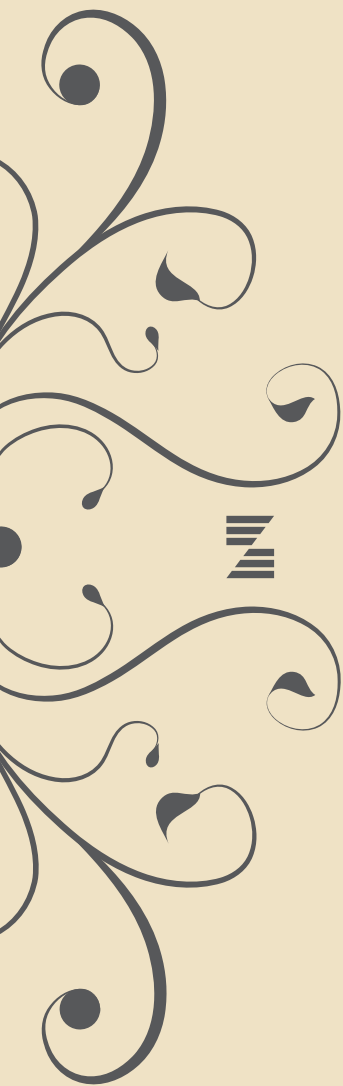
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A crowd of important guests and VIPs at the opening of **Zepter Lifestyle - Milano**



A taste of Zepter, the interior of **Zepter Lifestyle - Milano**



(left) Mrs. Madlena Zepter cuts the ribbon. (right) Madlena and Philip Zepter toast to success



Madlena and Philip Zepter with Nicoletta Mantovani Pavarotti at the exclusive gala dinner in The Four Seasons Hotel

Zepter opening brings out the glamour in Milan

In the very centre of Milan, in the shadow of the magnificent matriarch of the city's skyline, the *Duomo*, amongst statuesque buildings and rickety trams is the *Triangolo d'Oro*, the beating heart of Milan's fashion district. It is here that many of the most exclusive designers have their flagship premises and showrooms.

On a balmy summer night, June 9th, the excitement on these streets was palpable as the most exclusive shopping area in the world welcomed a new neighbour, **Zepter Lifestyle Milano**. Zepter International shines like a jewel in the crown of the city's most luxurious streets, in via San Pietro all'Orto 10.

With over 500 Zepter Stores on the most exclusive streets of the world's most important cities Zepter can now count Milan amongst its most impressive portfolio of showrooms and high-end stores.

A glittering opening event announced the arrival of Zepter Lifestyle Milano as some of the cities most glamorous turned out on the night to welcome the President, **Mr. Philip Zepter and his wife Madlena to cut the ribbon on the stunning showroom.**

The night was warm but the crowd was cool as the beautiful arrived along the red carpet to funky summer sounds provided by **Smoma**. Zepter's friends and VIPs; international names from the world of business, sport, arts, culture, fashion and finance such as **Nicoletta Mantovani Pavarotti**, the countess **Marta Marzotto**, ambassador **Umberto Capua** and his lovely wife. Among the guests were world famous photographer **Bob Krieger**, 10 time world champion F1 Powerboat **Guido Cappellini**, world renowned chef **Sadler**, maestro **Alberto Veronesi** and the make-up artist **Diego della Palma** who sipped champagne and mingled on the two new shop floors and were able to view Zepter's products on display in a modern setting that does not ignore the company's artistic and creative flair.

Zepter Lifestyle, Milano is a concept store for viewing Zepter's exceptional array of products, which range from exclusive Home Art, Revolutionary Cooking Systems and Swiss cosmetics lines. Zepter is committed to the design, production and distribution of goods which fulfil the highest standard of functionality and aesthetics but which, above all, provide complete healthy-living solutions by making it easy to live a healthy life. **Zepter products therefore offer, not only style, luxury and quality but a whole new lifestyle, hence the name – Zepter Lifestyle Milano.** The store will be used to host important art and design conferences and events in line with Madlena's passion and constant support for the arts.

Zepter started 25 years ago and its first manufacturing plant was set up in Milan. Zepter International went on to conquer the world and become one of the biggest, most successful brands on the planet. The company is now active in **over 40 countries**, on five continents and **760 million products have been sold** to date. In this context, the opening of Zepter Lifestyle Milano was a 'home coming' and an emotional time for all at Zepter.

Zepter has more than 500 stores in major cities all over the world, from Monaco to Moscow, yet for all these years they haven't been represented in the city in which they started with their first two factories. For Zepter it feels like they 'coming home'. From their humble beginnings 25 years ago, they are now situated in the most



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desirable part of Milan. This is proof of what you can achieve if you're not afraid to dream. Zepther has the formula for success and Zepther Lifestyle Milano is testament to their achievement. This is only the beginning, Zepther always gives back to society, as the company is expanding, they provide investment in industry and the creation of jobs.

A glamorous event such as this will always turn heads and there were many interested people craning their neck to catch a glimpse of Mr. and Mrs. Zepther as they arrived to the rapturous applause of all those in attendance. As is typical of Milan, the flashing of the paparazzi was blinding as Madam Madlena Zepther snipped the red ribbon, officially opening Zepther Lifestyle Milano. From that moment on the store was officially open for business. Special guests and VIPs then were invited to celebrate the occasion at an exclusive **Zepther Gala dinner at the Four Seasons Hotel** – where, during a glamorous, evening's entertainment, Mrs. Zepther unveiled her **new book 'Madlena'** which recounts her life story and relationship with, and support of, the arts, which amounts to more than 23 million euros spent in less than 25 years. In a relaxed atmosphere, many guests chose to celebrate this special occasion with a personal tribute. Claudio Gallone editor of Capital magazine, made a special wish; the conductor Alberto Veronesi played piano for the Zepthers.

The Zepthers continued their whirlwind tour of Milan and the next day attended the opening of the **Artzept International Design Award showroom** in Menfi Industria, a company of the Zepther Group. The award, founded by Madlena, now has a permanent residence and the showroom will house the best of the award's international entrants.

So next time you're perusing the best the fashion world has to offer in Italy, stop into **Zepther Lifestyle Milano**, you might pick up more than you bargained for, maybe you'll come home with more than that new dress you need for a wedding or other glamorous occasion, **you might end up with a completely new lifestyle, you might end up with a healthier, happier and longer life!**



Mrs Madlena Zepther with world famous photographer Bob Krieger



Mrs Madlena Zepther and Ambassador Umberto Di Capua



Marquise Marta Brivio Sforza and Countess Marta Marzotto attend the opening



Mrs Madlena Zepther introduces her latest book, Madlena, at the exclusive gala dinner at The Four Seasons Hotel



Guido Cappellini, ten-time World Title holder, F1 Powerboat Inshore



Maestro Alberto Veronesi, Italy's most famous conductor, plays for the Zepthers at the gala dinner in The Four Seasons Hotel



Guests at the exclusive gala dinner at The Four Seasons Hotel