

COMPANY PROFILE



COMPANY NAME: Foresti Home Collection Group Srl		
ADDRESS: VIA G. BENZONI 25/31		
ZIP CODE: 00154	CITY: ROME	PROV: RM
FAX +395744234	PHONE +395744214	
WEBSITE: www.foresticollection.com	E-MAIL: marco@foresticollection.com	
CONTACT PERSON: Mr. Marco Foresti		

1. ACTIVITY SECTOR

- ❖ International textile editor
- ❖ Textile fabrics for upholstery and curtains for the interior decoration

2. COMPANY OVERVIEW

Foresti Home Collection Group was founded in 1964 and has become the official supplier for the Costa Crociere cruise ships, El Corte Ingles in Spain, RAI Italian television, and other international conglomerates. The company provides superior quality upholstery fabrics, curtains, leather, and flame retardant fabrics made in Italy. Foresti Home Collection Group is one of the most prominent fabric distributors in Italy that furnishes hotels, theaters, cruise ships, retail stores, showrooms, and communities all over the world. Our architecture team follows developments in design, fashion, lifestyle, art, and music to create a strong vision of the future color trends and consumer behavior.

Thanks to the company's diligent work force, the company has accomplished a number of major projects with some of the best designers and architects in the industry. In Italy, more than 800 showrooms and architect studios use its fabrics daily, while they are present throughout the world through foreign

distributors. The company's products are seen in high-end retail boutiques, such as Trussardi, the Ferrari Store, Bvlgari, and Armani in Moscow, Madrid, Munich, Singapore, Tokyo, and several major cities internationally. The biggest strength of Foresti Home Collection Group is that it can offer the best of products made in Italy regarding interior decorating to satisfy the needs of its clients.

3. PHILOSOPHY OF THE COMPANY

Foresti Home Collection Group values prompt customer service, partnerships, and a passion for the industry. The company's clients have the ability to put their creative minds to work by customizing their space with fabrics that emanate their lifestyle and personal taste. The company's vast selections of fabric cater to all styles, preferences and occasions of its clients. Foresti Home Collection Group's mission is to italicize fashion, taste, and class through its extensive collection of high-quality fabrics made in Italy. The company has done an excellent job at keeping up with the changing trends without losing its "emotion, quality, and timeless elegance, respecting the Italian culture."

4. DETAILED DESCRIPTION OF THE ACTIVITY AND PRODUCTS

- ❖ Trevira CS fabrics
- ❖ Upholstery fabrics
- ❖ Decorative curtains and sheers
- ❖ Real and synthetic leather
- ❖ Outdoor fabrics
- ❖ Velvets
- ❖ Blackout fabrics
- ❖ Trimmings
- ❖ Roller blinds/vertical blinds/venetian blinds

There are 3 faces of our collection:

- ❖ **Classical:** A deliberate renewal of Italian style. Damasks, brocades, lampasses in silk and natural fibers are produced according to the tradition of the ancient Italian weavers. Eternally elegant designs that represent the history of the art of living in Italy is enriched by precious embroideries and Swarovski.
- ❖ **Trendy:** Interactions between needs and design makes Green and Energy a crucial facet for developing a sustainable future. The best technologies to get advanced upholstery protection where even the toughest stains can be removed.
- ❖ **Contract:** Foresti Home Collection Group has a large collection of Trevira CS fabrics suitable for hotels, theaters, community, cinemas and television. Thanks to the company's expertise in initiating projects and designs, it can produce a high level of personalized products within the budget constraints of the client. The company's fabric selection is currently specified by the best designers and architects. They are present in infrastructures around the world, as well as in theaters and famous television shows.
- ❖ Log onto www.forestihomecollection.com to get a closer view of the products.

Main Activities and Services:

- ❖ International textile editor for interior furnishings
- ❖ Delivering of bulk fabric orders
- ❖ Furnishing properties

- ❖ Providing upholstery fabrics, curtains, and leathers
- ❖ Establishing full delivery, assembly, and warranty service of delivered goods
- ❖ Supply fabrics to design custom furniture
- ❖ Oversee warehouse operations
- ❖ Manage shipping process of goods between warehouse and client
- ❖ Ship finished materials

Foresti Home Collection Group is professional, provides apt service, delivers bulk orders on-time, and supports customer service during and after the warranty period is over.

Solutions are tailor-made. No project, structure, or space is the same as another. The company has the ability to differentiate our products and services from the competition. Foresti Home Collection is always ready to interact with designers and implement their vision and needs. The company also works with qualified technicians to assist in supply and fitting when necessary. A training program is provided for clients to learn how to correctly use the company's products.

Usual consumer of products:

- ❖ Retail shops
- ❖ Architect studios
- ❖ Sofa Industry
- ❖ General contactor
- ❖ Hotels
- ❖ Cruise ships
- ❖ Chains of Commercial Center

Main application of the product:

The product must be applied by professional clients. We can supply this service for direct contract.

5. COMPANY INFORMATION

START OF ACTIVITY: 4 DEC 1992	WORKFORCE: 13
TURNOVER (in Euro):	EXPORT TURNOVER (%)
2009 3.212.013 EURO	% 2009 22%
2010 4.008.548 EURO	% 2010 29%
FOREIGN LANGUAGES: ENGLISH, FRENCH	

Promotional material available

- ❖ Leaflets
- ❖ Brochures
- ❖ CD Rom
- ❖ App available for Apple products only

6. COMMERCIAL PROFILE

Foreign Markets:

Foresti Home Collection's main location is:

Via Girolamo Benzoni, 25/30
00154 Rome, Italy

The company operates through agents or distributors in most of the world. In Italy, it has indicated some of the company's best customers. Its offices are located in:

- ❖ Paris, France
- ❖ London, England
- ❖ Madrid, Spain
- ❖ Dubai, UAE
- ❖ Washington, USA
- ❖ Moscow, Russia
- ❖ Hong Kong/Beijing/Shanghai, China
- ❖ Singapore

For more information, please call the Rome office at +39 06 5744214 or email Marco Foresti at marco@foresticollection.com

Presence in the Foreign Market:

- ❖ Direct
- ❖ Representative
- ❖ Main distributor

Commercial References:

- ❖ El Corte Ingles Spain
- ❖ Costa Crociere ship cruise Italy
- ❖ Italian Government
- ❖ RAI (RETI TELEVISIVE ITALIANE) Italian television

Partners in Contract:

- ❖ Besana Moquette
 - <http://www.besanamoquette.com/>
 - Moquette/ Fitted carpet
 - Rugs
- ❖ OIKOS
 - <http://www.oikos-paint.com/>
 - Colors and materials for painting
- ❖ Agena Srl
 - <http://www.agenagroup.it/>
 - Wallpapers