

lovehappens

A woman is standing in a luxury store window at night. She is wearing a black leather top and shorts, and high-heeled boots with red and white stripes. The background shows a city skyline and various brand logos, including Louis Vuitton and Chanel. The text "lovehappens" is written in a large, elegant font at the top.

MAG

IN THE WORLD OF LUXURY LIVING

by koket

The art of a lifestyle *Brand*



THE ALLURE OF MADE IN ITALY

words by: **Karina Klemz**

MADE IN ITALY. WHAT DO YOU THINK OF WHEN SEEING THAT ICONIC LABEL? FINE LEATHER GOODS, SPARKLING HAND-BLOWN GLASS, IMPECCABLE HAUTE-COUTURE... ITALY DOES IT ALL AND HAS BEEN DOING IT FOR CENTURIES! QUALITY, TASTE, AND STYLE ARE EXPECTED FROM ITALIAN CRAFTSMEN WHERE CONSUMERS EQUATE ITALY'S TRADITIONALLY MADE GOODS WITH LUXURY. THE LONG TRADITION OF ITALIAN CRAFTSMANSHIP HAS CONTINUED WITH GENERATIONS OF ARTISANS PERFECTING THEIR TECHNIQUES, INNOVATING THE TRADE, AND USING THEIR CREATIVITY. IT'S NO WONDER SO MANY HIGH-END ITALIAN BRANDS DO SO WELL BY DRAWING ON THE RICH HISTORY BEHIND THE LABEL: MADE IN ITALY... BUT, WHAT EXACTLY MAKES THAT LABEL SO SPECIAL?



ARCAHORN

Expert craftsmanship has been the focus of this company since its creation in 1958. Its founder, Mario Guerra, specialized in crafting with Zebu horn (hence, the name). The lux collection is absolutely lust-worthy, replete with golds, blacks, and intricately beautiful horn details.

www.arcahorn.com

SEGUSO VETRI D'ARTE

The Seguso family have been creating beautiful works of art from glass since the 14th century — they know what they're doing and they do it masterfully. With knowledge passed down from generation to generation, we don't know their secrets but we know they make some of the most exquisitely designed and crafted glass lighting and table top Italy has to offer!

www.seguso.com



SEGUSO VETRI D'ARTE

The Seguso family have been creating beautiful works of art from glass since the 14th century — they know what they're doing and they do it masterfully. With knowledge passed down from generation to generation, we don't know their secrets but we know they make some of the most exquisitely designed and crafted glass lighting and table top Italy has to offer!

www.seguso.com



SICIS

Sicis has completely reinvented the art of marble and stone mosaics. From glittering gold patterns to Marilyn Monroe, they do it all. Creative, avant-garde, colorful — their designs are anything but boring. 100% made in Italy, this luxury brand is made for those who appreciate fine art and design. Be sure to check out their furniture as well!

www.sicis.com





Elya Chandelier by Seguso Vetri d'Arte

VISUAL PRODUCTION CREDITS

LET'S GET SOCIAL

PAGE 3: Beautiful Woman in Gold, Photo by Marina Studio / Stock by Getty Images

VOLUME 2

PAGE 4: New York City, Photo by Foundry / Pixabay.com - Composition by Sofia Silva

TABLE OF CONTENTS

PAGE 6: Dolum 14 AMB1, Photo Courtesy of Scis

PAGE 7: Limited Edition Red Gardenia Watch by Scis, Photo Courtesy of Scis; Ostrich Lamp by A Modern Grand Tour, Vincent Grégore, Photo Courtesy of Nelly Rodi

LETTER FROM THE CEO

PAGE 8: Drawing by Clash_Gene / Shutterstock.com

PAGE 9: Photo by DKart / Stock by Getty Images