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MINOTTI OPENS THE NEW FLAGSHIP STORE IN DUBAI WITH PARTNER AL TAYER INSIGNIA

Minotti strengthens its multi-year presence in the Middle East with the opening of its first flagship store in **Dubai**, in collaboration with the long-standing local partner **Al Tayer Insignia**.

Inspired by the architecture of a villa and located in the vibrant heart of the exclusive Jumeirah district, the showroom spans two levels and a total surface area of approximately 900 sqm, presenting itself as a refined oasis that reflects the brand's lifestyle.

The entrance, with its large portal leading into an external lobby, invites visitors to immerse themselves in a sophisticated scenario with high ceilings, bathed in natural light. Once inside, the impressive steel columns, a chestnut-coloured lacquered fireplace, and the unique winter garden add a dynamic rhythm to the living, lounge, and dining areas.

Conceived by **Minotti Studio**, the interior design project combines the building's original elements with distinctive features of the Minotti style, in an exhibition itinerary that turns into an engaging design experience.

The variety of materials and colours presented enhances the furnishing pieces on show, including the **2024 Collection**: moka-coloured oak panelling contrasts with Iranian silver travertine, steel with satin and reflective chrome finishes, and concrete, creating a palette of brown and grey shades that expresses an elegant aesthetic.

While the ground floor reinterprets the brand's values in an original way, the first floor reproduces the interior of a residential space with intimate and charming atmospheres. On the same floor there is also a spacious meeting room, two private areas for the development of interior design projects, and an area dedicated to the outdoor world.

Perfectly in harmony with its surroundings, the **Minotti Dubai** flagship store marks a milestone for the brand in its expansion project in the Middle East with partner **Al Tayer Insignia**, offering an exclusive destination for contemporary design.

Minotti Dubai by Al Tayer Insign

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