



Italian heritage brand PdiPigna conquers New York

PdiPigna is delighted to unveil its latest collection "Italians" by Olimpia Zagnoli during the NYFW

New York June 6th, 2022

Italian premium stationery brand PdiPigna, that draws on creativity and the art of handwriting, is delighted to unveil its latest collection by Olimpia Zagnoli.

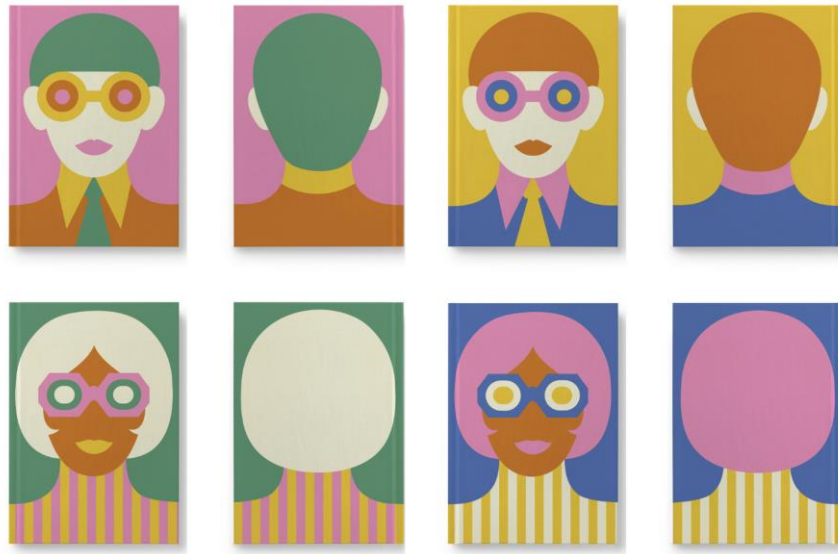
Born in 1839 in Bergamo, near Milan, with all collections made in Italy, PdiPigna combines Italian heritage, timeless beauty, and attention to detail. Its **contemporary collections of notebooks and diaries** reflect the new need to find more space and time for self-narration, page after page, taking inspiration from the world of design and art.

Andrea Carnevale, Chief Marketing Officer of Pigna comments: *"Made in Italy has been and still is an extraordinary source of inspiration. This is why we have always believed that design should represent something alive and dynamic, which is animated by the relationships between the object and the user: between people who are even far away and who can get closer thanks to their common love for beauty. Sometimes simple and everyday tools are enough, like a notebook"*.

With seven different collections, each notebook travels between times and places of Italy. The covers take inspiration from some of the biggest Italian designers and architects from the past such as Gio Ponti and Enzo Mari up to one of the liveliest protagonists of the new generation of Italian illustrators, **Olimpia Zagnoli**. Her designs have been appreciated by international media such as *The New York Times*, *The New Yorker* and by fashion brands such as Dior and Prada who worked with her for special collaborations and limited editions.

Her pop fantasy was translated in the **latest collection of PdiPigna, "Italians"**, which tells, through characters of soft and colorful shapes what "Made in Italy" means today. The Italians Collection will be available in New York from September.

Olimpia Zagnoli elaborates further: *"For this collection, I interpreted the Italian style by designing two imaginary characters, curious and irresistible, whom we might meet at a tram stop, sitting in the front row of a fashion show or behind the counter of a bar".*



Where to find PdiPigna

During New York Fashion Week (Sept. 9-14), Olimpia Zagnoli's new collection will be launched in the United States, and for the occasion, a special event will be organized at the famous Rizzoli bookshop on Fifth Avenue.

In addition, throughout Fashion Week, the entire showcase of the precious location will be dedicated to Olimpia Zagnoli's new collection.

In New York PdiPigna can be found at Spoonbill & Sugartown Books in Brooklyn, at the MoMA Museum Store, and online on Verishop, Belk, and Indigo.

In Singapore, PdiPigna is present in Books Kinokuniya and PaperMarket, in Hong Kong at the lifestyle store chain Kapok and the Tribute Collection dedicated to Gio Ponti can be found at the 10 Corso Como concept store in Seoul. Lastly, PdiPigna is also available in one of the biggest bookstore chains of India, Crossword.



In addition to being present in the most famous Italian stores, concept stores, and department stores such as Rinascente Milano and the bookshop of the Milan Triennale, PdiPigna collections are available at prestigious locations such as the Centre Pompidou in Paris and the MuseumsQuartier in Vienna.

Lastly, during the upcoming Milano Design Week, a PdiPigna temporary bookshop will be opened, in the heart of Brera, featuring the new collection as well as an outstanding façade installation.

About PdiPigna

PdiPigna is the premium brand of Cartiere Paolo Pigna, the leading Italian stationery company, founded in 1839 in Bergamo, close to Milan, Italy. PdiPigna is expression of the Made in Italy.

PdiPigna notebooks and diaries use natural paper, all FSC® certified.

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