

MADE TO MEASURE HOME TEXTILE - DOMIZIA

Armani/Casa textiles have always been able to evoke strong tactile and visual impact expressing a unique aesthetic code - that of Giorgio Armani. The result: a home with both the living area and bedrooms embellished with precious, exclusive items that dress different rooms in glamour.

This is the concept of haute couture tailoring applied to home furnishing sector, that has led Armani/Casa to start the project of made to measure bed linen. A proposal conceived for all those looking for a really customized, unique bed sheet and pillowcases, and with the top quality of Armani textile.

Customers can choose from a rich colour card. Domizia comes in two fabrics: percale cotton, available in 6 colours (500 thread count); satin cotton, available in 6 colours (600 thread count). Sheet style type can also be customized by selecting from three different border finishings, all of which express Giorgio Armani's typical aesthetic sensibility and style: plissé, contrasting coloured double band and plain but precious a-jour hems. To attain a harmonious and consistent bedroom look, the colour card offers suggestions for colour combinations.

Bed sheet and pillowcase can also be customized with initials, in one font with a choice of capital or lower case letters. Customers are guided in relation to the placement of the embroidered initials and their size.

The packaging contributes in enhancing the distinctive value of tailoring of Domizia. A thick cardboard box, with embossed Armani/Casa logo, contains all the elements of the bed set, marked with a refined label "Armani/Casa Made to Measure Home Textile". Each piece is carefully separated from the others by a light semi-transparent sheet of tissue-paper.

All the elements of Armani/Casa Made to Measure Home Textile bed linen Domizia are made in Europe.

