

FOR IMMEDIATE RELEASE



**ZAFFERANO LIGHTS UP LOWER MANHATTAN WITH FIRST-EVER
U.S. SHOWROOM**

The new space will serve as a hub for Designer and Hospitality professionals and will accept Retail Walk-ins during regular business hours

New York, New York (September 26, 2023): Zafferano America, the North American distributor of award-winning cordless lighting, handmade tableware, and world-renowned glassware, today announces the opening of its first-ever U.S. Showroom at 121 Varick Street, New York City. The new “Zafferano Showroom” is Zafferano’s first retail space established outside of Italy, with the Company’s original showrooms located in Milan and Quinto di Treviso.

Zafferano brand experts are available by appointment to consult with designers, architects, retailers, restaurateurs, and hoteliers and discuss product and design initiatives. The Showroom will also welcome retail traffic, including walk-in customers, during its regular business hours of 12:00 p.m. to 6:00 p.m., Tuesday through Friday, and 10:00 a.m. to 4:00 p.m. on Saturday.

“The new Zafferano Showroom allows us to better serve the hospitality and design communities with a hands-on look at our product offerings,” says **Barrett Gross**, President and CEO of Zafferano America. “We have experts available to help designers light any space, set any table, and ultimately assist designers with bringing their ideas to life by employing our extensive and colorful offerings.”

The 2400-square-foot space was designed to showcase Zafferano’s cordless lamps, handmade Italian dinnerware, and colored glassware in a gallery-like setting where the products hold the center spotlight. Zafferano’s line of fully customizable lighting fixtures and colored glass pendant lamps are also on display.

Zafferano’s flagship cordless lamps – the Poldina Pro and Pina Pro – have secured the company’s position as the leader in Cordless Lighting, a new, dramatically expanding category, spearheaded by design enthusiasts, accelerated by the pandemic’s move to outdoor dining, and culminating in the rapid adoption by designers and consumers across

the nation. In 2023, the company announced an expanded Tableware Division after acquiring a historic ceramic factory, located just outside Rome, Italy, where it produces handmade Italian dinnerware.

For more information or to make a Designer Appointment visit:

www.zafferanoamerica.com/showroom

About Zafferano America

Zafferano America was established in 2019 and has rapidly become the leading purveyor of cordless lighting in the North American market, outfitting the most celebrated hotels and restaurants across the country. Zafferano's cordless lamps come in 27 different styles and 39 colors and finishes to achieve any look—from a bold design statement to a soft, flattering light. Zafferano America has also begun manufacturing handmade Italian dinnerware outside Rome, Italy to complement its lighting designs and world-renowned colorful glassware. The company's origins are rooted in Venice, Italy, the birthplace of Zafferano's Founder and Lead Designer, Federico de Majo, and an ongoing inspiration to its love of color and light. The company's offerings also include design consultation and Lighting Fixtures.

For more information:

www.zafferanoamerica.com

www.zafferanolighting.com

www.zafferanoamerica.com/showroom

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