



Calligaris opens a new store in SoHo

Bringing Italian Smart Design to New York City

Niki and Shaokao Cheng, owners of BoConcept New York proudly announce the March 1st opening of the first Calligaris Brand Store in New York City. The husband and wife team have owned and operated the BoConcept Franchise in New York and New Jersey for the past 14 years. This is their first foray into a furniture brand outside of BoConcept. “We chose Calligaris for its award winning Italian modern design and great price points; and it wonderfully complements the offerings at our other stores”, says Niki.

Being New York’s epicenter for Art, Design and Fashion, SoHo is natural fit Calligaris. It’s New York’s most stylish neighborhood with no shortage of trendy spots for premium dining and shopping. SoHo stays true to its historical charm with the cobblestone streets, cast-iron architecture, sweeping lofts and galleries. Much like SoHo, Calligaris blends the past, present and future of design. The 4,000-square foot store will carry time tested designs from Calligaris’ 90year history to the newest, innovative, functional, and customizable designs. “We brought the first Brand Store to SoHo because we believe this furniture is for New Yorkers. It embraces our need for space, individuality, and great prices,” remarks Shaokao. “Its design is chic, modern, flexible and functional. The furniture works like Lego. Sofas can be combined with different seats, covers, and legs while chairs, tables and beds can be assembled in countless ways to add uniqueness to any design. They are all available in a range of beautiful finishes, styles and materials. Customers can create a customized high-end look and feel to their home at a price they will love,” adds Niki Cheng.

Calligaris NYC is located at 55 Thompson Street, NY, NY 10012. Phone: 212-966-8188

About the Owners:

The influence of Niki and Shaokao Cheng resonates throughout New York City, emanating from their BoConcept and Calligaris stores as well as the homes of countless clients. Since opening the very first Madison Avenue BoConcept location in 2003, the award-winning husband-and-wife entrepreneurs have become lifestyle magnates among Manhattan’s elite. During 2007, they started to expand and evolve their stores into cultural beacons, hosting immersive charity events benefiting The Lance Armstrong Foundation, intimate concert experiences with Tyrese and Kelly Price, fashion shows for designer Asher Levine and others, and launch parties for the likes of L.A. Reid, DarrylMcDaniels of RunDMC, and many more. In under a decade, their fan base has grown to include everyone from Susan Sarandon, Faye Dunaway, Brooke Shields, Naomi Watts, and Liev Schreiber to Jay-Z, P Diddy, Mary J. Blige, Kid Cudi, and Tyson Beckford, to name a few whose homes received their enlightened touch. In addition to features in The New York Times, New York Post, The Observer, Haute Living, Ladies Who Lunch, and Bondstreet, their design work has been seen on The Apprentice, Design Star, Million Dollar listing, Kathy Griffin: My Life on the D-List, in numerous commercials and movies, while Niki has appeared on NBC’s Today Show and Open House NYC as an expert.

About Calligaris

Since 1923, the historic Friulian company, and industry leader of ‘Made in Italy’ furnishings and accessories has demonstrated a constant pursuit of innovation, allowing the company to continue producing products that are forward-thinking and unmistakably stylish. This important opening in SoHo is part of Calligaris’ international growth strategy.

Media Contact: Audrey Fieser | 646-336-8188 | Audrey@calligarisnyc.com | <http://www.calligarisnyc.com>



Calligaris在SoHo开设了第一家店

将精巧设计的意大利家俱带到纽约市

3月1日，BoConcept New York的业主Niki（张迪慧）和Shaokao Cheng（程绍果）自豪地宣布，他们将在纽约市的Soho地段开意大利著名家俱品牌Calligaris的第一家店。在过去的14年里，这一对夫妻团队拥有并经营着位于纽约和新泽西的八家BoConcept特许经营商店。这是他们第一次进入BoConcept以外的家俱市场。“我们选择了Calligaris是因为这一意大利品牌屡获现代家俱设计的殊荣，还有它的大众化价格，用这些卖点来补充我们其他商店的产品，” Niki介绍说。

SoHo是纽约艺术、设计和时尚的中心，Calligaris很自然的融入了这个都市。做为纽约最时尚前沿的街区，Soho有林立的高级餐饮业和购物点。这里保持了有历史魅力的鹅卵石街道，铸铁建筑，宽阔的阁楼和画廊。与SoHo一样，Calligaris融合了过去、现在和未来的设计。这个4000平方英尺的商店将带来经过时间考验过的家具，包括Calligaris90年来的最新、创新、功能性和可定制家具的设计。“我们把这一个旗舰店带到SoHo，是因为我们相信这个家俱是为纽约人设计的，它适合我们对空间、个性和合适价格的需求” Shaokao 解释说。“它的设计是很别致、现代、灵活和功能化。我们的家俱就像Lego：沙发可以用不同的座位、套子和脚的组合，而椅子、桌子和床可以无数的方式组装以增加任何设计的独特性。所有这一切，都有一系列美丽的完成图画、款式和材料。客户可以用他们喜欢的价格为他们的家定制的高端外观和舒适感觉的家俱” Niki Cheng补充说。

Calligaris New York City位于55 Thompson Street，NY，NY 10012。电话：212-966-8188

关于业主：

Niki和Shaokao Cheng对家俱业的影响遍及整个纽约市，这一影响反映在他们的BoConcept和Calligaris店以及无数客户的家里。自从2003年开设了第一家在麦迪逊大道的BoConcept以来，这对夫妻企业家得到无数的商业奖，已经成为曼哈顿精英生活方式领头羊。在2007年，他们开始扩展和发展他们的商店成为文化生活的一部分。他们主办过慈善活动来赞助Lance Armstrong Foundation；开小型音乐会和时装表演，音乐、时装界名流，诸如Tyrese and Kelly Price、Asher Levine、L.A. Rein、Darry McDaniels of RunDMC 都来店里表演过。在十年的时间里，他们为影艺界名人Susan Sarandon、Faye Dunaway、Brooke Shields、Naomi Watts & Liev Schreiber、Jay-Z、P Diddy、Mary J. Blige、Kid Cudi和Tyson Beckford 装潢过他们的家。除了纽约时报、纽约邮报、观察家报等报纸和杂志都曾登载介绍他们的特写文章外，他们也曾替 The Apprentice、Design Star、Million Dollar Listing、Kathy Griffin 等无数的电影和广告 提供家俱。而Niki 也曾在 NBC的Today Show 和 Open House NYC 给观众讲解室内装璜的基本概念

关于Calligaris：

自1923年以来，历史悠久的Friulian公司和“意大利制造”的家俱和配件行业领导者展示了不断的创新，使公司继续生产的产品是有前瞻性的和尖端的时尚。SoHo店的开业是Calligaris国际增长战略的重要组成部分。

Media Contact: Audrey Fieser 646-336-8188 Audrey@calligarisnyc.com <http://www.calligarisnyc.com>