

Dario Snaidero opens in Manhattan and grows in the USA

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by Editorial staff

Dario Snaidero

New York ghost town? Not at all. "Absolutely, it is the place where we are selling the most at the moment", he tells *Pambianco Design* **Dario Snaidero**, president of **Snaidero USA**, a company that distributes various Italian furniture brands for the American market. And that announces the opening of a 450-meter flagship store in the heart of Manhattan. The inauguration arrives seven months late, due to a pandemic, but the US-based company has never questioned the realization of this project. Also because, in addition to the good performance of the business in the retail channel, Snaidero USA can count on a strong specialization in the contract channel for the furnishings of the towers whose construction has never stopped. "The United States never stops, and if in some areas the plans may have slowed down, in others, such as Chicago, everything is going well", specifies the Friulian entrepreneur, present in the plant since the 1990s stable in the USA.

Snaidero USA moves a business of between 25 and 30 million dollars a year, depending on the trend of the design channel which represents the majority of its turnover. The brands managed for the US market include Snaidero, Novamobili and other manufacturers from the Northeast. Despite the pandemic, 2020 was characterized by an excellent trend in orders and purchases from suppliers, as at 30 September, were in line with those of the previous year.

The New York flagship project is signed by the interior architect **Mario Mazzer** who, marrying the philosophy shared with Dario Snaidero, has created a space that gives the visitor the feeling of being in a sophisticated environment embellished with materials and architectural elements. Inside there are not only kitchens but also bathroom furnishings, sideboards, wardrobe systems and interior doors, offering customers the expression of a made in Italy outfit for the home.

Looking ahead, Snaidero USA is opening two other stores, the first in California (Costa Mesa) and the second in Toronto, Canada. It has also acquired two new contract projects and another five are under negotiation, with forecasts for completion within two months. "It is important to ensure the work of the people who have collaborated with me for many years also for the future of their families", concludes the entrepreneur.

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