

HE REPRESENTS A FAMILY BUSINESS FAMOUS IN THE ART OF MAKING FURNITURE. THEY SPECIALIZE IN THE ART OF HANDMADE SCULPTING WOOD AND GOMMAGE AND ARE ANCHORED IN TRADITION. THE RESULT IS EXTRAORDINARY. HE WAS IN TOWN AND FORTUNATELY WE HAD THE OPPORTUNITY TO TALK TO HIM ABOUT THE FABULOUS PRODUCTS YOU CAN ACCESS NOW THROUGH THE SARTORIA.



Alain Roncoletta (Managing Director, Sartoria Italia), Master Sandro Vimercati (oldest owner), Mr. Umberto Vimercati

In Dubai we already have requests for several private villas. In Kuwait, we hope so as we know that the people here have a good taste and an eye for quality.



Of course! If you have a drawing ready, then the order will be delivered within the range of 30 to 40 days.

It is bedrooms.



If you need us to come up with the design, if properly communicated, then just add a couple of days?



It is impossible with furniture do that without losing your identity. Especially when you are selling quality.

We are made in Italy. We use mogano. We offer quality, they offer branding.



Of course it is all Vimercati. But it is all special orders and exclusive pieces.



Valentino of course!



After all, Ferrari cannot produce fiat!esting. Of course, good owners bring new owners. Our partner in the Middle East has been a significant partner for us. If you recall, the first Sheraton, to open outside the US, was here in Kuwait."

UMBERTO VIMERCATI

THE VALENTINO OF FURNITURE



"My favorite is the W-Maldives: it's an iconic property and I would recommend it to everyone.

There are so many lovely hotels such as the St. Regis in Rome, the Daniel in Paris."



"A blind couple came to our hotels requesting a sea view, and we

didn't have that room available. I asked him politely: 'You are blind, sir.

Why do you need a sea view?' The man replied: 'My wife and I live in front of the sea back in the UK and if we don't smell the sea, it affects our mood.' Until today, I remember this story very well."



"With nine strategic

brands, we have different market demands and expectations. So we have selective brands like Aloft® and Four Points which caters for the mid-range customer, then we have premium brands like Westin and Le Méridien, which is, of course, very stylish. And then, top luxury collections like Sheraton. Then the St. Regis. We are opening three of them in the Middle East very soon."



"I need to deliver a two-year plan, which includes the expansion of the Middle East sales office. In future, I would like to work in the New York head office in business development."



OUR PARTNER IN THE MIDDLE EAST HAS BEEN A SIGNIFICANT PARTNER FOR US. IF YOU RECALL, THE FIRST SHERATON, TO OPEN OUTSIDE THE US, WAS HERE IN KUWAIT.

