

## Last Chance Soho!

Natasha Lardera (July 05, 2011)



The summer's most amazing shopping opportunity, SHOP ITALY NYC is about to end... but there is no reason to worry... there is still time, and this time great deals are all over Soho



"It's been a total of four weeks of shopping that started in June, and it is a way to show the courage of the Italian industry." With these words award winning designer Karim Rashid explains to journalist Sara Gore of LX TV the concept of Shop Italy NYC, a month long series of shopping events held in the city's finest Italian boutiques, retail stores and restaurants. Rashid's work is featured at Alessi, one of Italy's main Designer Factories, and the store's special promotion features some of Karim Rashid's products specially designed for the design house: two watches and a series of tabletop bowls autographed by the designer himself.

Promoted by the Italian Ministry of Economic Development and organized by the [Italian Trade Commission](#) [2], SHOP ITALY NYC is a unique opportunity to shop Italian high fashion and design with special discounts thanks to the VIP Shopper Card. The finish line has almost been reached, and after great shopping opportunities in the Meatpacking District and on Madison Avenue, it is now the turn of Soho.

Known for its art galleries and amazing lofts, Soho is home to the shops of many important designers of both the fashion and the design worlds... and Italy offers the best of both worlds.

SHOP ITALY NYC is a new, successful formula for a promotion that focuses on the uniqueness of the Made in Italy stamp of quality that characterizes a large number of high quality products that are not only about fashion anymore, but also about design, food, wine, motor vehicles and much more. It is representative of something that is simply legendary.

There is a very positive image of Italy and Italian products in the USA, and promotions like this one definitely help in improving it. The [ICE office](#) [3] in New York has succeeded in this endeavor, because it is not alone, it relies on the great value of the country's businesses, the abilities of its designers, the talents of its sales reps and the quality of its final products. Italy is multiplying the opportunities to attract the American consumer, and initiatives like SHOP ITALY NYC are a fine way of doing it.

Throughout the month-long promotion, every Wednesday and Thursday starting at 5 p.m. (and up to 8 p.m.) shoppers have been able to kick off their night at Shop Italy NYC's VIP Hospitality Tents located in the evening's designated area: in Soho at the corner of Spring and Greene Streets on July 6 and 7.

At the VIP Hospitality Tents guests can enjoy complimentary Italian food and beverages offered by PIZZA ROMA and SERAFINA RESTAURANT. Here they are also be given maps featuring the participating retailers and a list of the events held as well as their own VIP Shopper Card which will give them access to special promotions being offered at the participating stores.

More info @ <http://www.fashionitalianstyle.com/> [2]

The following is a preview of this week's promotions:

#### July 6 - Soho

Alessi - Shop Karim Rashid at Alessi Soho. 20% discount on all Karim Rashid designed Alessi products and introduction of the new Rashid designed watch: JAK. Signed by Karim Rashid (While supplies last).

Bisazza - Bisazza Bagno Preview. New Bisazza Bath Collection.

DOM Interiors/Valcucine Showroom - Sustainability At Its Best - A Look at New Products. Wine reception. 15% discount for Shop Italy customers on selected items.

Fontana Arte - 2011 Collection Preview. 5 - 7 pm.

Il Bisonte - Shop Italy Cocktail Party.

Kartell - Magic Garden. Preview of the New Outdoor collection designed by Phillippe Starck, made by Kartell.

La Perla - New Shape Couture. Cocktail party and model presentation.

Luceplan - Shop Italy Promotion. 30% discount on MSRP. Spend over \$3,000 for a 35% discount. Cheese and wine.

Philosophy di Alberta Ferretti - Fall 2011 Collection "Sneak-Peek". Cocktail party.



Scavolini - Design and Gelato. Renown Italian ice cream GROM will be served. Special Shop Italy NYC surprise! 6 -8 pm.

SICIS - Aperitivo in Celebration of New Art Collection.

Solstice - Italian Designer Brand Presentation.

Sportmax - Shop Italy Promotion. Cocktail Party with hors d'oeuvres. Receive a complimentary gift with all purchases.

Technogym - Shop Italy Cocktail Party.

#### July 7 - Soho

Alessi - Shop Karim Rashid at Alessi Soho. 20% discount on all Karim Rashid designed Alessi products and introduction of the new Rashid designed watch: JAK. Signed by Karim Rashid (While supplies last).

Bisazza - Bisazza Bagno Preview. New Bisazza Bath Collection.

Cappellini - Preview of 2011 Fall Collection.

DOM Interiors/Valcucine Showroom - Sustainability At Its Best - A Look at New Products. Wine reception. 15% discount for Shop Italy customers on selected items.

Fontana Arte - 2011 Collection Preview. 5 - 7 pm.

Il Bisonte - Shop Italy Cocktail Party.

Kartell - Magic Garden. Preview of the New Outdoor collection designed by Phillippe Starck, made by Kartell.

La Perla - New Shape Couture. Cocktail party and model presentation.

Luceplan - Shop Italy Promotion. 30% discount on MSRP. Spend over \$3,000 for a 35% discount. Cheese and wine.

Philosophy di Alberta Ferretti - Fall 2011 Collection "Sneak-Peek". Cocktail party.

Poltrona Frau - 2011 Fall Collection Preview.

SICIS - Aperitivo in Celebration of New Art Collection.

Solstice - Italian Designer Brand Presentation.

Sportmax - Shop Italy Promotion. Cocktail Party with hors d'oeuvres. Receive a complimentary gift with all purchases.

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#### Links

[1] <http://iitaly.org/files/shopsoho1309891867jpg>

[2] <http://www.fashionitalianstyle.com/>

[3] <http://www.ice.gov.it/>