

Contract Design in the Luxury Sector by Tecnoshops

From shopping centres to boutiques, hotels, villas and restaurants, Tecnoshops is writing (and designing) the history of luxury spaces throughout the world.

"A contract designer? It would be better to call them a 'Luxury Custom Creator', " says Denis Giovanelli, a person who is passionate about being precise. Along with his son Enrico, a designer and marketing manager, and Chief Operating Officer Angel Spinaci, Denis is part of the winning trio that makes up Tecnoshops. Since 1986, Tecnoshops has been designing and creating major exhibition spaces for international luxury brands around the world.

"The term 'custom' applies to us more than others," adds Giovanelli, "because it sums up how we see our entire relationship with customers. We study their uniqueness and needs and bring this together with their concept of luxury. Most importantly, we have a distinct way of gaining their trust. We do this by educating the customer about the entire 'project culture' and providing continual training to our Tecnoshops teams throughout the world. "



With headquarters in Fano, Puglia, Tecnoshops is based on a golden triad of values: trust, education and training. These principles grow out of the company' s experience in the furnishing sector with Gibam Shops, a firm at the centre of an important

furniture production zone.

Tecnoshops represents a focus point in Italy for information gathering on the retail world. The company' s capacity for design and project execution has allowed them to expertly keep up with the evolution of the distribution sector. Tecnoshops' work ranges from the design of businesses in shopping centres to creating precious boutiques set in the world's great luxury retail spaces. The company is part of a network of related family businesses which includes the Gibam Group, founded by Denis Giovanelli's brother, Novello. Tecnoshops has ties to craftsman and technicians in a dynamic production zone characterized by both manufacturing and wood-related industry. The hallmarks of its successful activity are attention to quality, use of traditional materials and the application of new technologies.

Tecnoshops success is evident in the over 1,000 boutiques it has designed and built in Europe, the United States, the Middle East and Russia (where it has a Moscow office). It counts the giants of the fashion world among its clients and at least a dozen well known fashion labels.

Quality materials, innovative solutions, speed of work and reliability are indispensable to do well in the Contract Design sector. But Giovanelli goes beyond mentioning simply the logic of "good design and know how." As he says, "We like to make people see our strong point as the 'project culture' we create. The customer should select Tecnoshops because they know that a technically, organizationally and bureaucratically complex project turns into a great work experience with us. This is because we take a joyful, enthusiastic and positive approach to our work."



Tecnoshops creates exhibition spaces that are truly 'turnkey'. They do this by listening closely to the customer and being attentive to their unique concepts. They provide 'coaching' at every technical and operational step. They also directly manage complex procedures in order to rapidly overcome all types of barriers whether they be logistical, paperwork-related, country specific or connected to supplier and partner relationships.

In short, Tecnoshops creates not only boutiques but also a comprehensive style of work which mentors the customer while allowing them to fully participate in the project experience.

Giovanelli goes on to specify, "We are constantly training our staff at all levels and always concentrate on the task at hand with regard to procedures and technological innovation. Over time, we have created a management team which focuses on product knowledge and required techniques. These are indispensable prerequisites for communicating the project culture to the customer and giving them piece of mind. It's a notable fact that communication is something you take stock of at the arrival and not the departure point. "

What's the ultimate aim of communicating the project culture to the customer according to Tecnoshops? Giovanelli responds, "It's undoubtedly gaining the client's trust and them knowing we are always working to live up to it. The customer also has piece of mind with us because they have confidence in our ability. We have to be continually up to meeting this expectation as clearly and correctly as possible."



Managing complex processes like engineering or work planning and scheduling is the 'key' to delivering a 'turnkey' project. We always make information available to the client through manuals and meetings and build a solid relationship with them, taking into account the professional as well as human side.

"Our international network of business partners," stresses Giovanelli, "is tied in with this trust-building approach to the client. Clients are increasingly likely to choose us because they are familiar with us. They know what we do and how we work.

With our business partners today, we are focusing on entering sectors with high growth potential like luxury hospitality. This includes hotels and the boutiques, villas and restaurants inside or attached to them." Giovanelli concludes, "This move is a natural extension of our wide experience in the luxury sector. With this in mind, we are about to launch our own brand, 'Amaranth'. This brand represents a completely new concept in the world of hospitality. It will draw on the same kind of approach we've used in our luxury Contract Design activity."

In this way, Tecnoshops golden triad of trust, education and training is going to be increasingly coloured by the shade of Amaranth as well.

