

March 4<sup>th</sup> 2010; New York City, NY

Gruppo Cordenons: Excitement soars in mid-town Manhattan as Italian paper manufacturer launches its new products.



Ferruccio Gilberti,  
President and Owner of  
Gruppo Cordenons

Top management from Cordenons' headquarters in Milan, Italy, as well as the Gruppo Cordenons USA sales team were on hand to welcome more than 150 designer's from NYC's top fashion house and design agencies, to a special event at the Four Seasons Hotel.

During this evening, invitees were introduced to Gruppo Cordenons latest creations: **MOONDREAM** an innovative and technically fascinating paper that becomes translucent when heat and pressure are applied; **MONNALISA** (as beautiful and romantic as the name) is a superfluous white paper with a matte surface that's natural to the touch and **BOUTIQUE** is a family of incredible papers that characterize the hottest European trends in textile fashion and colors featuring So...Silk, So...Jeans and So...Wool.

The excitement continued to energize the crowd as Gruppo Cordenons debut the **Shopping Box**. This new packaging concept was created by *Yoni Design* and manufactured by *Fiorni International*, using Cordenons papers exclusively. **Shopping Box** is an innovative alternative to the classic shopping bag. A single paper sheet, die-cut and scored can be easily folded into a beautiful gift handbag. **Shopping Box**, which is patented, can be styled to follow fashion world trends as it can be made in custom shapes, textures and colors.



The spotlight of the evening showcased the creations of six talented students from the *New York Fashion Institute of Technology*. Wearing dresses designed and inspired by Cordenons' Boutique line, the models strutted down the catwalk wearing their creations as the audience cheered. These beautiful ensembles once again embody the strong connection between Gruppo Cordenons and the fashion world.

Ciao – until the next party...

Gruppo Cordenons is a leading manufacturer of fine papers headquartered in Milan, Italy. Its sales subsidiary, Gruppo Cordenons Inc, is located in Amesbury, MA. For further information please contact us at: Tel: 978.834.0800 Fax: 978.834.0833 [www.gruppocordenons-usa.com](http://www.gruppocordenons-usa.com)

[sales@gruppocordenons.com](mailto:sales@gruppocordenons.com)