

# SCAVOLINI TORONTO



Media relations / social media strategy and execution / stakeholder relations / special events / partnerships & sponsorships / awards

Scavolini Toronto is the local representative and distributor of luxury Italian kitchen, lifestyle and bath manufacturer Scavolini.

As Scavolini Toronto launched a new showroom, the company enlisted Idea Workshop to support business-building efforts, with the goal of attracting new interior designer, architects, developer and consumer clients. Idea Workshop developed a communications strategy that would drive traffic to the showroom and website by activating the brand's local presence through highly targeted media relations, a cohesive social strategy that would engage and inform across Facebook, Twitter and Instagram feeds, and selecting like-minded event sponsorship and partnerships that would reach Scavolini Toronto's target clientele.



— *HOME FINDS* —

Oasis. Retreat. Spa-like. Luxury at home. These are the concepts that continue to build upon the bathroom trends dominating interiors. The opportunity to primp and destress in a calming haven you can call your own. Whether you're glam or minimalist, find your bathroom bliss with these latest fixtures, finishes and accessories that raise the bar.

simply  
*luxurious*

BY SILVANA LONGO

A skillful combination of colours and textures merge within this charming, yet modern Scavolini design, giving the bathroom unprecedented character. The cabinetry features a streamlined silhouette, thanks to doors with a recessed profile, perfect for storage. The wall-mounted base unit and dedicated line of accessories, which includes matching taps, shelves and towel rails, complete this bathroom collection, and are available in a choice of white, brass or aluminium finish. For more information on the *Tutto* collection from Scavolini, go to [scavolinitoronto.com](http://scavolinitoronto.com)

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(PHOTOS: SCAVOLINI, VIA IDEAWORKSHOP.CA)

**Scavolini Opens New Showroom in Toronto's Castlefield Design District:** World-renown Italian design company **Scavolini** has opened an airy new 6,500 square foot showroom in uptown Toronto in the Castlefield Design District at 1330 Castlefield Avenue. Flaunting high-end Italian designed kitchens, bathrooms and living areas (including closets, shelving, furniture & accessories for every room in the house) with clean lines and refined simplicity.

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