

## FAST opens its first flagship store in Milan

Fast, the Made in Italy brand specialized in outdoor design solutions, on the occasion of the Milan Design Week opens its first flagship store in Milan, located in Via Cesare Battisti 1, within the Durini Design District circuit close to the Duomo.



**Fast Milano** presents an interior design concept curated by Quincoces-Drago & Partners studio, has an area of 300 square metres and is spread over two floors. The business project was born from the shared vision between Fast and Spotti Milano, a major partner in the world of design, and aims to create a new reference point in the area for the diffusion and promotion of the outdoor design culture. The new flagship store, in addition to being an

exhibition and sales space, finds its raison d'être as an interactive design lab: a source of ideas, inspirations and opportunities for dialogue available to professionals who receive creative and strategic support throughout each phase of the project development.

Fast has specialized in outdoor furniture since 1995. Living in nature has always been the principle that guides the brand and shapes its identity: a celebration of the beauty of nature expressed in a profound respect towards the environment and its resources. On the strength of a short-range production chain, certified manufacturing processes with low environmental impact, and the very nature of the main material used in the furniture, aluminium, which is infinitely recyclable, Fast translates its solid commitment to innovative and eco-sustainable outdoor solutions into collections with a timeless soul: versatile, lightweight, and durable products with an everlasting style.

The company targets both domestic and contract customers. In 2021, following the pandemic, Fast witnessed a surge in sales opportunities towards private customers, which exceeded b2b business by around 20%. Following on from 2022, the tourism sector also saw a gradual recovery, and with it high-end hospitality. Hotels and accommodation facilities have therefore once again turned to the company for smart and innovative solutions to the changing needs of post-pandemic tourism. The exponential increase in demand, first in residential and later also in contract, led Fast to reach a turnover of EUR 21 million by the end of 2022, up from around EUR 12 million in 2019. Of these volumes, 80% is concentrated on exports: Fast counts on a solid customer base in European countries such as Germany, Austria, Switzerland and France, but also in the United States and Australia.

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