

Moesi5Essence. A restyling concept of International Moesi's Channels

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Moesi5Essence.com is the website dedicated to the Fragrances and Essences of Moesi Handmade in Italy. “In the coming weeks” – says Simone Zoccarato, MD Moesi s.n.c. – “there will be on line dedicated versions by Country, starting with the Italian version to pass further on to the French one, and lastly to the Russian reference website”. The basis for this web investment “is the need to organize our international presence on the web in a single concept” – the MD continues – “creating a reference network for easy navigation and consultation depending on the needs of the users”.

The new concept, developed by Comminact LLC – PR and Web Communication Company – is a broad comprehensive project “involving different solutions, both traditional and Web 2.0” - explains Daniele Antoniani, Project Development for Comminact LLC – “from the organization of a homogeneous web path to the utilization of the API of Google Maps, through e-Bay, Twitter and Facebook” . A dynamic international web presence in progress, flexible and “able to adapt itself to the ROI and to any consequent eventual changes in priorities” - Daniele Antoniani says – “with the aim of an optimal design output for the achievement of the medium / long-term targets as set by Moesi”.

Moesi5Essence (Quintessenza) the new Division of Moesi Handmade In Italy dedicated to natural essences and fragrances for the well-being at home. In a sector where the Made in China is very popular, Moesi is able to offer a range of products Made in Italy availing itself of perfumes and natural components (with no added colouring) for the creation of essences and fragrances entirely produced in Italy and matched with very original objects that allow the new Division of Moesi to enter the market of essences and perfumes as useful and original gifts. Furnishing Fragrances, Colours and Forms presented by Sensation, Mediterraneo and Imagination mother lines.

Moesi is interior design items in glass design, ceramics design, contemporary decorative objects and bijoux accessories. Moesi proposes innovative items, result of the artisan care with which they have been made. The interior design objects and the jewels of the bijoux lines in Murano's glass are the work of skilled craftsmen. Unique objects on account of refinement and elegance of the materials selected, entirely Made in Italy. Productions devoted to the sectors of interior design furnishings, gift items, wedding cadeaux and high-quality bijoux.

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The Italian design in unique productions, hand-created, to praise the creativeness of an idea: furnishing articles in glass design and ceramics design; present-day objects and accessories and bijoux created by the synergy of a team able to give form to ideas of space, environment and movements.

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