

Noctis unveils NOTTENNOCTIS, its first Flagship Store in Milan

Noctis - a solid and successful reality with a consolidated experience in the production of 100% Made in Italy textile beds - takes a strategic step in the retail channel with the opening of NOTTENNOCTIS, its first Flagship Store in the heart of Milan. The new showroom, located at 11 Via Molino delle Armi, represents an important showcase for the brand that has made innovation and style its hallmark.

Milan, the capital of design and fashion, is the ideal stage for Noctis' debut with its own exhibition space, reinforcing the brand's ambition to emerge among the leading players in the Bedding industry.

With an area of more than 300 square meters distributed on two levels, NOTTENNOCTIS is not just a sales store, but a meeting place where customers can have an immersive experience in the Noctis world, touching Made in Italy quality and design, all at affordable prices.

The large windows, in addition to highlighting the Noctis proposals on display, create a continuous dialogue with the interior environment dominated by the color blue, the brand's iconic element, which finds its maximum expression in the "Be Blue, Dream Blue" concept: an invitation to discover the refined design of Noctis beds and be enveloped in a sophisticated and welcoming atmosphere.

The commercial management of the space is entrusted to Pellegrinelli Arreda, a longtime Noctis partner, whose team of experts is available to guide clients in choosing the ideal bed. A highly qualified staff offers personalized consultations, explaining the distinctive features of each model, the different storage systems, attention to detail and available variations.

In addition to the extensive showroom display, ranging from the most iconic models to the latest creations, there is a dedicated website - www.nottennoctis.it - to stay up-to-date on the brand's news and events.

Noctis, founded in Pergola in 1990, has established itself as a reference point in the upholstered bed sector, offering solutions that combine traditional Italian craftsmanship with the latest production technologies. The opening of NOTTENNOCTIS in Milan marks a new stage in the company's growth path, bringing its concept of rest to one of the most dynamic and international cities in the world.

The invitation is open to everyone: visiting the Noctis Flagship Store means immersing yourself in a world of elegance and innovation, where design meets wellness to transform rest into a unique experience.

NOTTENNOCTIS - Flagship Store Noctis

Via Molino delle Armi 11 - Milan

MDW opening hours April 8/13 - 10:00 a.m. to 10:00 p.m.

Opening hours: Tuesday/Saturday - 10:00/13:00 - 14:00/19:00