

PRESS NEWS

The Brondello Classic by Officine Mattio is in New York, at the exclusive Luxury Atelier – in the heart of Manhattan.

The most classical and refined of all steel bikes by Officine Mattio, the Brondello Classic, has been chosen for a unique purchasing experience, in the heart of Manhattan: the Luxury Atelier, with its exclusive and rigorously Italian-made products.

15th March 2022 – The Officine Mattio bikes are made for true experts. Rich in details, tailor-made for each single customer, they embody the quintessence of Italian-made products.

The Brondello Classic is a true design object with its wonderful, minimalistic linear nature. Made in steel, it is named after a hill that is much beloved by the riders from Piedmont and especially from Cuneo, Italy, where Officine Mattio is based.

The Brondello Classic road bike has been chosen by Luxury as part of its exclusive objects on display. The Luxury Atelier is located in a 240 sqm attic, in the heart of Manhattan. The space, on multiple stories, covers the entire west side of the top floor of the Bryant Park Studios, a building from the 1920s. Venetian architecture details and a crystal chimney from the original design still remain, described by the New York Times as “one of the most beautiful in the country”.

Unlike the generic commercial luxury experience, Luxury is a unique store with only unique items that are sold nowhere else in New York City: refined jewelry, exclusive accessories, design items for the house and works of art, along with extraordinary Italian-made craftsmanship products.

Officine Mattio, with its endless customization options for its customers, could not miss the opportunity of working with Luxury and displaying the Brondello Classic, a true symbol of Italian craftsmanship.

Those in New York and wishing to visit the atelier and see the Brondello Classic can book a visit at www.luxuny.com

“We are proud to share this space with the best Italian brands and artists – commented Giovanni Monge Roffarello, CEO of the brand – like them, we strive to offer our customers products that are unique, customized, refined and cared for in every detail; the objects of your dreams.”

Officine Mattio SRL

Via Renzo Gandolfo, 6/A

Fraz. Madonna dell'Olmo - 12100 CUNEO (CN) – Italy

TAX Code / VAT Number IT03860450042

Tel. +39 0171 32 23 29

www.officinemattio.com



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About Officine Mattio

Based in Cuneo, in north-west Italy, Officine Mattio was established in 2013 by Giovanni Monge Roffarello, a famous manager in the cycling world, who has spent 24 years working in this field. The brand's mission is to create wonderfully crafted frames, with the best materials, the most cutting-edge technology and authentically Italian-made products. The first product to be launched on the market was Lemma, a frame banded in carbon fibre named after one of the founder's favourite uphill tracks. The steel-made Brondello and Eremo ensued, followed in turn by The War Machine in carbon fibre and the gravel bike Santiago. In 2019 Giovanni was joined by four partners: Davide Lauro, Ricardo Pichetta, Roberto Barra and Luca Bertero. In 2021 Officine Mattio opened a new modern location in Cuneo. Today the company employs more than 20 people including internal employees and external collaborators. Cuneo is also present in the company's logo, as it features the shape of Mount Monviso, Officine Mattio has made customisation, elegance and minimalism its hallmarks. Its three collections, Carbon, Metalli and Gravel are exported to 21 countries around the world, in Europe, Asia, North and South America and Australia.

Press and Media contact for Officine Mattio:

Vitamina C Press Agency – www.vitaminac.net – press@vitaminac.net

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