



# Wallpaper\* and The Level Group launch... WallpaperSTORE\*

Wallpaper\* and The Level Group announce the forthcoming launch of the WallpaperSTORE\*, a new e-commerce platform offering a curated selection of items from international brands and designers.

The WallpaperSTORE\* will launch in spring 2015 and will include homewares, lighting, textiles, gifts, home fragrance, desk accessories and stationery, travel accessories and personal electronics, plus a unique selection of one-off products by star designers, craftsmen and makers, commissioned for Wallpaper's annual Handmade exhibition and issue, and now brought to the market for the first time.

The undisputed authority of Wallpaper\* as a global tastemaker matched with The Level Group's expertise in web design, technology, logistics, service and digital content production will ensure that the WallpaperSTORE\* is a world-leading online shopping experience.

Tony Chambers, editor-in-chief of Wallpaper\*: "I'm thrilled to kick off this exciting new chapter for Wallpaper\*. For over 18 years we have showcased the very best in global design – now we are offering our readers the opportunity to buy it."

Andrea Ciccoli and Cristian Musardo, founders of The Level Group: "This collaboration is born of our similar missions to celebrate creativity in craft and design and to bridge today's distribution and communication divide between the best makers and their audience scattered around the world. Together we aim to create a unique platform and deliver a highly curated assortment."

## About The Level Group

The Level Group is a global e-commerce partner that creates and manages end-to-end online experiences for fashion and luxury companies. Managed by a team with extensive fashion and design experience both online and offline, The Level Group takes a brand-centric approach, leveraging on innovative technology. Its services cover the entire e-commerce value chain, including creativity and web design, web solution implementation, digital image and content production, logistics services, financial services, customer services, store management and operations and digital marketing. The Level Group is the exclusive e-commerce partner responsible for the fast-growing online businesses of several fashion and luxury brands, including LN-CC, Costume National, Stuart Weitzman, Casadei, Aspesi, Woolrich, Baracuta and Geox.

## About Wallpaper\*

Truly international, consistently intelligent and hugely influential, Wallpaper\* is the world's most important design and style magazine. Wallpaper\* has readers in 93 countries and has unparalleled success in reaching the design elite right across the globe. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, over 1.14 million Twitter followers and a monthly iPad edition, Wallpaper\* has evolved from style bible to internationally recognised brand.

## For further information please contact:

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