

Paolo Pininfarina in Russia with Gorenje



After the success of the first range of electric home appliances designed by Pininfarina to be sold in Germany, Scandinavia and Eastern European countries between 2000 and 2005, collaboration with the Slovenian Gorenje company has now resulted in the launch in Russia of a new range that includes a refrigerator, a built-in oven, a hood, a hob and a dishwasher.

Paolo Pininfarina and Franjo Bobinac, CEO of Gorenje, held a press conference for 50 European journalists at a venue in Moscow's Red Square on September 9; that same day, Paolo Pininfarina illustrated the company's activities to 100 designers and architects at the Moscow Design Centre.

French actress Catherine Deneuve attended the gala lunch as the sponsor of the new range.

The launch campaign will be supported by a commercial on CNN in Europe.