

THE GUIDE TO LUXURY LIFESTYLES IN THE TRISTATE AREA

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nyl design profiles



Casa del Bianco Studio



Photographs by Willo Font

As other luxury businesses become more accessible via retail outlets and the Internet, Casa del Bianco, makers of fine Italian linens, have instead responded to the demand for exclusivity with Casa del Bianco Studio, which caters to the design trade's custom needs by creating the finest linens one order at a time.

While Casa del Bianco's retail store at Lexington Avenue and 65th Street, open since 2000, has stocked linens in a wide variety of patterns and colors, 80 percent of its business has always been custom. Now clients and designers can get even more creative—by appointment only—at the Casa del Bianco headquarters in Manhattan's East Side Decorative Arts District, working closely with the staff to custom-create their very own, one-of-a-kind bedding, towels, and linens.

The four founding partners of Casa del Bianco—the new incarnation of the almost 200-year-old Frette—bring formidable knowledge to the art of custom linens. Former Frette president Vittorio Mosca is descended from one of Italy's most famous architects, Pier Marini, as well as one of Frette's founders. Gianluca Gargantini, who oversees Italian production, is the sixth-generation owner of the former Frette manufacturing facility. Resident New York City partners Lupe and Fabrizio Biasiolo bring their extensive sales and management experience with Frette to Casa del Bianco.

Casa del Bianco Studio, 250 East 65th Street,
by appointment only. 212.249.9224.