

# Cesar: new openings in Vancouver and New York

The company continues its program of global expansion, bringing kitchens Made in Italy out into the world

Laura Bersottini | 11 January 2024

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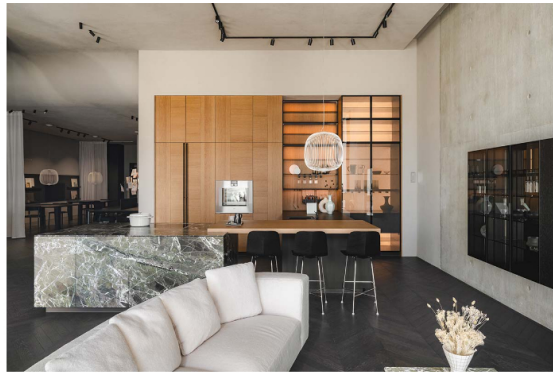
Cesar flagship store, Vancouver

Cesar continues its growth. Together with the many openings this last year – London, Moscow, Barcelona and Bern – the company has now opened a flagship store in Vancouver (Canada), and a monobrand facility in New York.



Cesar flagship store, Vancouver

The first is based on a partnership with **Inform Projects**, a leader in Canada for premium European furniture, included in the city's most luxurious multi-residential projects. The new flagship store, located in **Railtown** (formerly an industrial zone, and now a hub of creativity), reflects the identity of the Italian producer of design kitchens, under the artistic direction of **Garcia Cumini**: a space with a unique and engaging personality that blends with the characteristics of the host building, such as the central column treated in a sculptural manner, and the wall in concrete.



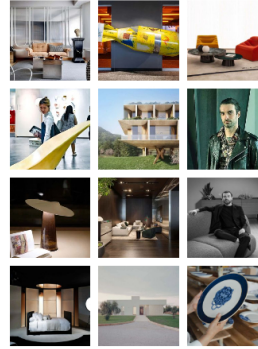
Cesar flagship store, Vancouver

"I have great faith in Inform Project, and I believe that having a flagship store in Vancouver with this partnership will bring Cesar great results on the Canadian market, but also in the American Northwest," says **Dante Cester**, shareholder and export sales manager of Cesar.



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Cesar flagship store, Vancouver

The same enthusiasm applies to the opening in New York, in collaboration with **Gregory Hitchcock Design**, a company specialized in the creation of kitchens and bathrooms with European allure.



Cesar flagship store, New York - Photo © Giuseppe Dinnella

Like the previous flagship store in **New York**, Cesar by GHD is located in the heart of the **Flatiron District**, one of the leading “design districts” of Manhattan, on the sixth floor of the Flatiron Building with a space that permits visitors to come into contact with the combinatory possibilities of the Cesar collections.

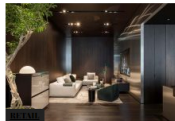
“We are excited about this collaboration with Gregory Hitchcock Design, whose demanding clientele perfectly matches our target of reference,” says **Gina Cester**, CEO of Cesar. “With over 20 years of experience in the luxury market in New York, and with extensive knowledge of the kitchen sector, Gregory is very familiar with Cesar, after having worked with our brand for a number of years.”

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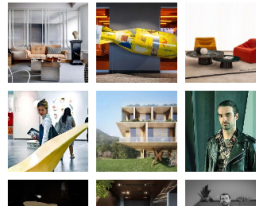


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