

Kimono

Category: Shopping

business description: The first headquarters is in a courtyard on via Savonarola, in the center of Alessandria. The company is called Cemm and it is the first step – it is spring 1955 – towards the construction of a major company by two forward-thinking entrepreneurs, Osvaldo Guzzardella and Gustavo Gualeni, who sold semi-finished panels for carpenters. The business moves to via Piave, then to via San Giovanni Bosco and about 25 years ago to the area of spalto Gamondio 27 on the site of the former Comital, purchased by the two men from Alessandria who needed to find a suitably sized space. Around the mid-Eighties, a warehouse is added in Astuti, where the Bennet hypermarket is now located, which will serve as a deposit area. It is the start of a major turning point, because Gualeni and Guzzardella will move from a sector connected to carpentry to another which will allow large numbers to be achieved. We are talking about the import of photographed panels to cover walls, for both commercial and residential use. They arrive from the Orient, and those who distribute them in Italy can be counted on one hand and their popularity is extraordinary. The product stored in Astuti is sold wholesale in every region and the demand is so high that it pushes the two entrepreneurs who started off on via Savonarola to create Kimono, a company that will manage this particular business which will prove highly successful: in 1985, for example, this company of 5 employees makes a turnover of 5 billion lire. Kimono spa is born, incorporates Cemm, and diversifies the commercial sectors. Carpentry is still present, but the first supermarkets are opened which sell materials for DIY enthusiasts and large-scale distribution is already an important reality. The second great intuition is that of entering that market without delay and riding the new trends. It is another great success. In 2012, Kimono porte is established, which looks to a new market and in the current modern premises, where there are offices and a show room, it sells furnishings for interiors and bathrooms and, obviously, doors.

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