

Parassole

Category: Shopping

business description: Tremme sas (Parassole) on Via Trotti 11 has been able to transform itself in the midst of great changes which have characterized the market in recent years. It was founded in 1990 by Mariella Bertolotti on via Milano, corner of via Bissati, after a previous business in the clothing sector. Initially it is a shop which sells household goods such as pots, cutlery, dishes and more. Gradually the product range expands to include furnishings and fabrics. It is also a shop for wedding lists, interpreting this role in a different way to the traditional one, in a young and modern way. The list appears very dynamic, allowing a vast choice from the cushion to the plate. In short, a specialty suited to the spirit of the time and to the taste of the owner. The name is chosen in a somewhat curious way. When the shop is opened, the new owners find an old sign with this name. It belonged to an old business which sold a little bit of everything, as it happened in the past, which belonged to relatives of the comedian Diego Parassole. It is cleaned up and restored and ends up becoming the name of the new shop. The daughter Caterina Garbieri joined the management team fifteen years ago. The business is moved to via Trotti, expanding the furnishings, design and fabrics section. A choice made due to the greater space available and also for visibility. The bigger shop windows also put greater emphasis on the furnishings. Now the business also becomes a shop where the customer attempts to find fairly niche and somewhat unusual design products.

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