

CONSUMER ELECTRONICS

LG Signature expands partnership with Molteni&C

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The LG Signature OLED TV at the Molteni&C Paris Flagship Store. Image courtesy of LG Signature

By LUXURY DAILY NEWS SERVICE

Electronics and appliance maker LG Signature is expanding its partnership with Italian furniture brand **Molteni&C**, fostering exposure to a larger audience.

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The three-year partnership began in October 2020, as LG Signature has displayed its OLED TVs at the Molteni Quality Hub Italy and Molteni&C flagship stores throughout France and North America. With the partnership extension, LG Signature is aiming to convey to consumers that the products will not just serve as electronics in their home, but thoughtfully crafted works of art.

"Thanks to our strong partnerships with premium global brands such as Molteni&C, we're introducing LG Signature's exclusive designs and cutting-edge technologies to more consumers across key premium markets," said Lee Jeong-seok, head of the global marketing center at **LG Signature**, in a statement.

"We will continue to seek out opportunities to showcase our vision for a more luxurious lifestyle by partnering with global brands that share our core philosophy and overriding passion for perfection."

Luxurious lifestyle

With the partnership extension, the LG Signature OLED TV will be showcased at the Molteni&C flagship store in Milan, and other flagship stores from the brand, where consumers will be able to purchase LG Signature products. LG OLED TV is also featured in the 2021 Molteni&C collection catalog as part of the Molteni&C 505 UP series, a modular collection crafted by Italian designer Nicola Gallizia.

Along with eight additional home appliance and architecture brands, LG Signature will also be joining Contract Atelier, a Milan luxury housing renewal project led by Molteni&C. Products from the electronics and appliance maker will be showcased at a Contract Atelier showroom in Milan starting in November.



Molteni&C New York Flagship Store. Image courtesy of LG Signature

The electronics and appliance maker continues to value and prioritize its ethos of sophistication.

Last October, LG Signature highlighted the importance of dedication and expertise in a digital campaign starring two professional golfers.

One of the brand's episodes of "Master Story Series" features Ko Jin-young and Park Sung-hyun, both winners of LPGA majors. LG Signature positions its lineup of luxury electronics and appliances as having the same artistry and technique the two women possess ([see story](#)).

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