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## **Giorgio Armani announces a partnership between the Armani Group and Roca for a new bathroom concept**

- **Armani Group and Roca join in a partnership**

**Barcelona, 5th March 2010.** - The Armani Group and Roca announce the formation of a joint partnership for the production and commercialization of a new bathroom concept.

The two companies have joined forces to capitalize on the experience and talent they possess as world leaders in their respective areas of expertise, and have pledged to create an intimate and elegant bathroom concept. This new Armani / Casa project will result in a bathroom area that possesses an elegant, comfortable and harmonious atmosphere.

The Armani / Roca bathroom will comprise an entire interior design solution for the bathroom, including not only the furniture but also lighting, wall coverings and floor and ceiling treatment.

The product will be titled "Armani / Roca" and will be available in exclusive stores as early as January 2011.

The first Armani / Roca bathroom concept will be presented during the Milan Furniture Fair 2010, from 14th until 19th April, in Via Manzoni 37 with opening hours from 10.30am to 7.30pm.