



MODULAR IMAGINATION BY VIRGIL ABLOH

Dear Partner,

to support the global launch of Modular Imagination by Virgil Abloh, Cassina is pleased to share additional material that you can use to push the product's sell out from November 3rd, 2022.

From this date onwards, you will also be able to display the product both online and offline.

[At this link](#) you can access all the tools that Cassina has developed to launch this exceptional project, such as:

- **Media Kit** with defined contents and guidelines
- **POP in store material guidelines** to display the product
- **Training material** to embrace your customer with the product's story

Please bear in mind that all the materials enclosed in this communication are reserved to the Partners of our selected distribution network and are strictly confidential until the release date.

Due to the peculiarity of Modular Imagination, all the above guidelines are mandatory in order to be legally compliant.

For any enquiries regarding order status, shipment or claims of Modular Imagination by Virgil Abloh, please contact sales.italia@cassina.it.

Best Regards,
Cassina Team