



INTERNATIONAL DESIGN

PRESS RELEASE | November 2025

**International Design launches on December 3rd, 6PM CET.
An advanced digital gateway for collectible design, art, culture and curated luxury.**



Richard Yasmine | Size Matters

International Design announces its official launch this Wednesday, December 3rd at 6 PM CET for Design Miami, during Art Basel week. Built as a refined digital and physical ecosystem, the platform introduces a new benchmark in the way collectible design and contemporary art are discovered, acquired and experienced.

Founded between Florence and Paris, but with a vision for the global creative market, International Design positions itself as a curated hub for collectors, architects, designers and global tastemakers. The platform brings together limited-edition works, collectible design pieces, and a calendar of exclusive international events. Its founding mission is to elevate access to high-end craftsmanship while creating a meaningful bridge between culture, community and contemporary aesthetics.

International Design launches with a carefully selected roster of designers including Saerom Yoon (South Korea), Slash Objects (United States), Richard Yasmine (Lebanon) alongside many other exceptional talents from all around the world. Each piece is presented through precise curatorial framing, spotlighting artistic intention, craftsmanship, provenance and cultural context. A dedicated editorial line complements the experience with in-depth storytelling, designer spotlights and insights into emerging global talent.



Slash Objects | Coexist Askew Side Table



Slash Objects | Coexist Rouge Bench



Richard Yasmine | Silent Hollows | Mirrors



Richard Yasmine | Size Matters Chair | Series

Beyond the marketplace, International Design introduces an exclusive members' programme unlocking privileged access, experiences and services. The initiative also extends into real-world activations, including immersive shows, private exhibitions and high-end cultural experiences hosted in exclusive locations in the major art and design capitals.

Designed as a multilingual, global-first platform, International Design leverages its strong domain history (registered in 1997) and an advanced digital infrastructure to ensure a seamless experience for both private buyers and industry professionals. From collectible furniture to sculptural objects, the platform stands as a trusted, authoritative and culturally engaged destination for discerning audiences.



Searom Yoon | Crystal series | Objet 01 ~ 07

With this launch, International Design sets a new standard at the intersection of art, design and luxury culture. The platform opens its doors to a global community seeking both exceptional pieces and meaningful experiences shaped by curation, craftsmanship and cultural ambition.



Studio Willem | The Rhombi

International Design, conceived over the past decade and founded in 2025, was created to offer a more intentional and culturally grounded way to experience and acquire art and design. Born in response to a market where exceptional work is too often reduced to transactional exchange, the platform restores meaning by connecting discerning collectors with remarkable creators. Representing international talents such as Slash Objects, Richard Yasmine, Adrian Cruz, Troy Smith, Secolo, Paolo Giardino, Neo/Craft, and many others, International Design selects each piece for its craftsmanship, creative identity and narrative resonance. More than a digital destination, the platform produces private exhibitions, curated showcases and a high-end member club that fosters a community united by cultural curiosity, refined taste and a pursuit of excellence.

“Our project was born from a desire to honor craftsmanship and cultural expression while opening new paths for contemporary creation.”

Manfredi Moretti - Co-Founder / Artistic Director

International Design moves forward with the ambition to redefine the future of collecting through exclusivity, innovation and a renewed sense of purpose. At a moment when collectors seek both trust and depth, the platform introduces a model where technology enhances access without diminishing the human encounter. Through strategic collaborations, cultural initiatives and curated presences across major global cities, International Design aims to establish a new international standard grounded in responsible luxury, sustainability and contemporary relevance.

The project was imagined by Manfredi Moretti, drawing on his extensive experience in the global art and design world and on ideas he cultivated throughout his career across the world. Reborn with a renewed vision, refined business strategy and a contemporary technological foundation, it is now developed alongside his partner Jules Guérard, who brings a decade of expertise in luxury communication and marketing. Together, they shape a connected cultural sphere where ethical creation, aesthetic excellence and global dialogue define the next chapter of art and design.

“We are designed to become a global hub for discerning collectors, visionary architects, art & design connoisseurs and refined minds.”

Jules Guerard - Co-Founder / Chief Marketing Officer

Two major milestones will follow the launch: the Professional Area will open on January 12th, 2026 and the Art Area will be revealed during Mexico Art Week on February 4th, 2026.

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