



CUCINE LUBE - CASE STUDY

The company was founded in 1967, thanks to the initiative of two partners, entrepreneurs with a long experience in the carpentry sector.

It was, however, in 1974 that the company, after having expanded, became the “LUBE cucine componibili” and began to grow technologically, until it reached its present dimensions. Then in 1993 a new company was formed, the LUBE.

Today the heart of the company is a modern factory, which covers an area of 79.000 square meters, of which 59.000 square meters are covered and is the work place of over 350 employees. Supported by the strong local manufacturing traditions and the introduction of new technology, the LUBE company is today ranked as one of the top three englian kitchen producing companies.

Such growth was made possible by the optimum price-quality relationship, by offering fast and efficient post-sales services and by a task-force designed to satisfy the needs of the end customer.

The company has further consolidated itself in the englian market, so much so that today it has sales outlets in every region, amounting to over 1500 in total.

In the company’s strategy for the future, internationalization and world markets hold first place. Therefore, considering the winning standards set so far, LUBE will continue to respond to the mass markets, supplying products which are always better functioning, and maintaining at the same time competitive prices.



KEY OBJECTIVES

- Enhance corporate and Brand image of Cucine Lube India
- Create awareness about its products: Modular Kitchens

CHALLENGES

- Cucine Lube falls under Lifestyle Industry
- 'Niche' Market
- Few Media opportunities available because of it 'niche' characteristics

STRATEGY

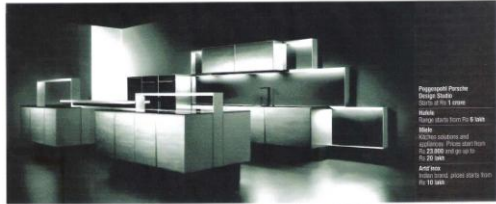
- Aggressively established Cucine Lube relationships with key Lifestyle business media influencers
- Sought opportunities to pitch Cucine Lube strengths and perspective on industry trends
- Media Lobbying for Product Exhibitions, Showroom Launch.
- Leveraged strength in referenceable customers across industry verticals
- Leveraged thought leadership to drive discussions/coverage on the Lifestyle industry \
- MD profiling

RESULTS

- Raised the desired awareness about Cucine Lube Products
- Achieved quality and quantity proactive media placements
- Communicated key messages to concerned Publics
- Created a Cucine Lube favorable core media group



Media Clips



W... STIR IT UP IN STYLE

What does 'design' landscaping mean? It's not just for trees and shrubs, but for the kitchen where we cook, eat and entertain. It's the art of creating a space that is both functional and beautiful. The kitchen is the heart of the home, and it's where we spend a lot of our time. So why not make it a little more special? With the right design, you can create a kitchen that is not only functional but also a work of art. From the layout to the materials, every detail can be chosen to create a space that is truly unique. And the best part is, you can do it on a budget. There are so many options available these days, from modern to traditional, that you can find the perfect kitchen for your home and your style. So why wait? Start your kitchen redesign today and discover the joy of a space that is both beautiful and functional.

With kitchen — and modular — as the new norm, it's time to think about how to make the most of the space. The kitchen is no longer just a place to cook, it's a social hub. So why not make it a little more special? With the right design, you can create a kitchen that is not only functional but also a work of art. From the layout to the materials, every detail can be chosen to create a space that is truly unique. And the best part is, you can do it on a budget. There are so many options available these days, from modern to traditional, that you can find the perfect kitchen for your home and your style. So why wait? Start your kitchen redesign today and discover the joy of a space that is both beautiful and functional.

already worked with a cluster of consumer,

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BRAND LAUNCHES

Lovely Blush

UB group presents its Four Seasons Blush for Valentine's Day. It is salmon pink in colour and has an aromas of violets, roses and strawberries.

Modern Kitchen

CUCINE Lube, Italian modular kitchen manufacturer launched its new range of products — Brava, Velia, Lacatta, Nilda and Katia. They are priced between Rs 2 — 50 lakh.

RE-COOKING KITCHEN AESTHETICS

WITH the objective of providing end-to-end kitchen solutions for consumers, Cucine Lube, the IFA kitchen manufacturer is planning to reposition the brand in the city to penetrate the modular kitchen market. It is a complete, stylish and functional kitchen solution. The brand is offering a wide range of modular kitchen solutions, from basic to premium. The brand is also offering a wide range of kitchen accessories, from cookware to small appliances. The brand is also offering a wide range of kitchen services, from installation to maintenance. The brand is also offering a wide range of kitchen products, from kitchenware to kitchen appliances. The brand is also offering a wide range of kitchen solutions, from basic to premium. The brand is also offering a wide range of kitchen accessories, from cookware to small appliances. The brand is also offering a wide range of kitchen services, from installation to maintenance. The brand is also offering a wide range of kitchen products, from kitchenware to kitchen appliances. The brand is also offering a wide range of kitchen solutions, from basic to premium. The brand is also offering a wide range of kitchen accessories, from cookware to small appliances. The brand is also offering a wide range of kitchen services, from installation to maintenance. The brand is also offering a wide range of kitchen products, from kitchenware to kitchen appliances.

cosy COOK

Think your guests won't feel comfortable moving about at the grand New Year's party, with their hands occupied with plates and glasses? Don't worry, Pura Clips from FCM, come to your rescue. These clips will help you attach a wine glass—or any other long-stemmed glass—in the table. Now your guests can freely socialise while enjoying their food and drink!

Price: Rs 4,999, set of six
Where to buy: FCM, Home

CHIMNEY, THE NEW ACCESSORY

Tripti Sharma

Endless discussions, arguments, and never-ending debates — designing a kitchen can be an ordeal. A readymade kitchen here is an easy way out. Better still, if it comes with a fancy chimney. Though modular kitchens are fast becoming popular in the cities, designer chimneys are a relatively new addition.

Sift the smoke

"Italian designed chimneys are made of metal, glass and decorated with lightings. This is the latest trend and we have designed approximately 15 such kitchens with chimneys in the past month," says interior designer Mohit Kumar. He adds, "Nowadays people experiment a lot with the cooking and dining areas in their houses. The kitchen specially is a style statement, and a sophisticated chimney has become a decorative item." And despite their delicate design, designer chimneys are durable, and have a long life like the metal chimneys that are already available in the market for years now.

What about the price

But as they say, all good things come at a price. "The cost of these modular kitchen, which includes chimneys varies from Rs 3 lakh to Rs 80 lakh. Brands like Cucine Lube are mainly bringing Italian designer chimneys to the country."

A mixed reaction

"These fancy chimneys has a market in India, and they look really good," says Surinder Singh of Matrix Kitchen. Interior designer, Krishna Sen, says, "Chimneys have become an integral thing when one is setting up one's kitchen but it's still time for people to go for designer's chimneys. Plus the cost of it makes its affordability a point to ponder upon."

कुचीने ल्यूबे का किचन रेंज

मॉड्यूलर किचन बनाने वाली इटली की अग्रणी कंपनी कुचीने ल्यूबे ने भारत में पहली बार अपने किचन कॉन्सेप्ट के विशाल रेंज को लांच किया। जिसमें ब्रावा, वीलिया, लाक्काट्टा, नील्डी, काटिया आदि प्रमुख आकर्षण हैं। यह बेहद खूबसूरत, आकर्षक और टिकाऊ है। कुचीने ल्यूबे स्टूडियो से आप भी अपने किचन को अलग बना सकते हैं। किचन कॉन्सेप्ट में रसाई घर से जुड़े हर सजावटी सामान को व्यक्तिगत रूप से रखने का खास प्रबंध किया गया है। साथ ही इसे लगाने के बाद आपको अपने किचन में सोस की कमी भी महसूस नहीं होगी। जहाँ तक इसके डिजाइन की बात है, तो कंपनी के सभी डिजाइन इटली के डिजाइनरों द्वारा ही डिजाइन किये गए हैं। किचन सजावट की कार्यक्षमता को नया आयाम देने तथा भारतीय घरों की जरूरतों को देखते हुए कुचीने ल्यूबे ने विस्तृत तथा प्रीमियम कलेक्शन प्रस्तुत किए हैं।



Electronic Coverage

