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Italy: Myplant launches new edition of Garden Center New Trend

Myplant & Garden 2019 launches a new edition of Garden Center New Trend, featuring innovative exhibiting concepts and a focus on the Identity of consumers on a more extended surface.



Garden Center New Trend is the event within Myplant & Garden dedicated to garden centers: 600+ sqm of scenic and thematic installments that create a lively area with many activities in which companies present their latest trends.

Video:

<http://www.floraldaily.com/article/9028213/italy-myplant-launches-new-edition-of-garden-center-new-trend/>

Garden Center New Trend in its 2019 edition interprets an ever growing need of consumers: the experience mania. Nowadays the customer wants to experience something he/she can share online, because we are always connected. This requires an innovation of the old concept of garden center, which means that stores need to be focused on the product as an emotional experience, which is what the consumer is looking for.

Garden Center New Trend is directed to the curious consumer, who is willing to pay a little bit more in order to get the real experience.

Paola, Fabio, Giacomo and Caterina, Alice, Lorenzo and Marco are the protagonists of Garden Center New Trend 2019, where the identity of consumers becomes the center of attention in the business of a garden center.

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