



**April 1, 2009**

LAKE GENEVA, WI – Abbellimento is proud to announce, Frances Gravely, Founder and VP of VIETRI, Inc., a wholesale distribution company of Italian handcrafted dinnerware, drink ware, flatware, linens and decorative accessories, will be present at a special VIETRI Founder Event on August 22nd, 2009.

A connoisseur of Italian culture and tabletop style, Frances, along with her sister Susan and mother Lee, formed VIETRI in 1983 after a family trip to the Amalfi Coast where the threesome fell in love with colorful hand-painted dinnerware at **the famous San Pietro Hotel**. **VIETRI has grown from a small company representing one Italian factory to the largest Italian importing company in the American tabletop industry. With approximately 50 employees in N.C. and 100 sales representatives across the U.S., VIETRI now serves a customer base of over 2,000 of the finest specialty stores and boutiques in all 50 states, plus Canada, England, Mexico, Europe, South America and Asia.**

Today, VIETRI works with over 40 manufacturers throughout Italy. These manufacturers are involved in ceramic, wood, glass, stainless steel, pewter and terra cotta. Many artisans are from multiple generations of skilled masters.

A symbol of fashion forward design and true artistry, VIETRI's handcrafted Italian products are regularly seen in most major home, gourmet, fashion and style magazines in America as the pick of editors for style, color, pattern and craftsmanship. VIETRI products have been featured in the following magazines: Vogue, Oprah, Brides, Martha Stewart Weddings, InStyle Weddings, Bon Appetit, SHOP, Southern Living, Midwest Living, Country Home, Cooking with Paula Dean, Domino, Country Living, and Fine Cooking, among others.

Located at 728 West Main Street, Lake Geneva WI – Abbellimento can be contacted at 262-248-1900 or [information@abbellimentolg.com](mailto:information@abbellimentolg.com). You may also visit [www.abbellimentolg.com](http://www.abbellimentolg.com) for store directions and information.

*Come celebrate in the tradition of All Things Italian!*