

GROTTINI

WINDTRE

WINDTRE, led by Jeffrey Hedberg, is the number one mobile operator in Italy and among the main alternative fixed-line operators. It is part of the CK Hutchison Holdings Limited group, the sole shareholder of WINDTRE.
On March 6 2020, the new unique WINDTRE brand was born with a welcoming technology at its center, bringing the company much closer to people's daily lives and increasing its value.
The unique WINDTRE brand has, in fact, the goal of facilitating human relationships and supporting all customers in facing the challenges of today. The stores have therefore also found a new identity.
Thanks to the project by PCMV | Architects, Grottini Retail Environments has been involved in the implementation of this transformation plan since last year.
The customer is welcomed into a sort of hub that aims to offer an immediate and qualified response to their needs. The stores are a fundamental touchpoint for the brand which, through them, is able to be closer to customers by helping and supporting them.
See more information at https://www.grottini.com/

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