

Sabrina Monteleone-Oeino

Oblikovalski studio Sabrina Monte-Carlo s sedežem v Monaku je postal ugleden studio za notranje oblikovanje. Sabrina Monteleone-Oeino je svoje dolgoletno znanje o modi in dekoraciji prenesla na odprto morje in se v jahtni industriji sprva osredotočila na zunanje pohištvo. Podjetje se je organsko razvilo v enega najbolj pomembnih dobaviteljev v industriji superjaht, dobavljajo jim vse od terasnih stolov in miz do kopalniških brisač in čajnih skodelic.

The Monaco-based design studio Sabrina Monte-Carlo has become a respected interior design studio. Armed with her long-standing knowledge of fashion and decoration on land, Sabrina Monteleone-Oeino took her knowledge to the open seas, breaking into the yachting industry with an initial focus on outdoor furniture that organically evolved into a company that supplied everything from patio chairs and tables to bathroom towels and teacups.

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foto | photo **Yvan Grubski_Sabrina Monteleone-Oeino, Paola Lenti srl by Sergio**



Od modnih brvi do superjaht

Sabrina Monteleone-Oeino se je po uspešni karieri v modni industriji na jugu Francije in v Miami Beachu odločila, da se bo posvetila svoji dolgoletni strasti, notranjemu oblikovanju. Združila je svoje znanje o tkaninah z občutkom za oblikovanje in postala ena prvih dekoraterk, ki se je osredotočila na luksuzno zunanjo dekoracijo, svoje delo pa je postopoma razširila na opremo notranjih prostorov. Navdih je črpala iz lahkotnega, a vendar elegantnega mediteranskega življenjskega sloga, za katerega so poleg prefinjenosti značilne še sodobne linije in živahne barvne sheme.

From catwalks to superyachts

After a successful career in the fashion industry between the South of France and Miami Beach, Sabrina Monteleone-Oeino has decided to dedicate herself to her long-time passion, interior design. Combining her knowledge of fabrics with her eye for design, Sabrina has emerged as one of the first decorators to focus on luxury outdoor decor and has little by little expanded her work to interiors. Drawing inspirations from the effortlessly chic Mediterranean lifestyle, she developed a unique style characterized by elegance, contemporary lines, and vibrant colour schemes.



Umetnost opremljanja notranjih in zunanjih prostorov

Sabrina Monte-Carlo je danes pravo družinsko podjetje, v katerem sodelujejo Sabrinina sestra Sophie, ki je glavna notranja oblikovalka, in njeni dve hčeri: Manola – notranja in Carla, ki je grafična oblikovalka. Sabrini pomaga ekipa 45 izjemno nadarjenih in multikulturnih strokovnjakov, med katerimi so notranji oblikovalci, notranji in zunanji oblikovalci jaht, strokovnjaki za tkanine, strokovnjaki za namizno posodo, grafični oblikovalci, vodje logistike in ekipa za dostavo. Zanimivo je, da razen tehničnih in podpornih služb ekipo sestavljajo v glavnem ženske.

Kratek intervju smo s Sabrino naredili v Monaku, takoj po predstavitvi nove linije sedežne garniture italijanske blagovne znamke Paola Lenti. Podpisal jo je svetovno znani oblikovalec superjaht Espen Øeina, ki je obenem tudi Sabrinin soprog.

Kaj je pripeljalo k temu, da ste iz vaše osnovne dejavnosti, ki je bila moda, usmerili v oblikovanje in urejanje notranjih prostorov na plovilih in v domovih?

V svet mode in dekoracije sem se podala pred skoraj 25. leti, no, natančno pred 24. leti. Vodila sem trgovino in ljubiteljsko urejala bivalne prostore malo zase, malo za svoje prijatelje. Ko sem se preselila v novo stanovanje, sem v notranjosti vse lepo uredila, zunaj pa ni bilo tako lepo, oziroma tako, kot sem si želela. Zato sem začela iskati zunanje pohištvo in našla nekaj različnih blagovnih znamk, ki so mi bile všeč. Nato sem se odločila, da bom odprla trgovino, v kateri bom prodajala tako pohištvo kot dekor.

The art of interior and exterior decoration

Sabrina Monte-Carlo has now become a true family business with Sabrina's sister, Sophie who is chief interior designer, and her two daughters: Manola and Carla, respectively interior and graphic designers. Sabrina is also helped by a team of 45 talented and multilingual professionals including interior designers, interior and naval architects, fabric specialists, tableware experts, graphic designers, logistics managers and a delivery team.

We sit down with Sabrina in Monaco, right after the presentation of the new line of sofas by the Italian brand Paola Lenti, signed by the world-famous superyacht designer Espen Øeino.

What led you to move from your core business, which was fashion, to designing and furnishing interiors on boats and in homes?

I started getting involved in the world of fashion and decoration almost 25 years ago, well 24 years ago to be precise. I was running a shop and doing amateur interior decoration, a little for myself and a little for my friends. One day, I moved to a new apartment and I did everything inside beautifully, but outside was not so nice. So I started searching for outdoor furniture and I found a few different brands I liked. Then I decided to open a shop that sold both furniture and decor.

Takrat še niste bili tako prepoznavni v svetu jaht, kot ste danes. Kako ste iz modnega okolja prešli na superjahte?

Vsi so me prosili, naj nekaj oblikujem, potem pa so me začeli spraševati ljudje iz industrije superjaht, naj tudi njim posredujem predloge za njihove stranke. Sprva smo opremljali in projektirali veliko zunanjega pohištva in dekoracijo, potem so me stranke začele spraševati tudi po notranjem dekorju – tako da zdaj poskrbimo za čisto vse! Nenavadno je, ker smo začeli z oblikovanjem majhnih prostorov, potem pa se je zdelo, da smo takoj, ko smo naredili eno superjahto, kmalu prešli kar na ladjedelnice in pridobili še več strank iz navtičnega sektorja.

Kako je podjetje sčasoma raslo?

Želela sem imeti nekaj podobnega konceptualni trgovini, v kateri so pohištvo, zunanje pohištvo in vsi dodatki, kot so brisače za plažo, skodelice za kavo in kozarci za šampanjec. Rada imam celoten komplet. Ko imaš lep velik balkon, potem želiš imeti svoj balkon opremljen z vsem, kar potrebuješ za udobno bivanje na prostem. Začetki lastne podjetniške poti so bili precej skromni – z enim pomočnikom, po treh mesecih nas je bilo šest, po šestih mesecih nas je bilo 20, zdaj pa nas je 45.

Kje dobivate ideje za oblikovanje in opremo?

Svoje delo rada opravljam in imam to možnost, ta privilegij, da sem lahko vstopala in še vedno vstopam v najlepše opremljene hiše in domove na svetu. Opazujem, primerjam in rodijo se nove ideje, nato pa dodam še malo svojega in tako nastanejo novi produkti. Rada raziskujem nove materiale in veliko potujem. Med potovanji običajno bivamo v luksuznih hotelih, kjer je tudi mogoče dobiti kakšno novo idejo. Ideje se kar sproti rojevajo, vse se dogaja precej spontano.

Kako izbirate dobavitelje in ljudi, s katerimi sodelujete?

Kakovost. Naša prioriteta je kakovost, enostavno ne morem prodati nečesa, kar ni dovolj dobro. Določene izdelke in materiale tudi sama preizkusim, uporabljam. Nisem človek, ki bi želel imeti čisto vse. Raje imam manj, vendar mora biti to, kar imam, najboljšo. Naše stranke vedo, da nikoli ne bodo imele težav s kakovostjo izdelkov, ki jih kupijo pri nas. Kar pa zadeva mojo ekipo, je zrasla organsko in v tem vidim veliko prednost, čeprav je organizacija danes zelo pomembna. Biti moramo zelo organizirani, saj je nemogoče opraviti veliko dobavo denimo na eno superjahto, če nisi organiziran. Sprva sem imela enega pomočnika, nato računovodjo in nato oblikovalca, zdaj smo ena velika družina. Vsak v podjetju ima svoje odgovornosti, in to je lepo, ker je vsak odgovoren za nekaj, kar dobro pozna, zato je delo opravljeno vrhunsko.

Imate toliko izkušenj s kupci, ali nam lahko zaupate, kdo največkrat odloča – mož ali žena, ko naročajo pri vas?

Običajno so naši projekti, ko govorimo o opremi za superjahte, precej veliki in tudi finančno obsežni. Tukaj se največkrat dogovarjamo z oblikovalci interierja in lastniki plovil. Ko gre za dekoracijo, izbiramo materialov in barv, morda pride še žena lastnika, a po mojih izkušnjah izbiramo vedno na koncu potrdi mož. Pravzaprav na koncu odloča tisti, ki plača račun.

Če bi razdelil svoje delo po odstotkih glede na geografsko pokritost, kako bi bil videti ta razrez?

Tako na grobo bi dejala, da je 30 odstotkov naših strank iz Severne Amerike, 30 odstotkov iz Evrope in 30 odstotkov iz Azije ter 10 odstotkov iz preostalega sveta. Moram pa poudariti, da veliko naših strank prihaja iz Monaka, saj imamo tukaj sedež in tukaj smo doma. Pravzaprav se tukaj v Monaku zdaj veliko dogaja, zato imamo v prihodnje še veliko projektov.

So were you already quite involved in the superyacht world? How did you find coming from a fashion background into superyachts?

Everybody was asking me to design something, and then people from the yacht industry started making enquiries. At first, we did a lot of outdoor furniture and tableware, and then I found that clients were asking me for indoor decor too - so now we do absolutely everything! It's strange because we only started with designing small spaces and then as soon as we did one boat, it seemed we soon moved on to shipyards and superyachts.

How did the company grow over time?

I wanted to have something like a concept store where you have furniture, outdoor furniture and all the accessories such as beach towels, teacups, coffee cups and champagne glasses. I like to have the full set. When you have a balcony, I like to think that you want your balcony with everything on it, so I started the company with my one assistant. Three months later there were six of us, and six months later we were 20, and now we are 45.

Where do you get ideas for design and furnishings?

I love my job and I have the opportunity, the privilege, to have been and still be able to enter the most beautifully houses and homes in the world. I observe, I compare, and new ideas are born, and then I add a little bit of my own and new ideas are born. I love to explore new materials and travel a lot. When we travel, we usually stay in luxury hotels, where it's possible to get a new idea as well. Ideas just come out of the blue, it's all quite spontaneous.

How do you select the suppliers and people you work with?

Quality. I can't sell something without quality. I even test it myself first at home. I'm not someone who wants to have absolutely everything. I prefer to have fewer brands, but the best ones. The clients know that we never have any problems with quality when they come to us. We have to be very organised because it will be impossible to complete a big delivery if you are not organised.

As far as my team, everything came naturally. I had an assistant and then the accountant and the designer, and now it's a big family. Everybody in the company has their own responsibilities, and it's nice because since everyone is in charge of something they are very familiar with, every person knows how to do their job very well.

You have so much experience with clients, can you tell us who decides most often, for example between husband and wife when they place orders with you?

Usually our projects when it comes to equipment for superyachts are quite large and also financially significant. Here we mostly deal with interior designers and boat owners. When it comes to decoration, the owner's wife might also choose the materials and colours, but in my experience it's always the husband who approves in the end. Actually, in the end, it is the one who pays the bill who decides.

How do you promote your work and your company?

We started promoting our work 15-years ago at the Monaco Super Yacht show, where we are at home. Then we decided to go to Dubai, about ten years ago, where we now have a lot of clients. North America has always been on my travel list because of my background, and I have a lot of people I know from the fashion industry helping me there. If you're wondering how we get clients, it's usually by doing something with a client on their yacht, then we start fitting out their properties, and a small part of our work is also private jet interiors.



Ali je prostostoječe pohištvo na jahtah le modna muha, ali vidite več prednosti, ki se bodo pokazale še sčasoma?

Poglejte pohištvo, ki je zgrajeno skupaj z jahto. Kot prvo, to stane veliko več kot samostoječe pohištvo. Visokokakovostno samostoječe pohištvo je veliko lepše, enostavneje ga je zamenjati in na koncu je ceneje kot fiksno oziroma pohištvo, vgrajeno na jahtah, ki ga le s težavo zamenjamo, če denimo pride nov lastnik ali nov namen jahte. Vesela sem, da je Espen končno narisal nekaj lepih kosov pohištva, ki smo ga predstavili skupaj s Paolo Lenti tukaj v Monaku. To je manjkalo v navtični industriji in zelo sem vesela tega sodelovanja. Namreč naše sodelovanje z blagovno znamko Paola Lenti poteka že veliko časa, veseli smo, da lahko izmenjujemo izkušnje in dodamo svoje. Morda zato ni tako nenavadno, da je linija njihovih izdelkov poimenovana Sabrina.

Kje vidite svoje podjetje v prihodnosti?

Imamo sedem razstavnih prostorov v Monaku in na Cap Ferratu in ne delamo več samo zunanjega pohištva, temveč kompletno notranjo opremo in dekoracijo. Širitev v smislu novih lokacij za zdaj ne načrtujemo, kupci nas poznajo. 60 odstotkov našega dela so superjahte, preostalo so hiše, apartmaji in zasebne kočice v smučarskih resortih. Delamo dobresedno po vsem svetu. Tudi internetno prodajo smo vzpostavili in deluje dobro. Nakupovalne metode se spreminjajo, čeprav je veliko želja po individualnih projektiranjih, in tukaj je nepogrešljiv pristen osebni odnos z našimi kupci. To znamo in to radi počnemo. Pomembno je, da v življenju počneš nekaj z veseljem, in sama se zagotovo zjutraj zbudim in z veseljem zakorakam v nov delovni dan, saj me moje delo osrečuje.



If you were to break down your work by percentage according to geographical coverage, what would that breakdown look like?

Roughly speaking, I would say that 30% of our clients are in North America, 30% are in Europe, 30% are in Asia and 10% are in the rest of the world. But I have to point out that a lot of our clients come from Monaco, because we are based here and we are at home here, in fact there is a lot going on here in Monaco right now, so we have a lot of projects in the future.

Is free-standing furniture on yachts just a fad or do you see more benefits that will continue to emerge over time?

The furniture that is built together with the yacht, as the former costs much more than freestanding furniture. High quality freestanding furniture is much nicer, easier to replace and ultimately cheaper than fixed or built-in furniture that is difficult to replace if, for example, a new owner or a new purpose for the yacht comes along. I am delighted that Espen has finally drawn some beautiful pieces of furniture, which we presented together with Paolo Lenti here in Monaco. This has been missing in the yachting industry and I am very happy about this collaboration. After all, our collaboration with the Paola Lenti brand has been going on for a long time, and we are happy to be able to share our experiences and add our own, so perhaps it is not so strange that their product line is called Sabrina.

Where do you see your company in the future?

We have seven showrooms in Monaco and Cap Ferrat and we are no longer just doing outdoor furniture, but complete interior furnishing and decoration. We have no plans to expand in terms of new locations at the moment, our customers know us. 60% of our work is superyachts, the rest is houses, apartments and private chalets in ski resorts. We literally work all over the world. We also have internet sales up and running and it's working well. Buying methods are changing, although there is a great desire for individual designs and here a genuine personal relationship with our customers is indispensable. We know how to do that and we like to do it. It's important to do something you enjoy in life and I certainly wake up in the morning and I'm happy to start a new working day because my work makes me happy.