

Corporate presentation



Corporate Presentation

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Group Profile and Mission



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B&B Italia group is a leading Italian design furniture Company based at the hearth of the design district in Novedrate (CO), Italy.



Established in 1966 as the result of the entrepreneurial vision of Piero Ambrogio Busnelli, the Group has built its success on the ability to represent contemporary culture through design and to anticipate trends, constantly seeking to respond to changes in taste and living needs.



B&B Italia Headquarter by Renzo Piano and Richard Rogers

Since 2018, B&B Italia group is part of Design Holding, the largest high-end design group in Europe, that brings together a collection of distinguished and complementary iconic companies in furniture and lighting.



B&B
ITALIA

FLOS

louis
poulsen

The mission of B&B Italia group is to create the most innovative, iconic and timeless pieces of design furniture in order to inspire people around the globe through the power of the best creative minds, unparalleled R&D, industrial know-how and Made in Italy quality that make ours one of the world's premier design company.





B&B ITALIA Group

B&B ITALIA GROUP

CORPORATE PRESENTATION

B&B
ITALIA

MAXALTO

AZUCENA

Arclinea



B&B Italia group

Key figures

CORPORATE PRESENTATION

B&B ITALIA GROUP

4

brands
B&B Italia
Maxalto
Azucena
Arclinea

2

divisions
Home
Contract

1000

retail locations
70 plus monobrand stores
900 qualified dealers
80 countries

201

mln in economic value generated
Over 3% of revenues invested in research and development

600

employees
4 manufacturing sites and storage warehouses

2021



B&B Italia group

International presence



North America

US hub in NY
Contract hub
in NY and Miami

Italy

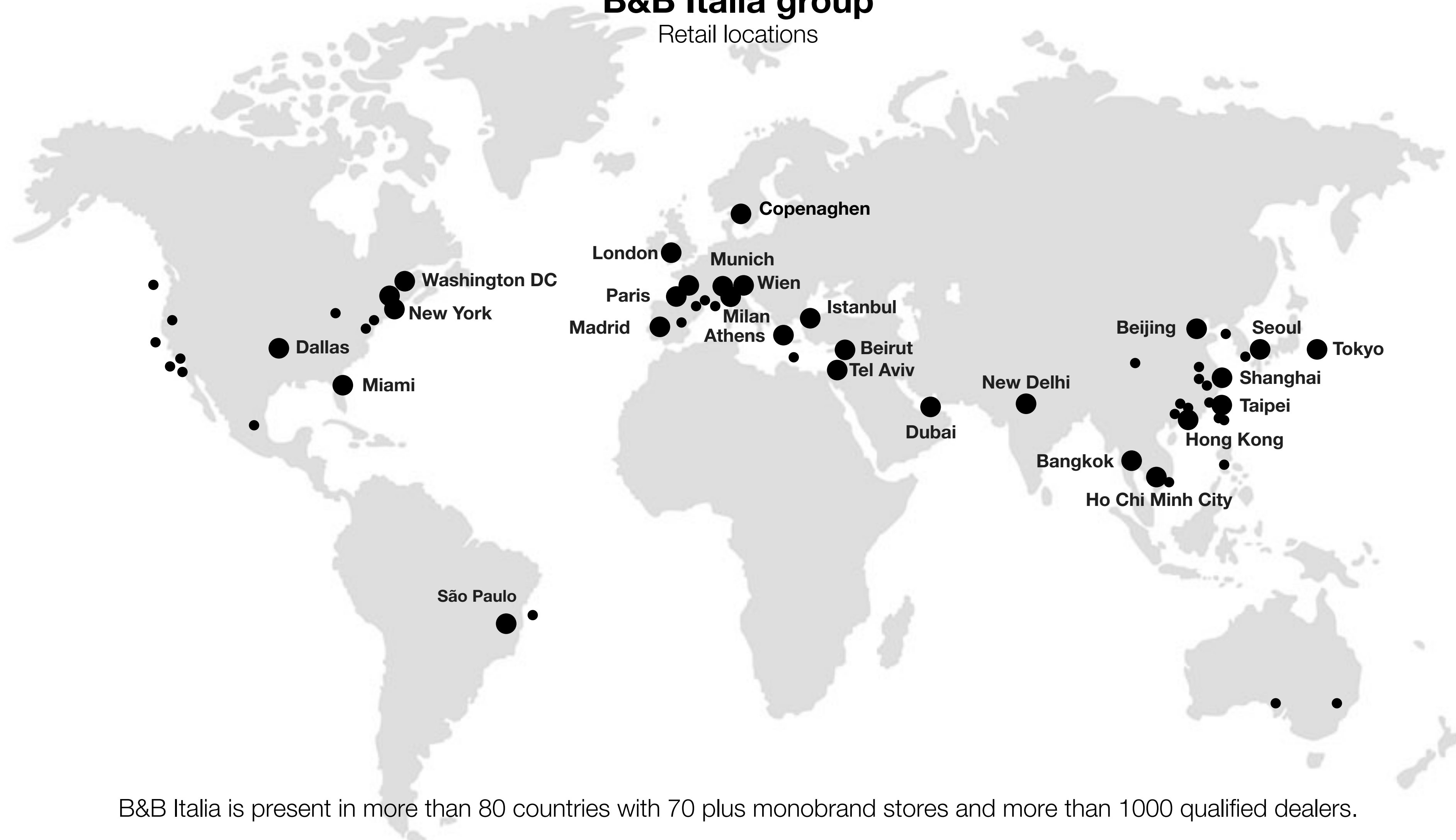
B&B Italia group's
headquarter and
production sites
are in Novedrate (CO).
Caldogno (VI)
houses the HQ and
the production site
of **Arclinea**

Asia Pacific

Hub in Hong Kong
serving China and all
Asian Pacific markets

B&B Italia group

Retail locations



B&B Italia is present in more than 80 countries with 70 plus monobrand stores and more than 1000 qualified dealers.

B&B Italia group

Digital presence

The Group has a global digital presence: its ecosystem is characterized by trusted and original B2B and B2C corporate platforms to connect with different audiences and offer them a unique digital customer experience. The digital strategy includes also an extensive social media mix and a strong vocation towards original content creation, that enable an always-on dialogue with followers.



Brands' Websites



Newsletters



Podcast



E-Trainings



Facebook



Instagram



Twitter



LinkedIn



YouTube



Pinterest



WeChat



WeiBo



Group Heritage and Pillars



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B&B Italia group

Heritage

C&B

Coronado



Lombrico



Up Series

1970

1973 - PAB purchases Cassina shares and changes the name of the company to **B&B Italia** with new HQ building designed by Piano and Rogers.

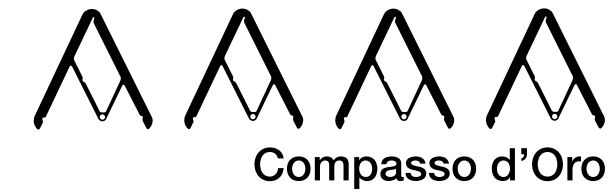
Le Bambole
A revolutionary product with a trasgressive adv campaign by Oliviero Toscani, awarded with **Compasso d'Oro**.

1975 - **Maxalto** is founded.

1976 - Opening of the first Store in New York.

1978 - **B&B Italia Contract Division** is founded.

1979 - First presence in Asian markets with the opening of B&B Italia Japan.



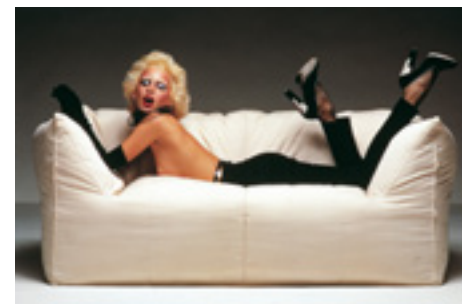
Sisamo



B&B Italia Headquarter



Le Bambole



Maxalto



Diesis

1980

1989 - **B&B Italia** is awarded with its fourth **Compasso D'Oro** for its role in the development of the Italian Design.

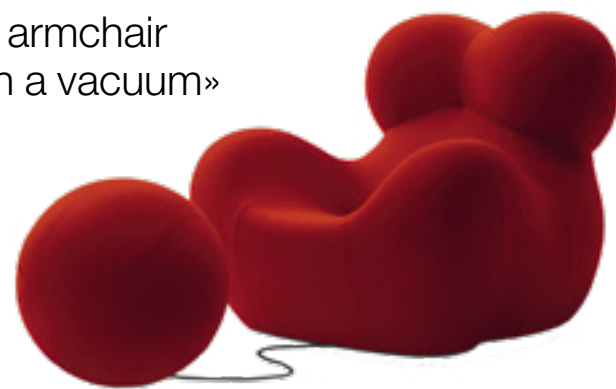


Sity

1961

1966 - Piero Ambrogio Busnelli founds C&B (a joint venture between Cassina and Busnelli). A modern industrial and technological approach shakes the world of upholstered items.

1969 - The first armchair born to travel «in a vacuum» box is created.



Up Series



B&B Italia founder
Piero Ambrogio Busnelli

B&B Italia group

Heritage



Domus



Charles

2000

2001 - International distribution network is requalified with the opening of direct owned Stores and single brand stores with local Partners.



Mart

2007 - Debut of the B&B Italia Outdoor collection.



Canasta

2010 - Foaming Dept is renewed with a massive technological investment.

Arclinea



Bend-Sofa



Catilina
AZUCENA



Ayana

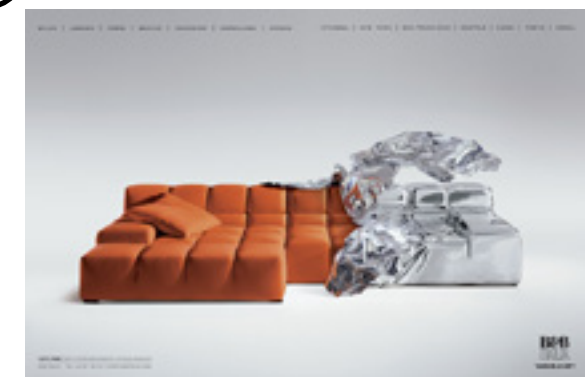
2020

2020 - Iconic Camaleonda by Mario Bellini is back.

1961

1993 - Antonio Citterio becomes the sole designer and art director of Maxalto.

1997 - Charles the most sold and replicated B&B Italia product, is launched.



Tufty-Time

2010

2016 - Acquisition of Arclinea

2018 - Acquisition of Azucena

Investindustrial and The Carlyle Group create new high-end interior design group: **Design Holding.**



Tobi-Ishi

2019 - B&B Italia, Flos and Louis Poulson participate to Salone del Mobile Milano as Design Holding.



Camaleonda



Grande Papilio



Production

An industry for design

Throughout its history, B&B Italia distinguished itself since its inception for its innovative industrial approach to manufacturing.

B&B Italia group

Key Pillars

Made in Italy Quality

The careful selection of materials is at the center of B&B Italia's commitment to quality, sustainability and Made in Italy.

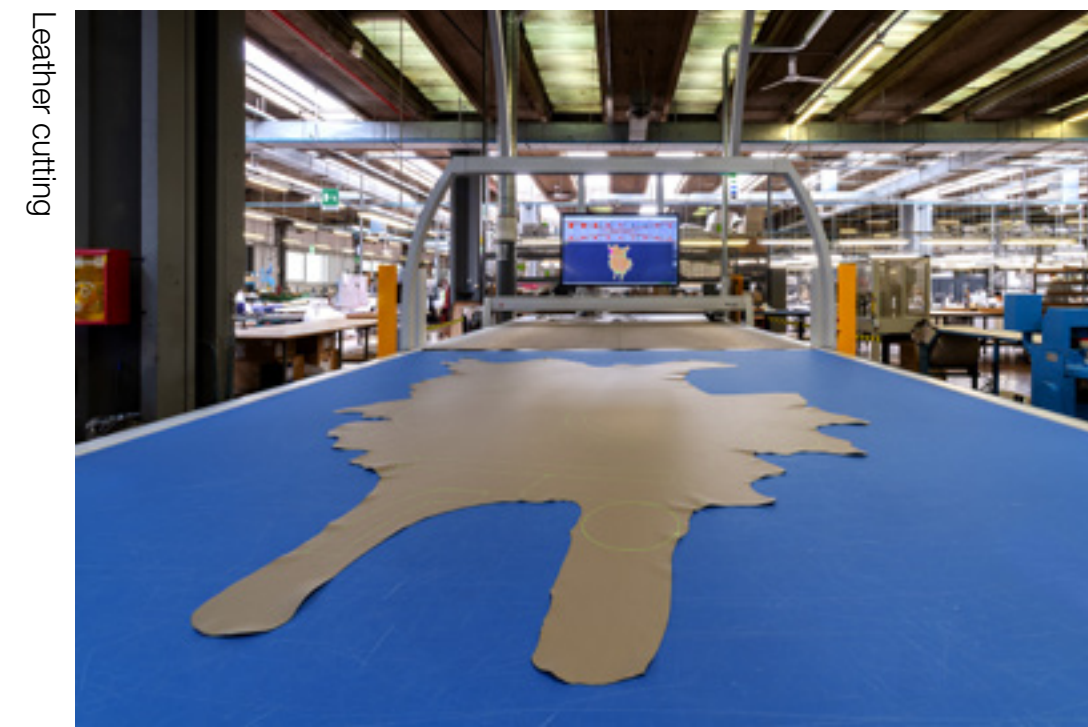
B&B Italia group purchases the majority of raw materials, packaging and semi-finished products from nearby Italian suppliers.



Moulds



Moulds warehouse



Leather cutting





Research & innovation as strategic elements



CR&S Piero Ambrogio Busnelli



CR&S_Prototype

Research and technological innovation, carried out together with the most renowned international designers, are the heart of the company. The internal R&D departments direct the creative process merging ideas with unique design know-how and an ongoing exploration of new materials, technologies and processes.

Design culture

The Group's Brands have contributed to the history of Italian design. A history based on technology, creativity, and a lifestyle that made the Company famous throughout the world.



Le Bambole, advertising campaign



Camaleonda, 2020 advertising campaign

**B&B
ITALIA**

camaleonda
dieci, cento modi di vivere



International footprint

B&B Italia's lifestyle arises out of a wide range of products and projects linked to contemporary culture and developed with an international taste. Nowadays, foreign markets account for around 80% of the Company's revenues.



B&B Italia Store, Madison Avenue NY



B&B Italia, quality testing area

Durability as sustainability

Durability is an unmistakable mark of B&B Italia group sustainable development, as demonstrated primarily by the endurance of its products.

Long product lifecycles lead to conservation of natural resources and to reduced environmental impact, which represents a key element for manufacturing firms.

Private & public spaces

A trustworthy point of reference in the contract furniture industry for almost forty years, B&B Italia group capabilities and Brands Portfolio span from residential to hospitality, corporate, marine and retail sectors.



Hub50House, Boston

Brand Portfolio



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B&B Italia group brands have unique identities in which design, research, creativity and technology develop together, interpreting contemporary lifestyle and trends.





B&B Italia group

Brand Structure

B&B
ITALIA
Group

Contract Division

Hospitality
Corporate
Retail
Residential
Marine

Home Division

B&B
ITALIA

MAXALTO

AZUCENA

Arclinea

B&B
ITALIA PROJECT

B&B
ITALIA OUTDOOR

B&B Italia group Designers

CORPORATE PRESENTATION



Afra & Tobia Scarpa



Antonio Citterio



Piero Lissoni



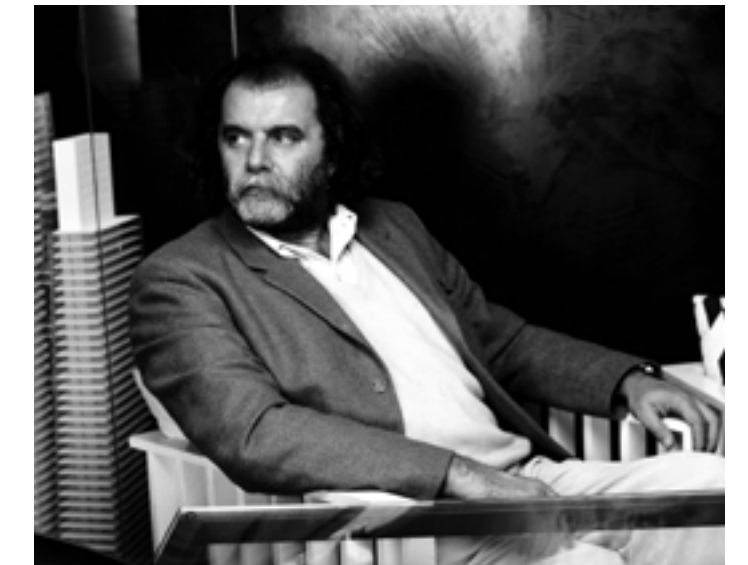
Mario Bellini



Patricia Urquiola



Edward Barber & Jay Osgerby



Paolo Piva



Luigi Caccia Dominioni



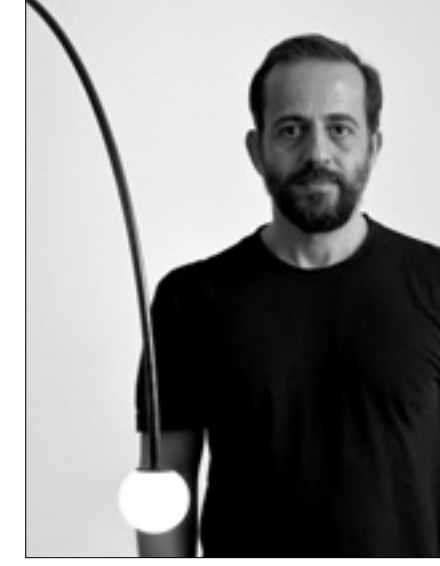
Philippe Starck



Gaetano Pesce



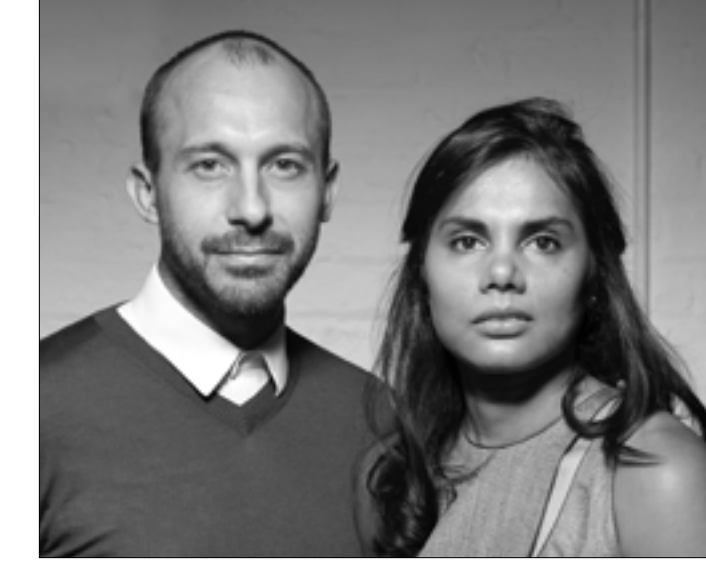
Naoto Fukasawa



Michael Anastassiades



Zaha Hadid



Nipa Doshi & Jonathan Levien



Vincent Van Duysen

B&B ITALIA GROUP

From the beginning B&B Italia has availed itself of the collaboration of the most prestigious international designers. These strong relationships have always been key factors in the strategic development of the company and of its lifestyle. Together with them, the company has made a significant contribution to the design culture.



Innovation, iconic design
and contemporary lifestyle
to meet the evolving needs
of the Home.

The first Brand of the Group,
founded in 1966, **B&B Italia**
stands for contemporary design
for distinguished home, office,
public and outdoor spaces.

Carnaleonda by Mario Bellini/ Rich Stapleton (richstapleton.com)



B&B Atoll, Mirto Indoor and Beverly design Antonio Citterio

CORPORATE PRESENTATION

B&B ITALIA GROUP



2021

23



Eda-Mame and Formiche design Piero Lissoni





Harbor design Naoto Fukasawa





Pablo design Vincent Van Duysen, Dock design Piero Lissoni, Jack design Michael Anastassiades



Comfort and aesthetic research for outdoor living created with exclusive materials and avant-garde technologies.

Launched in 2007, **B&B Italia Outdoor** is a complete collection of exclusive and highly distinctive outdoor furnishings, from the essential to decorative designs, signed by international designers.



Hybrid design Antonio Citterio, Tramæ design unPizzo, Fat-Fat Outdoor design Patricia Urquiola







Canasta 13 design Patricia Urquiola





Mirto Outdoor design Antonio Citterio

MAXALTO



Apollo design Antonio Citterio



CORPORATE PRESENTATION

Unique craftsmanship that translates the timeless elegance of the Parisian interior through a careful balance of forms and refined materials.

Founded in 1975, **Maxalto** is recognized for its distinctive know-how in the processing of the highest quality materials. Since 1993 the architect Antonio Citterio has coordinated Maxalto's collections and progressively widened the product offer.

2021



Apollo design Antonio Citterio



Astrum and Caratos design Antonio Citterio





Tesaurus design Antonio Citterio



AZUCENA

Iconic masterpieces of Italian design enhancing interior design projects.

Founded in 1947 by Luigi Caccia Dominioni, Ignazio Gardella and Corrado Corradi Dell'Acqua, **Azucena** combines formal elegance, understated luxury and aesthetical purity. B&B Italia acquired the brand in 2018.



Arclinea

Customized kitchens as
the center of the home:
a place to be experienced
and shared.

Founded in 1925 by Silvio Fortuna,
Arclinea is recognized as a reference
in the development of innovative
concepts that, in time, have helped to
modify how kitchens are seen and used.



Lignum et Lapis design Antonio Citterio



Contract



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The B&B Italia group, together with its partners in the Design Holding, is one of the largest high end suppliers of furniture and finishes to the Contract market globally.

An extensive range of products and services can be supplied either indirectly by a global dealer network or directly through one of the regional contract hubs or the B&B Italia Contract Division.

It can provide:

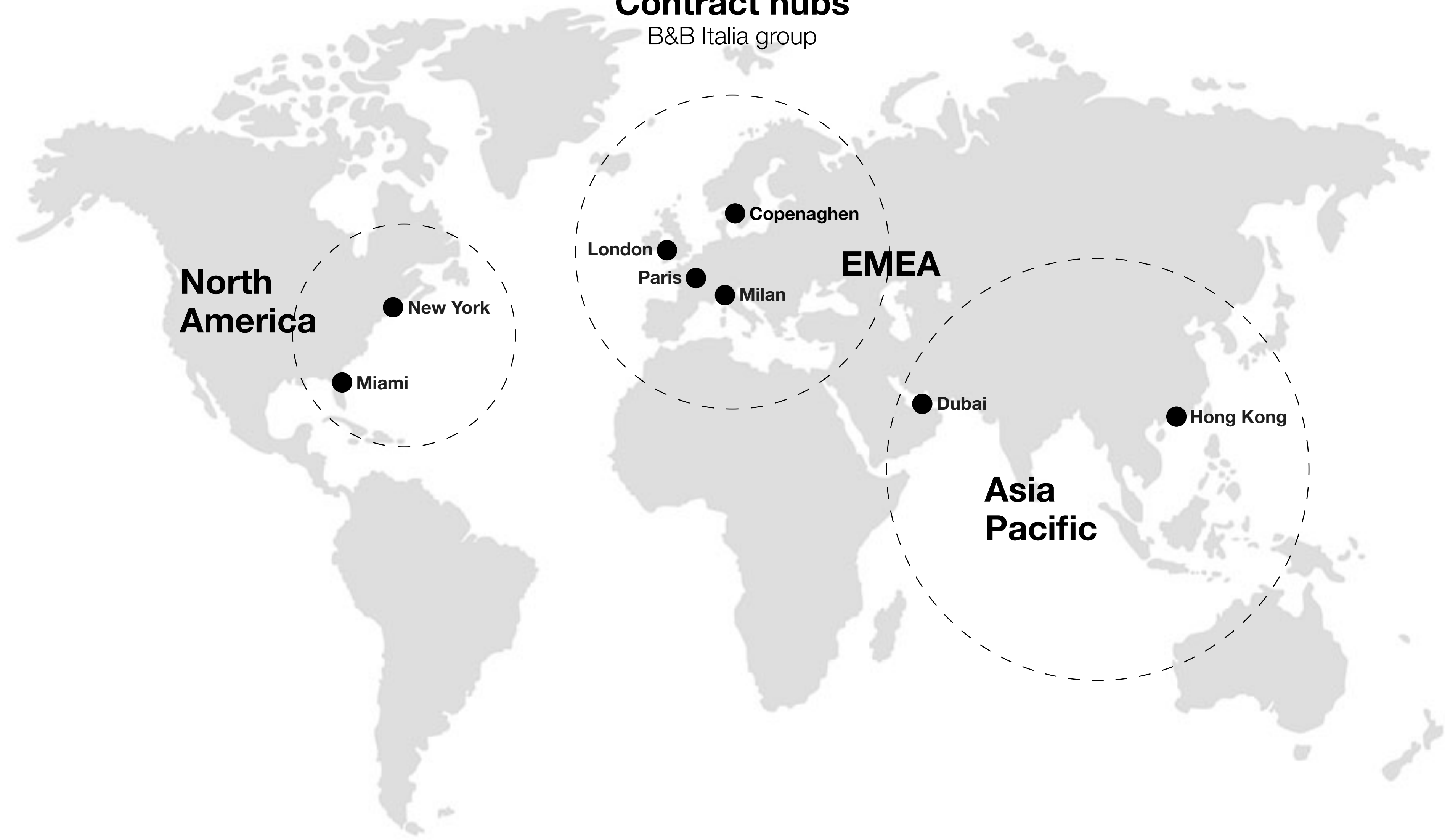
- **Over 45 years of experience** in the realization of some of the most iconic developments globally
- **Financial Stability** as a supply partner
- **Continuity of supply** for your project and guaranteed support for your buyerspost purchase

One Thousand Museum_Miami



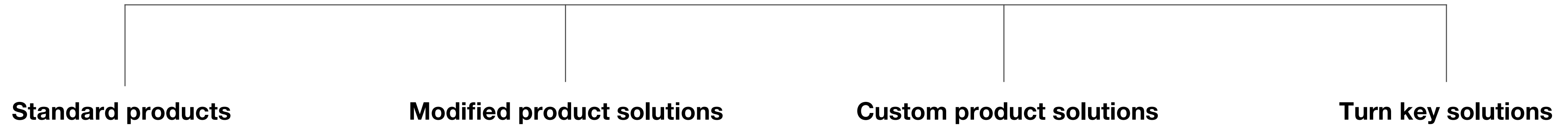
Contract hubs

B&B Italia group





Contract capabilities





Standard Products

An extensive range of standard catalogue products have been conceived and developed with a view to being utilized in a wide variety of Contract environments. Unique technologies such as the use of steel internal frames and removable covers in our upholstery products make the products ideal for Hotel/Hospitality, Office and Luxury retail environments.

The coordinated families of products marketed under the brands B&B Italia, Maxalto, Azucena and Arclinea, have been created by a team of international designers to provide innovative solutions for a wide range of market sectors.



Modified Product Solutions

B&B Italia has considerable experience and flexibility to be able to adapt its standard catalogue products to provide the correct solution for your project. Whether it be special fabrics and finishes, dimensional changes or integration of technology, its technical teams can provide tailor made solutions that ensure that products are compliant to local regulations and are fit for purpose.





Custom Product Solutions

Through B&B Italia's dedicated Contract Division, B&B Italia has more than 50 years of experience in working with professionals to develop and engineer custom product solutions for projects. Its team of dedicated product engineers and designers have considerable experience in developing and producing, fully resolved custom furniture solutions that are required for all types of projects including hotels, restaurants, luxury retail or office projects.



Turn key Solutions

The B&B Italia Contract Division can also provide a one stop shop for clients requiring a coordinated interior fit out solution. With specialist engineers, technicians, purchasing and project management capabilities, the Contract Division has been engaged as the interior fit out contractor for hundreds of Luxury Hotels, Offices, Retail roll outs and special Residential Developments globally. Its ability to work with major clients and professionals on landmark projects supplying a complete interior solution for projects is world renown, and its client list represents some of the most prestigious global hotel chains and luxury brands.





Key market sectors



Residential

B&B Italia group is an experienced supply partner to Residential Developers globally. The Group can provide not only kitchens, wardrobes and show apartment furniture, but also all the communal and outdoor areas of a project. A one stop shop for standard and customized furniture solutions, combined with its ability to provide co marketing opportunities and powerful value add branding. B&B Italia is an ideal long term partner for residential property developers globally.



One Crown Place London

A twin tower 30 story multi use residential development in central London designed by KPF architects with interiors by Bowler James Brindley. B&B Italia Contract Division has provided all the custom wardrobes and custom Arclinea kitchens for the apartments and B&B Italia designed products for the communal spaces.



One Crown Place, London





Reach, Brickell City Centre in Miami

Within the residential project Reach, Brickell City Centre in Miami, designed by Richardson Sadeki Studio, B&B Italia Contract Division provided the furnishings for all the common and outdoor parts of the two Rise and Reach Towers, as well as a fully furnished sample apartment.



Reach, Brickell City Centre in Miami





Treasure Garden Taichung, Taiwan

A beautiful residential tower designed by Antonio Citterio and Patricia Viel situated in the 7th District of Taichung. The project features an assortment of B&B Italia and Maxlato furniture for all the communal areas along with stunning Arclinea kitchens.



Treasure Garden - Taichung, Taiwan



Hospitality

Through its dedicated Contract Division, B&B Italia successfully manages many global roll out programs for major international brands. Whether it be with standard B&B Italia furniture brands or in providing custom furniture solutions for a specified brand, the Contract Division has tremendous experience in supporting a global roll out program, in terms of logistics, international standards and an understanding the complexity of managing a luxury brand roll out internationally.



Clients:

Bulgari Hotels, Mandarin Oriental, Aman Hotels, Grand Hyatt, Peninsula, Pan Pacific, Nordic Choice, W Hotels, Kempinski, The Connaught, The Berkley, Four Seasons



The Retreat at Blue Lagoon Iceland

B&B Italia partnered with Blue Lagoon as a global contractor in the furnishing of this luxury destination.

B&B Italia provided all the millworks and the furnishings of most hotel areas - Suites, Lobby & Lounge, Restaurant, Library & Yoga Room, Spa - and the decorative lighting of the hotel, restaurant, library and spa. This includes loose furniture from both B&B Italia and Maxalto collections, as well as custom-made furnishings by B&B Italia, designed exclusively for the Retreat by Design Group Italia.



The Retreat at Blue Lagoon Iceland



Bulgari Hotel & Resorts, Dubai

The Bulgari Resort Dubai is situated on the Jumeirah Bay island. Designed by the Antonio Citterio Patricia Viel studio, it is the largest Bulgari Hotel in the world, with 101 rooms and suites, 20 residential villas and a 50 berths marina. The B&B Italia Contract Division provided all the furnishings for the rooms, suites, public areas and numerous outdoor spaces, with special editions of the B&B Italia, Maxalto and Outdoor collections.



Bvlgari Hotel & Resorts, Dubai





Aman Resort Venice

B&B Italia is the privileged partner of Aman Canal Grande Venice, first Italian hotel of Aman Resorts, one of the most exclusive luxury hotel groups in the world.

Furniture from B&B Italia and Maxalto collections, as well as custom made pieces, have been selected for all the suites and the public areas.

Aman Resort_Venice



Luxury retail environments



Principally focused on the FF&E elements of hotels, restaurants and lounges, B&B Italia has been successful in the supply of hundreds of major luxury hotels, airport lounges and high level restaurants globally. Whether it be a luxury city hotel, boutique/designer hotel or a beach resort, B&B Italia has an extensive range of standard or modified products to suit all environments and style. B&B Italia, through its dedicated Contract Division, also specializes on partnering with the project architect and designer, in the realisation of any custom designed furniture pieces. It also has the capabilities to be the interior fit out sub contractor providing a complete turn key approach to high level hotel projects.

Clients:

Rolex, Piaget, Montblanc, Bentley cars, Max Mara, Panerai, Rolls Royce, De Beers, Fendi, Stella McCartney

Bentley



Rolex



Montblanc



Sergio Rossi



Office environments

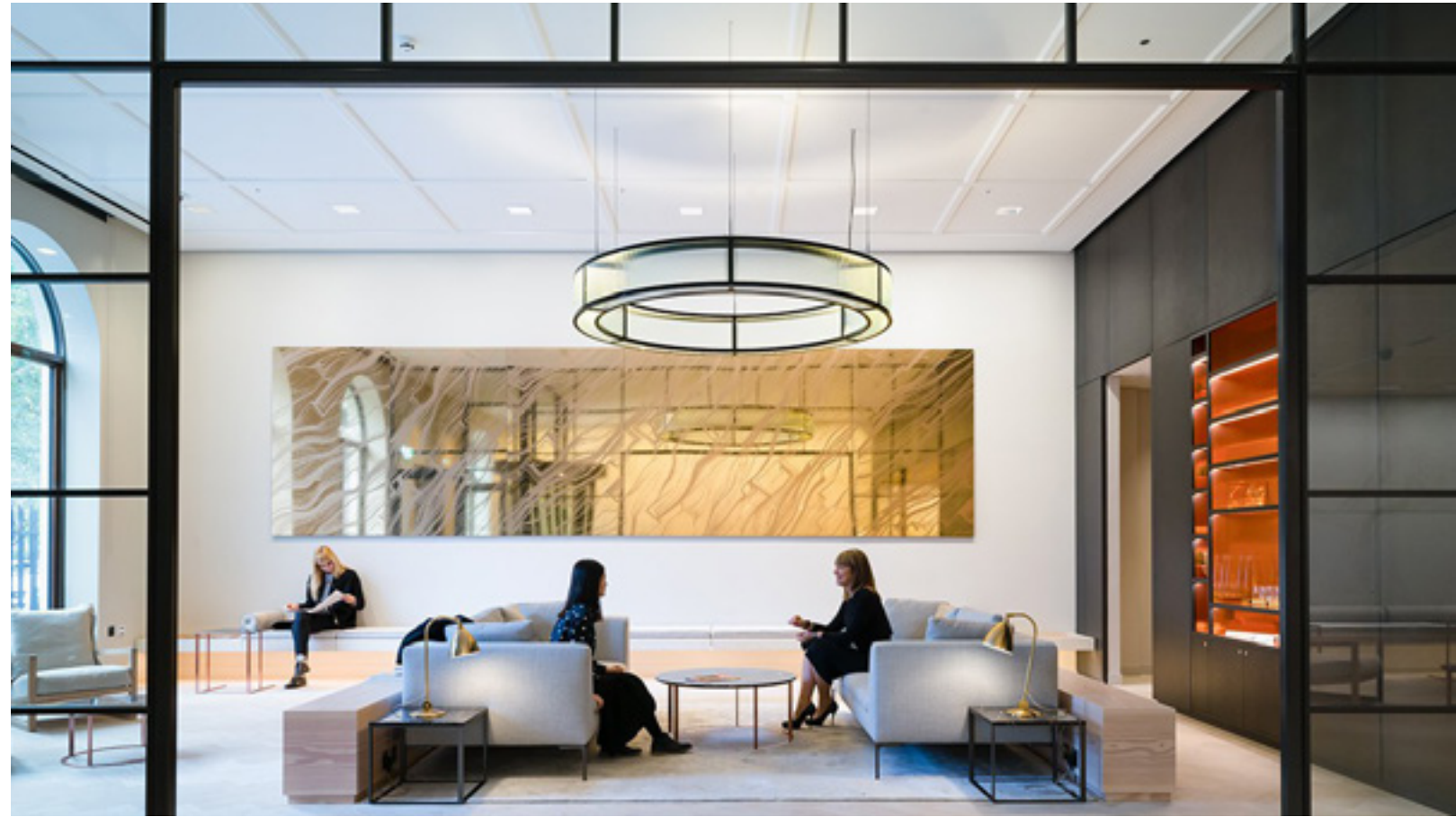
B&B Italia has been a major supplier of furniture for office projects for decades, with an enviable list of clients globally. Principle focus is on the client facing areas, collaborative lounge spaces, executive closed offices, boardrooms and corporate dining/meeting rooms. Its offer is mainly using standard catalogue items or modified catalogue product. The new workstyles and the softer more residential/hospitality feel of modern offices means B&B Italia is a popular choice for commercial interior designers.



Clients:

HSBC, Goldman Sachs, VTB Bank, Apple, Paul Hastings, UBS, Merrill Lynch, Accenture, Bain, Gazprom, Rio Tinto, Trafigura, WTO Geneva, ADNOC, Deloitte, Morgan Lewis, Generali, Sony, Jaguar Landrover

London



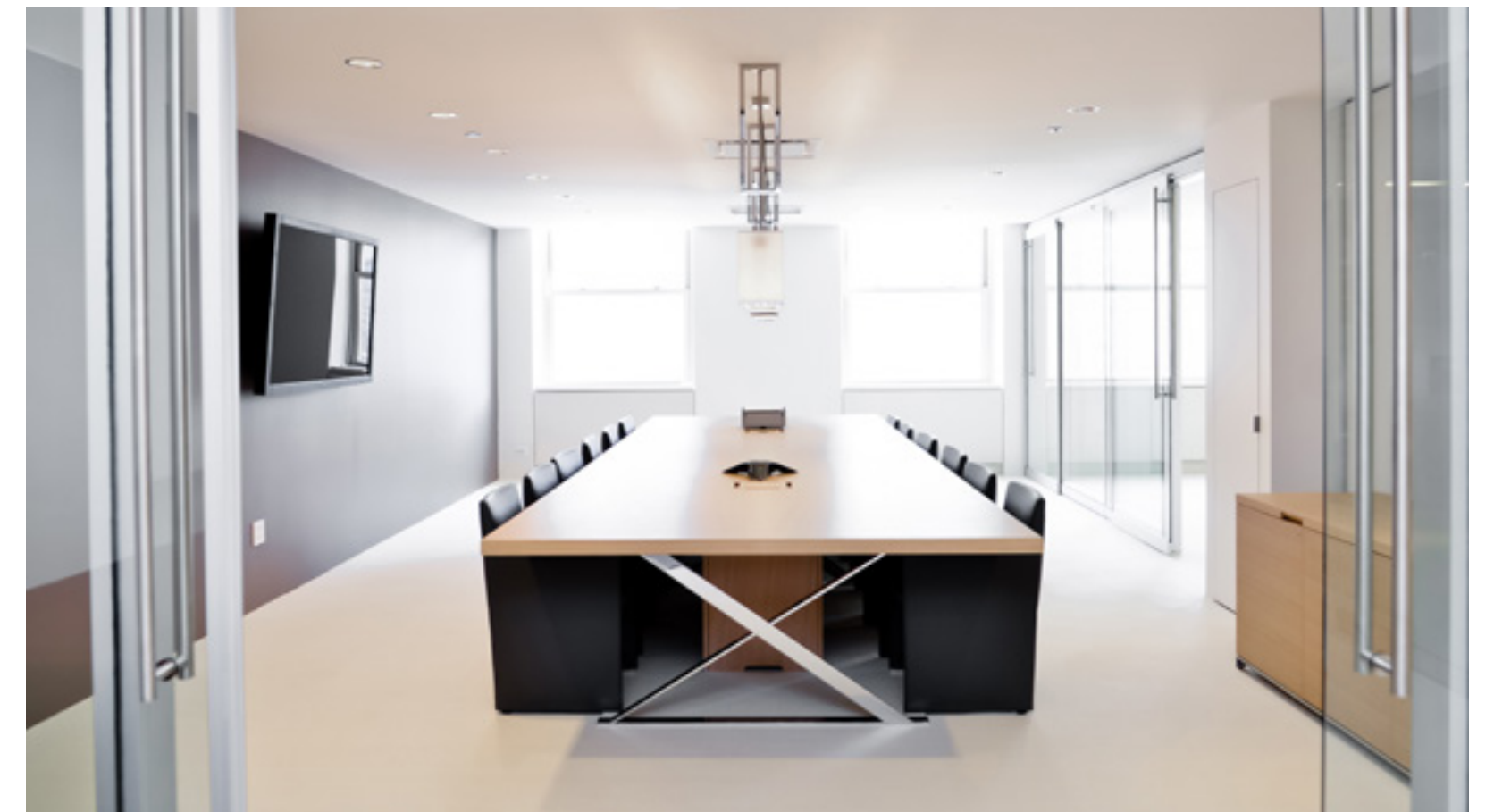
London



New York



Chicago



SFO Lounge Polaris_American Airlines_San Francisco



Starbucks Reserve Roastery_Milano



Rivea - Byblos_Saint-Tropez



The Connaught_London



Others





Thank you.

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