



Barovier&Toso

VENEZIA 1295

BAROVIER&TOSO OPENS ITS SUBSIDIARY COMPANY IN THE USA

February 1, 2023 – Barovier&Toso has set up its first foreign subsidiary in the United States, based in Miami, as a point of reference to better serve the market of the three Americas.

Founded in 1295 and still with production headquarters on the island of Murano in Venice, Barovier&Toso is today a company with an international reach. Attentive to maintain the glassmaking tradition and continue innovation of the tradition itself which has always been considered a starting point and not an arrival point. Barovier&Toso offers innovative products that excite and create special atmospheres by transmitting positivity and which acquire value over time.

Barovier&Toso works with the best interior designers and the most selected retailers in the world, with an offer of chandeliers and lamps from the catalog but also with completely customized solutions, suitable for any type of residential or hospitality project.

The company has a strong export vocation. The exports are about 85% of its turnover. The United States are the second market after Italy in terms of value. It has always been one of the main markets, both in the residential and in the hospitality sector. It attests to illustrious references such as the **Terranea Resort** in Rancho Palos Verdes in California, **Place Victoria** in Montréal in Canada, the **Adour restaurant** in The St. Regis Hotel in New York, the **Sophia Restaurant** in Toronto in Canada.

The need to redevelop the distribution network through more direct control has been maturing for some time. It is important to create a personal relationship both with representatives and dealers, together with the community of interior designers and architects, who play a key role in defining projects, for the benefit of private customers or professionals.

The heritage of the brand, the peculiarity of the product and its preciousness, require the presence of qualified personnel capable of transferring the values of the brand, the research and the craftsmanship behind the collections or bespoke projects.

The **Miami-based** subsidiary will be represented by **Fabio Pelosini**, who will report directly to the company's CCO and who oversees the North, Central and South American markets.

Regarding this, **Diego Martinez Dubosc** CCO of Barovier&Toso comments:

“The decision to create an American subsidiary of Barovier&Toso is in line with the important distribution requalification process that the company is carrying out in all foreign markets. The US market, which already represents 15% of the company's turnover and is the scene of important supplies and prestigious projects, has significant growth potential. At the same time, it is necessary to maintain a direct dialogue with the sales team in order to best transfer the philosophy and values of the brand and products. We are therefore convinced that the presence with a subsidiary managed directly from the headquarters will bring benefits and strengthen our relationship with the US market, but also in Central and South America”.



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An important step therefore in the internationalization process of Barovier&Toso, made in Murano and projected towards the global market.