



# Barovier&Toso

VENEZIA 1295

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## BAROVIER&TOSO: A YEAR OF SUCCESS WITH RECORD GROWTH AND AMBITIOUS STRATEGIC DEVELOPMENTS.



Murano, February 19<sup>th</sup>, 2024

In a challenging market landscape, Barovier&Toso stands out once again for its extraordinary achievements in the 2023 fiscal year, concluding with a **+19% increase over 2022**, resulting in a turnover of **19.2 million euros**. This qualitative leap not only consolidates the company's leadership in the sector of artistic blown glass lighting but also **highlights a doubling of the overall turnover compared to 2019**, underlining the effectiveness of the vision and corporate strategy that, over the last five years, have steered unprecedented growth.

**Diego Martinez Dubosc, Chief Commercial Officer of Barovier&Toso**, comments with enthusiasm: "The boldness and innovation we have pursued have been rewarded. We have managed to anticipate trends and transform challenges into opportunities, opening an exciting chapter for our brand. Sustainable growth and fidelity to artisanal craftsmanship have always been at the heart of our strategy, and the 2023 results are a clear testament to this."



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The past year has seen the company make significant investments in the retail sector, with the opening of the **Venice Boutique**. This new space, designed by renowned designer **Luca Nichetto**, celebrates Barovier&Toso's commitment to providing an exclusive shopping experience and represents the quintessence of the company's monobrand philosophy. The expansion has not stopped at national borders: 2023 marked the opening of **the first foreign branch in the United States, based in Miami**, taking a decisive step in Barovier&Toso's international growth strategy. For 2024, the commercial strategy aims to strengthen and enhance the **Asian market**, to consolidate the brand's presence in this region, and take advantage of opportunities offered by a rapidly expanding market.

"The inauguration of our Venice Boutique and our presence at **EuroLuce** have been fundamental milestones, as has the expansion into the US market. These achievements are tangible evidence of our constant commitment to ensuring excellence and innovation for our customers," adds Diego Martinez Dubosc.

The international recognition of the brand, the exclusivity of products that masterfully blend tradition and innovation, and an increasingly extensive sales network, have contributed to strengthening Barovier&Toso's growth. The commitment to environmental sustainability and the optimization of production processes have further consolidated the company's reputation, which continues its dedication to excellence and attention to detail that has distinguished the brand for centuries.

Barovier&Toso thus reaffirms itself as a symbol of quality and innovation in the artistic lighting sector, perpetuating the values of excellence and uniqueness that have marked the history of this historic brand.

