

ITALIAN ATELIER A ONE-STOP SOLUTION TO YOUR DESIRED LUXURY LIFESTYLE



Italian Atelier team in Pistoia, Tuscany, Italy

Italian Atelier is a family-owned luxury furniture design agency founded in 2008 by Gianfranco and Dino Bianchi. Started from the gorgeous town of Tuscany, Italy, throughout over 10 years of being active in the Asia-Pacific market, the company has officially branched out to the region with offices in Singapore, India, China, and Vietnam. Seeing what a potential market Thailand is even after COVID-19, they have decided to operate in Bangkok by opening up a company with local partners, hoping to bring their vision and assistance to the Land of Smiles.

On the surface, Gianfranco Bianchi is an accomplished CEO with over 30 years of experience in the luxury furniture market. Yet, how he got to where he is right now is a remarkable story of the inner undying fire and resilience.

Born into a family that owned three sofa manufacturers in Italy and once an important supplier to the United Kingdom in the 20th century, Gianfranco Bianchi had an early-developed passion for design, furniture, and luxury lifestyle. At the age of 16, he took over the management of the second factory and soon stepped into the business world with a young, zealous heart.

Stepping into the 21st century, when the family stopped the production, Gianfranco and his brother, Dino Bianchi, went on to be Area Manager for a few Italian furniture brands.

With years of experience in the industry and an established network, they got together and officially launched Italian Atelier in 2008. The two brothers wanted the company to be an unconventional agency that provides clients with services that could not be found elsewhere and ease the customers' way into the world of luxury furniture and luxury lifestyle. They built the company from the ground and here it is today, one of the most prolific luxury furniture design specialists, in the industry and the Asia Pacific.

As an unorthodox company, from the beginning, the CEOs' vision and approach were different. In the early 2000s, when Asia was not yet an emerging market, the Bianchis envisioned its growth and enormous potential. Though started in Italy, the two brothers decided to focus on this continent from Italian Atelier's early days. They spent a great amount of time doing rigorous market research and building relationships with prospective clients. Gianfranco and Dino did not consider selling products their top priority. They be-

lieved in the utter importance of developing great rapport with the locals, understanding their culture and traditions, and emerging themselves in their world without biases and stereotypes.

Their vision, passion, and resilience have undoubtedly built the foundation for the company to stand strong and grow big. The CEO's philosophy is: "To have the utmost respect for every client. Each project/client is completely different and it's essential to capture the project's unique spirit and DNA. The singular thread running through all of our work is respect, artistic quality and expertise. Having worked in-house for luxury companies, we have the awareness of when to say no and not overstretch the brand, but rather breathe the new life into its world. Italian Atelier is bringing out to the world: luxury, quality and perfection."

Behind one man's success is an incredible team. Aware that he would not have made it to today without additional help, Gianfranco Bianchi's greatest investment is in his teammates. He is convinced that to succeed in regional markets, local representatives are essential. He believes that skilled, experienced, and culturally competent personnel are the key to the company's positive outcomes. Cultural emergence and personalized approach are placed on top. It is clear that Italian Atelier's job does not stop at selling but expands further to developing great rapport with the locals and understanding their culture and traditions without holding any biases and stereotypes.

The birth of local teams occurred early. Their teams of industry experts with deep local comprehension are situated in Milan, Pistoia, Singapore, Shanghai, Mumbai, and Ho Chi Minh City. Italian Atelier's team, though small in number, is influential and powerful with an incredible amount of energy and devotion for the company's vision and mission.

Thanks to the CEO's great leadership as well as everyone's years of hard work and dedication, Italian Atelier has made its way into the most promising markets in Asia being an agent for nearly 40 prolific furniture brands and counting, namely Armani, Missoni, and Poltronova. Their successful entry into the Asia Pacific market is the result of keeping the passion for luxury furniture design at heart, integrating global perspectives with local aspects, including ethnic differences, cultural codes, and market maturity, and most importantly, putting the customers at the core of the company's business.

Though they had to postpone the local offices' launch up until 2017 due to situational reasons, Italian Atelier is not a novice in Asia-Pacific. From the first days, the company has been entrusted by architects, interior designers, developers, investors, and individuals to provide them with unique services. They offer concept consultation either for a whole project, from start to finish, or for just one particular room inside a house.. They are the voice of brands that cannot just yet locate themselves in the Asia-Pacific. They provide the customers with the best deals, the most authentic products, and insightful views. Their flexibility is what the customers truly cherish as they can expect to be catered to every step of the way.

With years of hard work and dedication, Italian Atelier, as a leading luxury furniture design specialist in the industry, has taken on 100 large and small-scale projects. A few significant projects that the company was deeply involved in are Restaurant Rêver in Guangdong, China, and Lodha Group's World One Tower in Mumbai, India, whose interior designs were done by Giorgio Armani.

In recent years, Southeast Asian nations like Thailand hold immense growth potential. In the Thai market, real estate has been rising significantly. The need for house revamps and interior decoration has soared. Digitally educated customers and the demanding market require the brands to focus on creating tailored local experiences and engaging deeply with the customers.

Great expertise, wide knowledge, and cultural competence have led to the success of the company as a luxury furniture design specialist penetrating foreign markets. With plans to implement an intensive strategy for the Thai market starting the 4th quarter of 2021, Italian Atelier is coming to Thailand believing that the market holds endless growth possibilities for luxury furniture and luxury lifestyle.



Restaurant Rêver in Guangdong, China


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