

Issue 107 Sustainability Leaders

BUSINESS ENQUIRER



The Race for Reason

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Scavolini

With more than 60 years on the kitchens market behind it, **Scavolini** is one of Italian industry's most modern, important production models, and its brand strategy continues to be rewarded with impressively large figures, and growing success at the international level. The company is now a benchmark for the industry worldwide and is synonymous with the Made in Italy quality.

Its history - a crescendo of initiatives reflecting its ability to adapt innovatively to changes in taste, lifestyle and the market and the advent of each wave of new technologies - is a striking example of corporate growth, nowadays taken as the benchmark model for the entire industry.

Since 2012, the range has also included bathroom collections, as a result of the brand's desire to satisfy a specific need on the market. Over the years, **Scavolini's** product range has been extended even further, from including a broad array of dedicated living room solutions - through to the walk-in wardrobe, heralding a "total-look home". **Scavolini** has grown and evolved entirely in keeping with society, for people and with people, so much so that the brand has become synonymous with home in the broadest and most personal sense. This vision has since 1961 guided the development of **Scavolini** in its unwavering search for innovative solutions to accommodate furnishing requirements, defining new codes for the kitchen first, and for the bathroom next, influences that have also affected the living room and the walk-in wardrobe.

Scavolini has always worked with prestigious designers on the international scene. Nendo, Ora-Itto, Diesel Creative Team, Glugliaro Design, King&Miranda Design, Karim Rashid, Michael Young, Rainlight Studio, Fabio Novembre and Luca Nichetto provide exclusive creations to fuel the firm's continuous mediation between the most ground breaking, brilliant creativity and what the people of today and tomorrow really want for their lifestyles. This feature has always taken a prime position in **Scavolini**, and comes from an ability to meet market demands quickly, linked with a desire to guarantee customer satisfaction for a varied cross section of the public.

Scavolini notes the very first hints of change, and develops on these ideas with a view to continual research and innovation.

Scavolini exports its products worldwide, with a policy of forcefully expanding its network and constantly increasing new openings. It currently has more than 300 foreign points of sale. A successful strategy based on constantly strengthening the distribution and organisational network, but also on product development tailored to the tastes and needs of the various countries, in addition to a communication strategy focusing on enhancing "brand recognition".

www.scavolini.com