

## Design Holding rebrands as Flos B&B Italia Group International Design Group rebrands as Flos B&B Italia

*The rebranding initiative aims to clarify and strengthen the Group's identity within the luxury design industry by directly anchoring its corporate name to the founding and most globally renowned brands in its portfolio.*

Milan, 16 May 2024 – Design Holding S.p.A., a global leader in high-end design, rebrands as **Flos B&B Italia Group S.p.A.** This renaming initiative fortifies the Group's market presence, through its iconic and international entities, FLOS and B&B Italia, and signifies the reinforcement of the Group concept, highlighting the unity and ongoing synergies among all its brands.

As part of the group's rebranding, International Design Group S.p.A. has been renamed into **Flos B&B Italia S.p.A.**

FLOS and B&B Italia, each representing the pinnacle of design excellence in lighting, furniture, and accessories respectively, have been cornerstones of the Group since its inception in November 2018. Alongside the Group's entire portfolio, they exemplify the dedication to unparalleled design quality and a shared objective of unmatched mastery, with each brand staying true to its distinctive heritage and DNA. Together, the Groups' overarching principle *"we design for a beautiful life"* steers us forward.

Flos B&B Italia Group is a global leader where unity is a strength, a unity also represented by its other seven prestigious brands, Louis Poulsen, Maxalto, Arclinea, Azucena, FENDI Casa, Audo Copenhagen and Lumens, which together all clearly convey the group's dimension, showcasing the cohesive and complementary nature of the brands that comprise it.

*"The Group has grown significantly, establishing itself as a key player in the high-end design sector,"* declares Daniel Lalonde, CEO of Flos B&B Italia Group. *"The rebranding aligns our corporate name with our iconic and foundational brands, FLOS and B&B Italia, maintaining our core values and operational direction. Our portfolio, featuring renowned brands with notable heritage, each present a unique and clear aesthetic, complementing one another, showcasing the collective distinction and synergy that makes them stand out. This steadfast commitment to excellence positions us to continue leading in the high-end design industry and creating value, laying a strong foundation for future growth and acquisitions"* concludes Lalonde.

The group's codes are encapsulated in the new Flos B&B Italia Group logo, which, with its sophisticated and essential character, reflect the Group's stylistic hallmarks: quality, creativity, and contemporary appeal.

Flos B&B Italia Group is committed to its mission of crafting beautiful and sustainable products, steering this vision through a strategic framework that encompasses enhancing brand desirability via robust R&D and the creation of iconic, sustainable product lines. Simultaneously, the Group is deepening its direct-to-consumer connections through an expanding network of directly operated stores and targeting growth in Europe and in key markets including North America, APAC, and the Middle East with a stronger distribution infrastructure. It also aims to solidify its presence in the high-end contract business by delivering bespoke furniture and lighting solutions across residential, public, and hospitality sectors.

The attention to detail, quality, innovation, and values that have distinguished the group's activities over the years forms an enduring foundation guiding the Group toward a shared goal: to continually set the standard for absolute excellence in high-end design.

\*\*\*

This press release may constitute a public disclosure of inside information by International Design Group S.p.A. under Regulation (EU) 596/2014, as subsequently amended, and any relevant implementing rules and regulations.

\*\*\*

### **Forward Looking Statements**

This press release may include forward-looking statements within the meaning of the securities laws of certain applicable jurisdictions. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts, including, without limitation, those regarding the group's future financial position and results of operations, their strategies, plans, objectives, goals and targets, future developments in the markets in which the group participates or is seeking to participate or anticipated regulatory changes in the markets in which the group operates or intends to operate. In some cases, you can identify forward-looking statements by terminology such as "aim", "anticipate", "believe", "continue", "could", "estimate", "expect", "forecast", "guidance", "intend", "may", "plan", "potential", "predict", "projected", "should" or "will" or the negative of such terms or other comparable terminology. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and are based on numerous assumptions. Our actual results of operations, including our financial condition and liquidity and the development of the industries in which we operate, may differ materially from (and be more negative than) those made in, or suggested by, the forward-looking statements contained in this press release. In addition, even if our results of operations, including our financial condition and liquidity and the development of the industries in which we operate, are consistent with the forward-looking statements contained in this press release, those results or developments may not be indicative of results or developments in subsequent periods.

# FLOS B&B ITALIA Group

Flos · B&B Italia · Louis Poulsen · Arclinea  
Maxalto · Azucena · Fendi Casa · Audo · Lumens

## **Flos B&B Italia Group**

Flos B&B Italia Group is a global leader in high-end design with a cultural heritage of European origin, characterised by multi-channel distribution and diversified product categories. Guided by the purpose 'We design for a beautiful life', the Group designs for the planet, people and culture. The Group includes FLOS, B&B Italia, Louis Poulsen, Maxalto, Arclinea, Azucena, FENDI Casa, Audo and Lumens. Flos B&B Italia Group's catalogue features iconic objects designed by world-famous designers such as Achille and Pier Giacomo Castiglioni, Tobia Scarpa, Luigi Caccia Dominioni, Poul Henningsen, Arne Jacobsen, Antonio Citterio, Gaetano Pesce, Philippe Starck, Piero Lissoni, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Michael Anastassiades and many others. Flos B&B Italia Group is jointly owned by independently managed investment companies of the global investment firms Investindustrial and Carlyle.

[www.flosbebitaliagroup.com](http://www.flosbebitaliagroup.com)

## **Press contacts:**

Lucia Nadal: Group Marketing and Sustainability Director [lucia.nadal@flosbebitaliagroup.com](mailto:lucia.nadal@flosbebitaliagroup.com)