

Boffi CEO MR. ROBERTO GAVAZZI

Visits The Solesdi Showroom In The Design District

The CEO of renowned international kitchen and bathroom brand Boffi, was in Miami during the month of May, celebrating Boffi's acquisition of luxury furniture company De Padova. Boffi, being one of the sponsors of Cocoplum Living, invited us to have a sit down interview with CEO Roberto Gavazzi to find out his vision behind the acquisition and his thoughts on the growing Miami market.

Mr. Gavazzi, Boffi is a brand that has a presence in most, if not all, the luxury markets in the world. What are your thoughts on how the Miami market is evolving and what does it mean for Boffi as a brand?

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the month

Boffi Kitchen Installed in Casa Clara - 212 West Dillido Drive, Miami Beach



Boffi Bathroom Installed In Casa Clara – 212 West Dilido Drive, Miami Beach

Miami is an incredible city, and in these last 3-4 years it has been booming in every direction including: art, real estate, fashion, and design. The Design District has had an incredible transformation and it aligns perfectly with our brand, since we are in the business of helping to create beautiful homes.

The quality of projects that we have seen in Miami in the last few years has been the best in the country. Developers that are qualifying their projects as high-end projects understand that the choice of your suppliers has to really be in line with that. So this is where Boffi has been involved

in projects like Palazzo Del Sol in Fisher Island for example. You need to be well organized when you are supplying very high-end projects towards very demanding customers that need very special attention. There is a level of competence where you must be impeccable in everything you do, and as a company, Boffi makes that a standard of doing business.

Mr. Gavazzi, in the world of luxury kitchen brands, what do you think makes Boffi stand out?

First I think it's the history of the company. We have 80 years of history, which really sets us apart from other companies in the industry. And in these 80 years we have always been working in the high-end contemporary business. There has never been a diversion of that. We've always had a clear strategy of trying to be as much as possible, the best product on the market.

Also, we try to have international latitude and be represented properly

in the most luxurious markets of the world. That includes representatives that present the company perfectly well, with a beautiful shop, a strong image, an excellent team and the capacities to serve at the highest levels of the market. This you'll find in Miami, in Sydney, in Moscow, in Milan, in Los Angeles, in Tokyo, in London and over 60 cities where we are represented at the same level. To be able to establish this kind of network at this level, with this quality, is very difficult to do.

Investment in people is also very important, so we invest a lot in our teams in each market. When you are changing a structural part of your interiors like a kitchen or bathroom, you want to have someone in front of you who really understands your needs and that is able to interpret those needs in the way you like, but also in a way that makes your house be more beautiful, maybe the most beautiful you can find in the city. We build teams of people that are able to do a fantastic project, technically

perfect, impeccable in terms of the solutions that are proposed, but also beautiful, aesthetically pleasant, with designs that last for a very long time so that you don't get annoyed by your kitchen after a few months or a few years even.

When you buy something of quality that will stay in your house for many many years, you want to make sure that can trust the reliability of what you're getting. A brand that has existed for over 80 years and has always been at that level, and will always be able to service you in the future when you may need to revise the kitchen or move it or do

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something else, is certainly an added guarantee that you are in good hands.

Mr. Gavazzi, please tell us about the strategy behind the De Padova acquisition.

The acquisition of De Padova has been a strategically interesting move to complete our offering of products for the interiors world. Although De Padova is a brand that is maybe not so well known as Boffi (because it's a small company), it has the same values as Boffi. It is a company that has almost 60 years of existence, that has the same tradition of being innovative in the contemporary world, capable of attracting very good designers, and capable of having iconic products in its collection that are timeless. Also De Padova has a great taste in putting together different styles that always speak the same language.

De Padova has a tremendous potential for international expansion as well, so the combination of Boffi and De Padova should help us to acquire a bigger dimension that is always interesting when you want to be considered a leader in the market. The times of being specialized in one business, like the kitchen business or the bathroom business, or the sofa business is a bit finished; and we need to be involved in the entire business of interiors to be able to offer a complete solution. I believe the acquisition of De Padova shows the market a certain strength in terms of what you can offer, the different technologies you are able to mix together, and I believe it gives a more complete idea of the kind of player we are.

It is an honor to feature Boffi CEO Roberto Gavazzi in this issue of Cocoplum Living. If you would like to experience the full line of products that Boffi and De Padova have to offer, we invite you to visit the Solesdi showroom in the Design District. Solesdi includes the brands: Boffi, De Padova, Henge, Listone Giordano and Roda. Find the contact information for Solesdi below:

Solesdi Showroom
3800 NE 2nd Ave,
Miami, FL 33137
(305) 571-8216



De Padova Living Room



Listone Giordano Floors



Roda Outdoor Furniture