

Company profile

Bitossi Home is an offshoot of **Bitossi Diffusione**, set up in 2007 in the area of Montelupo Fiorentino, in Tuscany, to expand the presence on the market of objects for the home, with a collection of its own creations.

Bitossi Diffusione is an affiliate of the [Gruppo Colorobbia](#) group which operates in the sector of objects for the home. It was founded forty years ago when one of the first ever Chinese clients of [Colorificio Ceramico Colorobbia](#) paid for the supply of ceramic tile glazes with Chinese vases and dishes, which were sent to Italy and promptly put on the market. Their unexpected success led to Vittoriano Bitossi, founder of Gruppo Colorobbia and knighted in 1998, to invest in this field and take his first steps in the area of tableware and household furnishings. And from that moment forth, Bitossi Diffusione became one of the most important Italian distributors of top quality brands from around the world.

In 2007, a strategy was adopted: it was decided that they would go it alone, creating the brand Bitossi Home, with the aim of being better able to recognize the needs and trends of an ever-changing, contemporary market. From that moment forth, the company has been one of the most respected Italian producers of home decor with collections crafted in-house and marketed under the brand name of Bitossi Home.

Bitossi Home endeavours to consolidate a style which best represents the beauty of its place of origin – Tuscany – concentrating its efforts on the development of tableware, applying their ages-old know-how in the use of ceramics, glass and wood.

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