

# DEDAR

## **With the greatest passion**

DEDAR – an acronym of *design d'arredamento* (furnishing design) – was founded in 1976 in the traditional silk district of Como, fruit of Elda and Nicola Fabrizio's passion for the world of design and textiles.

Ever since 1997, Caterina and Raffaele have worked alongside their parents in managing the company, sharing their same passionate enthusiasm but making their own particular contribution with a vision that is distinctly focused on the future.

A great passion, cultivated and nourished in the course of time, while exploring the multifarious facets and contents of the textile universe, within and beyond the excellent manufacturing art of Como. This patient and fruitful background of experience invested in the company has led to the creation of a variegated repertoire of furnishing fabrics, trimmings and wallpapers. The Dedar collections artfully interpret this cultured research in the world of yarns and textiles with a slant that is decidedly contemporary. Innovative creations which highlight both stylistic traits and manufacturing techniques.

## **An international textile editeur**

Dedar constructs its identity and *raison why* on the cornerstones of style, innovative product research and design. To produce its collections, Dedar makes use of carefully selected textile mills, specialized in various materials and manufacturing techniques, entrusting each one with what may even be a single phase of the process involved in product creation, enjoying perfect freedom to transpose techniques or materials, originally destined to other applications, to the world of textiles.

Dedar principally draws from the specialist know-how of Como and surrounding area, with its history of textile manufacturing; in fact 90% of Dedar fabrics are produced in Italy.

With more than 4,000 sales points distributed in over 70 countries throughout the world Dedar now plays a protagonist role in textile editing.

Dedar is Hermès's partner in the production and distribution of its furnishing fabric and wallpaper collections. This cooperation fuses the experience and know-how of Dedar with the richness of the Hermès creative universe, on a foundation of values cherished by both houses: the constant quest for excellence and a strong family spirit. The collections designed under Hermès artistic direction are available from selected Hermès stores, and, thanks to a distribution agreement with Dedar, through a specialist network.

## **Creativity and research**

Creativity and research are two aspects of a unique process, focused on achieving the technical and aesthetic excellence which has always been the hallmark of Dedar collections. It takes more than a year before a fabric can actually go into production and, in some cases, the development process entails several years' trial runs and experimentation, for instance when it combines innovative techniques with artisanal processes, natural fibres with technological or metallic yarns. Technical research, harmoniously balanced

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between tradition and innovation, converts into pleasing visual and tactile sensations. The Dedar collections are conceived to accompany our everyday lives, whether at home or elsewhere, wherever they carry that spirit of uniqueness deriving from the passion for beautiful things, a characteristic shared by the entire Fabrizio family.

Over the past few years, Caterina and Raffaele Fabrizio have met several international designers and stylists. These creative collaborations have given birth to some truly unique handmade objects which express both the spirit of the designer and that of the creative universe of Dedar, on which they were inspired. Bruno Frisoni, art director at Roger Vivier, the New York designer Stephen Burks, architects Michele Bönan and Tristan Auer, DIMORE Studio of Emiliano Salci and Britt Moran are the first ones to have charted a course that goes ahead year by year with the search, the discovery and the experimentation of new intuitions.

## **The Dedar Collection**

Free-roaming inspiration, elegance, force of expression, the desire to experiment, a passion for precious qualities and extensive colour ranges constitute the essence of the Dedar collection of fabrics, wallpapers and trimmings. Silk, velvet, linen and sheers that combine precious threads and traditional techniques to the research for innovating fibres and weaving methods.

The firm's collections comprise more than 300 articles and 3,000 colourways, while the 500,000 metres of fabric in stock allow for the immediate delivery of 98% of orders.

## **Dedar Contract**

1995 is the year of the first contract project, with the furniture of fabrics to decorate the Hotel Costes in Paris; ever since then the penetration of Dedar products in the international contract business has constantly grown. Nowadays Dedar fabrics, wallpapers and trimmings are to be seen in prestigious hotel chains, in the most exclusive boutique hotels and traditional hotel establishments, on luxury liners and private yachts, such as the Four Season Hotel des Bergues in Geneva, the Skygardens in Dubai, the Buddha Bar in Manila, the Palais Namaskar in Marrakech, the Hotel Burgundy in Paris, the JK Place in Capri.

In Dedar collection there are 80 fire-retardant fabrics in more than 700 colors ideal for contract applications, that combine the appearance of plain weaves, satins, velvets, linen and cotton weaves to the practical characteristics of hardwearing, easy to care for, fire-retardant Treviras and polyesters. A collection of fire-retardant wallpapers and a collection of outdoor fabrics and trimmings complete this product offering.

Moreover, Dedar Contract Division makes a custom service available to architects and designers in order to design, create and produce customized fabrics specially studied to meet specific requirements.

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## FACTS AND DATES – main products, projects, collaborations

- 2013 Amoir Libre is the artisanal unique and inimitable moire, always moved by the selfsame spirit but different from one metre to another, the symbol of Dedar 2013 collection  
Wow awarded as best fabric at EDIDA (Elle Deco International Design Awards)  
Dedar App for iPad and Android Tablet  
Realization of the Restaurant Monsieur Bleu at Palais de Tokyo in Paris
- 2012 The new LC collection in linen and artificial leather  
Opening of Dedar GmbH and Munich showroom  
“Dedar Roping”: collaboration with the New York designer Stephen Burks  
Dedar velvets decorate the Royal Barge on the occasion of the Diamond Jubilee of Queen Elizabeth II and Lanvin windows in Paris  
Realization of the Four Season Hotel des Bergues in Geneva, Switzerland
- 2011 Partnership with Hermès  
Inauguration of the Dedar UK division and showroom in London  
‘Soleil Qui Brille’ awarded as best printed fabric 2011 by the UK press  
Collaboration between Dedar and Bruno Frisoni, art director at Roger Vivier
- 2010 New vinyl wallpapers on non woven fabric  
Application of the digital printing technique to fabric  
Opening of the Dedar Middle East division in Dubai  
Hotel Le Burgundy project in Paris
- 2009 Sky Gardens residential complex project in Dubai
- 2008 Market launch of the “Baba” trimmings collection  
The creation of extraordinarily lavish colour ranges  
Inauguration of the Dedar Russia representative office and showroom in Moscow  
Sevva Restaurant project in Hong Kong
- 2007 Market launch of the wallpaper collection  
Inauguration of the Milan showroom  
Hotel project Seven Stars Galleria (Town House hotel chain) in Milan
- 2005 Project of the Robuchon casino–restaurant in Las Vegas USA
- 2004 Opening of the Dedar France division and the first Dedar showroom, both in Paris
- 2003 JK Place in Florence (hotel project)
- 2001 Brio is the fabric with the 50’s haute couture-inspired motif which was later to become emblem of the Dedar collections  
A collection of basket weaves and technological raffia fabrics went into production
- 2000 Creation of the first extra wide silks (330cm)
- 1997 Creation and market launch of the first extra wide taffeta (330cm)
- 1995 DEDAR presents its first collection of fire-retardant fabrics  
Hotel Costes in Paris, the first contract project
- 1976 Creation of the brand

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## FACTS AND FIGURES

Corporate name	DEDAR S.p.A.
and address	Via della Resistenza, 3 - 20070 Appiano Gentile (Como) - Italy Tel. +39 031 2287511 Fax +39 031 2287533 info@dedar.com www.dedar.com
Management	Nicola Fabrizio, founder and Chairman Elda Fabrizio, founder and Board Member Caterina Fabrizio, Director Raffaele Fabrizio, Director Alessandro Franci, General Manager Nicoletta Balzaretti, Marketing Manager Sergio Dall'Olio, Sales Manager
Historical outline	Founded in 1976, Dedar owes its existence to the intuition of Nicola and Elda Fabrizio to market contemporary-style fabrics, carpets and curtain materials. The driving passion behind their activity soon led Dedar to expand its range of furnishing fabrics and to develop its know-how, to such an extent that it became one of the most refined and innovative textile <i>editeurs</i> on the international scene.
Size of company	Warehouse and offices extend over an area of 5000 sq. m
Headcount	80 employees Design department: 5 people
2013 turnover	32 million Euros Subdivision: 20 % Italy, 80 % abroad
Distribution	More than 4000 sales points distributed in over 70 countries
Main markets	Italy, France, Germany, USA, UK, UAE, Russia, Switzerland
Adv and promo	5 % of turnover
Research	3 % of turnover
Flagship showrooms	Milan : Via Fiori Chiari, 18 - showroom@dedar.com Paris : 20, Rue Bonaparte - showroom@dedar.fr Moscow : 3, Bolshoy Nikolopeskovsky per. - dedar.russia@dedar.com London : Chelsea Harbour Design Centre - showroomUK@dedar.com Munich : Widenmayerstrasse, 5 - showroomde@dedar.com
Public Relations	
Italy	Chiara Del Vecchio - Conseil - +39 02 6702963 - conseil@tin.it
France	Agence Lorraine de Boisanger - +33 0147459000 - agence@ldeboisanger.com
U.S.A.	Katharina Plath - Head&Hand - +1 6467322240 - katharina@headandhandpr.com
U.K.	Murray Weir Willats - +44 20 7245 1066 - dedar@murrayweirwillats.com
Other countries	Nicoletta Balzaretti - Dedar - +39 031 2287504 - marketing@dedar.com