

## Varaschin, in 2021, grows by 90% to 19 million.



Stefano Giust

Estimates to close the year between 18.5 and 19 million euros in sales revenue, with an EBITDA of 13%, the outdoor furniture company Varaschin, after nearly 10 million in 2020, slightly down for the pandemic, and 14 million in 2019. "As ordered, we will exceed 20 million in the current year – proudly starts off Stefano Giust, chief operating officer and responsible for the company's business strategies -, with 40% of sales on the domestic market and 60% of export share with prevalence in the United States, Spain, France and Belgium".

The relationship with architects represents about 90% of the business for the company, while the remaining 10% is reserved for the entry level. "The market confirms the increase in interest towards our high-end proposal, the top level, and this for us is a recognition of our right approach and good work", goes on the manager explaining that residential and hospitality are equally important for the company and will be at the center of long-term strategies even in major construction projects in Europe. "Only in Italy do we have a dual network for the two targets, with two agencies and two sales managers: with the 'home' division that is aimed at traditional multi-brand retailers, while the 'hotellerie' division keeps direct contacts with five-star hotel chains. Abroad, on the other hand, we are present through direct agents who turn to high-end dealers, hotel chains and architects, especially landscapers".



EMMA CROSS collection

Four months after Edoardo Gherardi's entry into the creative direction, Varaschin presented, last October 8, the Editions Catalogue with the new products for the season 2022 which, already in these first weeks of launch, is experiencing positive feedback from the sales force and the market. "The main objective of Gherardi – explains Giust – will be to consolidate the Varaschin Outdoor Therapy brand", through which the company defines itself as "100% outdoor", aiming at maximum comfort and quality. The catalogue is in line with what is the third phase of the company which consists in strengthening the brand by giving it a refined and coordinated look with the corporate approach that is based on six values: manual interweaving as a distinctive feature; high quality of product, process and service; comfort and ergonomics, both in the logic of the search for the well-being of the individual; outdoor specialization and collaboration with international designers. "The jewel in the crown of this latest proposal is the partnership with Monica Armani who, for us, has signed the Emma and Emma Cross collections, the best expression of our top-level offer, which continues in 2022 with the development of the collection".

To the six corporate values, a seventh will be added, the theme of sustainability, on which Varaschin has been working for three years and which, starting from October 2022, will be presented with an ad hoc project. Meanwhile, Varaschin has already removed scotch plastic from packaging, replaced with that of paper, and the polystyrene of protection, replaced by cardboard.



Varaschin family

In the product, as well as introducing partially recycled fabrics, the company has come to use aluminum (100% recyclable material) for 90% of the metal parts. Proposal 2022 also includes two pieces of furniture completely made of aluminum, a stool and a chair from the Noss collection signed by Gherardi.

Looking to the future, the company is working to create a new business line that will go under the hat of Varaschin Outdoor Therapy and will be presented during the Design Week in April 2022. "It will be a new strategic opportunity and will strengthen our identity in the Outdoor Therapy world", concludes Giust.