



**ITALIAN DESIGN BRANDS (IDB) KEEPS GROWING WITH SABA ITALIA, A COMPANY SPECIALIZED IN LUXURY FURNITURE FOR THE LIVING ROOM AREA**  
**With Saba Italia's entry into the Group, IDB closes its fifth acquisition bringing its own dimension to an aggregate turnover of over 100 million Euro.**

*Milan, October 24<sup>th</sup> 2018* - **Italian Design Brands (IDB)**, the hub for Italian design in the high-quality furnishing sector, established just over three years ago by Private Equity Partners S.p.A. – founded and controlled by Fabio Sattin and Giovanni Campolo – Paolo Colonna and Giovanni and Michele Gervasoni, has finalized the entry into IDB Group of Saba Italia, historical Italian brand of high-quality furniture founded in Padova in 1987.

With a revenue of 13 million Euro in 2017 and a solid profitability, Saba is a real “female business”, among the very few in the sector to be led by a female entrepreneur, Amelia Pegorin, who has guided the company to success by means of a keen creative sensibility and a “humanistic” approach to the business management, which always puts the client’s needs in the forefront.

According to Saba, a design product must not only have excellent characteristics under a technical profile, but also respond to the consumer’s real needs and, at the same time, stimulate esthetical emotions able to touch the people’s minds.

Saba offers “customized” design, whose added value resides in the possibility of choosing from an extensive and refined selection of textiles and different esthetical languages, allowing the client to completely personalize his choice.

The poetry of colour and the spontaneity of the movement, typical of Saba, find a common ground with the art of Antonio Marras. In 2018 the company collaborated with the Sardinian stylist, who reinterpreted the iconic New York collection of sofas and armchairs, drawing from the unpublished textile combinations of the fall-winter 2018/2019 pre-collection.

A true female brand, from the spirit of its team to its round and cozy collections and selected collaborations. Saba’s route can be summed up in “sophisticated, but democratic elegance” and “rational matter, but dedicated to lightness”.

With the acquisition of Saba Italia, IDB adds the fifth company to its portfolio of Italian excellent companies with a strong calling for internationalization, bringing its dimension to a 2018 aggregate turnover of over 100 million Euro. For the company, whose management will remain in the hands of the entrepreneur Amelia Pegorin, important investments are already in place, to increase productivity in support of the strong growth seen in the last few years and of future development. After the acquisitions of Gervasoni and Meridiani, Saba represents for IDB the third different approach to the world of upholstered furniture and living area furnishing: in fact, all

three companies, even if belonging to the same product category, have very different characteristics, able to complement each other and create a comprehensive offer.

**Giorgio Gobbi, CEO of IDB, declares:** *“We are very happy to welcome to our Group an excellence such as Saba Italia. Saba has always dedicated its design research to the culture of relaxation, because the idea of home living is in continuous evolution and it is in this way that it manages to create customized and high-quality products. We, therefore, aggregate a complementary reality to the ones already in portfolio, enriching the overall offer of Italian Design Brands’ products with a strong identity and authenticity. Furthermore, we are particularly happy to have met with an extraordinary entrepreneur such as Amelia, both for her professional competence and for her humanity; we consider her entrance into IDB an enrichment for the Group and an important further step for the development of our project”*.

Amelia Pegorin, Chairman and CEO of Saba Italia, comments: *“Being part of IDB Group is for me and Saba a source of pride and enthusiasm, because it means to give further value to an enterprise which has always put its ethical sense as a base of its “doing business”. The humanistic approach to development, expressed in the design research and in personal relationships, has made the company grow in a sustainable way with solid profits, and now these values, shared with the companies which are already part of the Group, will be able to have more resonance and will allow the achievement of new and important goals”*.

The deal has been financed by Unicredit and assisted by: Marco Franzini (Eversheds Sutherland); Marco Valdonio (studio Maisto e Associati); Antonio Di Prima (SCS Consulting); Domenico Girardi (CF Partners), and by Marco Leonardi (Gattai, Minoli, Agostinelli, Partners) as a consultant for Unicredit.

### **ITALIAN DESIGN BRANDS (IDB)**

Italian Design Brands S.p.A. was founded in May 2015 in order to develop and promote a hub for Italian design in the high-quality furnishing sector. Private Equity Partners - co-founded by Fabio Sattin and Giovanni Campolo - Paolo Colonna and Giovanni and Michele Gervasoni, supported by a selected Group of high-level Private investors, have launched Italian Design Brands (IDB), headquartered in Milan, in order to aggregate leading companies in the sector and combine consistent financial, strategic and relational forces with robust and consolidated industrial and commercial experience. In September 2015, the management team was joined by Giorgio Gobbi, a manager with extensive sector experience, who today carries the role of Chief Executive Officer. IDB's first major investment was the acquisition of Gervasoni S.p.A., a historic Italian brand that, since the end of the 19th century, offers furnishing solutions for the home and contract sectors. Its second acquisition regarded Meridiani S.r.l., founded in 1996 and still led by Renato Crosti, an internationally renowned furniture company distinguished by its refined design products and ample textile collection, which continues to be synonymous with timeless quality and elegance. The third acquisition, in 2017, was of Cenacchi International S.r.l., a well-known high-quality design furniture brand headquartered in Ozzano dell'Emilia, near Bologna, specialized in the contract sector and, in particular, in the creation of tailor-made furnishings for shops, showrooms, hotels and prestigious homes. Then, in 2018, the Group finalized the acquisition of Davide Groppi S.r.l., Italian excellence founded in 1988 and based in Piacenza, which creates, develops and realizes design lamps and lighting projects.

Giovanni and Michele Gervasoni, in addition to being actively involved in the management of their company, hold, as IDB minority shareholders, the respective positions of President and CEO of the new holding. IDB Board of Directors is also composed by Giorgio Gobbi, as CEO, Fabio Sattin, Paolo Colonna, Alessandra Stea, representing the private investors, Renato Crosti and Mauro Bodo.

## **SABA ITALIA**

Saba was founded in 1988 in a small town of the Veneto region in the North of Italy. Since then, it has dedicated its projects and research to the culture of relaxation and ease. Design, choice of materials and production processes follow an ideal route guided by the desire to experiment without slipping on the excesses and sustained by the constant attention to quality principles. Since the beginning, the company has distanced itself from standard production in order to embrace an ethical course that better defines the word "design". Saba has anticipated future trends, interpreting the signs that underline the idea of individual values. Our vision of home living is expressed with nomadic sofas, with clean shapes that enclose complexity in their essentiality, changing their configuration and use with just a few movements. Saba products are based on four principles: **memory**, that maintains tradition alive; **comfort**, based on ergonomics and hospitality; **design**, that reshapes the new esthetics using innovative textiles and re-elaborating the traditional handcraft secrets; and, finally, **poetry and beauty**, because ethics and esthetics are two sides of the same coin in which what is beautiful is also good. These four principles merge together thanks to an extraordinary ingredient which is creativity, even if there is nothing more elusive because it is an intuition which is ignited beyond the borders of awareness. But it is only born in a terrain in which attention, research, knowledge and exertion are nurtured. And in an era such as ours, made of sad passions, it is the right time for each of us to become responsible for creativity, weaving the threads of our actions and our thoughts to contribute to illuminate life.

### **Press Office of IDB Holding:**

Spriano Communication

Matteo Russo and Cristina Tronconi

Mob. (+39) 347/9834881

[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com)

[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)

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