



## AI LATI LIGHTS AND ZAFFERANO AMERICA BESPOKE ARE NOW ZAFFERANO LIGHTING

*The Company's New Lighting Division is a Hub for Industry Specialists Seeking  
Decorative and Technical Lighting Options*

**Dallas, TX** (June 25, 2021): Zafferano America, the exclusive distributor of award-winning lighting and tableware design from Quinto di Treviso, Italy, today announced the establishment of a brand-new Lighting Division for North America: **Zafferano Lighting** ([zafferanolighting.com](http://zafferanolighting.com))

**Zafferano Lighting** will serve as the exclusive North American distributor for two of the company's celebrated sub-brands, ***Ai Lati Lights*** and ***Zafferano Bespoke Lighting***. **Zafferano Lighting** will also offer the company's immensely popular cordless lamps. The announcement was made at the Dallas Lightovation Trade Show.

Zafferano Lighting will sell to the trade, including architects, designers, and hospitality, and will open distribution channels in the United States, Canada, and Mexico for the company's diverse line of lighting products including:

- **Ai Lati Lighting**: an industry favorite, ***Ai Lati*** is Zafferano's utilitarian, sleek, and well-trusted lighting brand since 2005.
- **Zafferano America Bespoke**: colorful, vibrant, and high-quality designer pieces, which showcase the company's deep Italian design roots—***Bespoke*** is crafted to make a statement.
- **Cordless**: including the famous ***Pina*** and ***Poldina*** lamps, the company's growing cordless lamp collection has been a huge hit both throughout the hospitality industry and with consumers alike.

"Zafferano Lighting is now the one-stop-shop for those in the North American design industry to seek out product lines they know and love," says **Barrett Gross**, President of Zafferano America. "Whether it's bold pieces to make a statement in the interior of a hotel, or reliable indoor/outdoor technical lighting for a commercial space, Zafferano Lighting has it all. We expect to see this new branch of the company achieve new heights, matching the already-booming cordless lamp, porcelain, colored glass, and stemware collections."

Zafferano America has been selling Ai Lati and Bespoke collections as Zafferano USA since 2012, but only recently launched Zafferano America in 2019 as an official

distribution arm. Retail operations at ZafferanoAmerica.com have skyrocketed and, with that, inquiries have arrived from design professionals seeking high-quality products that deliver Italy's distinct design perspectives to the Americas. **ZafferanoLighting.com** takes the company's design stalwarts and groups them in a way that matches the bold advances the company's products have made in hospitality, architecture, and commercial design.

For more information: ZafferanoLighting.com or [lighting@zafferanoamerica.com](mailto:lighting@zafferanoamerica.com)

### **About Zafferano America**

Zafferano America is the exclusive distributor of the award-winning lighting and glassware designs of Federico de Majo, owner of Zafferano SRL of Treviso, Italy. Available in the United States, Canada, and Mexico, Zafferano collections include cordless lamps, custom lighting, decorative glasswork, and tableware for hotels, restaurants, designers, and retail establishments. Design and workmanship find perfect synergy and expression in Federico de Majo's work, stemming from 40 years of experience in designing lighting projects and artistic glasswork. Zafferano America's products are built to be not only functional and decorative but also to bring dreams and emotions to life, creating unique interiors that stir emotions with their eye-catching decorative effects of light and color.

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

### **PRESS INQUIRIES:**

Ben Austin

+1 (917) 686-3979

[Ben@ZafferanoAmerica.com](mailto:Ben@ZafferanoAmerica.com)

Gina Salese

[Gina@benaustin.com](mailto:Gina@benaustin.com)