

20 People To Watch | Sundeep Bagga, Sunpan



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Sundeep Bagga

Sundeep Bagga is the president and CEO of [Sunpan](#), a Toronto-based global furnishings brand that specializes in the design, manufacturing, and distribution of modern and transitional furniture.

“The company started off as a family business,” Bagga said. “But originally, Sunpan was a much different company. My dad was importing giftware and collectible items from Asia in the ‘90s. But I had the opportunity to take the business in different direction, and in 2004, I brought in contemporary furniture.”

Today, the company operates three showrooms in Toronto, High Point and Las Vegas, which total 80,000 square feet of combined space. And, Sunpan’s product assortment has grown to a catalog of more than 3,000 products in all major categories.

The company recently launched its first made in Italy collection that added 26 new SKUs with offerings across seating, occasional tables and ottomans. “We have shopped Italy for years,” said Bagga. “Who doesn’t love something that’s made in Italy? We latched on to a high-quality leather source and have designed a curated collection that we are truly proud to share with the industry.”

Sunpan also recently added additional new outdoor products, which Bagga said is quickly becoming a strong part of the business. Since its initial launch in 2021, the outdoor collection has rapidly grown to include more than 180 SKUs including dining tables, chairs, occasional tables, lounge seating and accents.

The company’s production facilities use mainly FSC-certified wood its factory in Indonesia has created low-impact packaging. Sunpan’s upholstery product, made in Vancouver, is constructed using fabric made from recycled products.

are working with Culp to use fabric that’s made from recycled water bottles,” Bagga added. “In our opinion, small things that we can do will create impact across the business to reduce our carbon footprint.”

Bagga said he is involved in various aspects of the business including product development, marketing, sales and strategy and is proud that Great Place to Work Institute Canada named Sunpan as a great place to work this year. The distinction came after an independent analysis based on direct feedback from employees about their workplace experience.

Looking ahead, Sunpan will be launching a new website later this year, plans to open a new facility in Texas that will be the company’s first distribution center in the U.S., and is developing a new 40,000 square-foot showroom in Toronto that will launch in late 2023/early 2024.

“With the current cost of gas, it’s important to be closer to our clients, and moving into Houston does that,” Bagga said. “We are also using more leather, which is a fantastic, sustainable material that’s good for the environment. And we feel like we have room to grow in Canada since the country is currently underserved by U.S. companies.”

The company is also starting to see a lot of strength in the non-residential side of the business including hotels, restaurants and public spaces.

“People are spending money on traveling and demand for consumer goods is starting to soften.” Bagga said. “It’s fascinating how that side of the business is growing. We are planning to show at the Hospitality Design Expo in Las Vegas.”

See also:

- [Sunpan launches its first Italian collection](#)
- [The People Issue names inaugural 40 Under 40 | FT Exclusive](#)
- [2022 People Issue: 20 People to Watch | FT Exclusive](#)

Anne has developed an expertise in rugs, fabrics, technology and e-commerce retail and brings that knowledge to her role as assistant managing editor for Home Accents Today and as a contributing writer for Furniture Today. Please reach out to awear@furnituretoday with any story ideas.