

Sunpan launches its first Italian collection



Jean Marie Layton // Senior Editor for Upholstery

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Made In Italy launches at Sunpan.

TORONTO — [Sunpan](#), a global furniture company specializing in the design and manufacture of transitional and contemporary furnishings has debuted a new [Made in Italy](#) collection.

“This is an exciting and long-awaited launch for our company,” said Sunpan President and CEO Sundeep Bagga. “Our team has always aspired to release an Italian-made collection. Through careful planning and sourcing, we have designed a curated collection that we are truly proud to share with the industry.”

According to Fion Ho, Sunpan’s director of product development, the company wanted to align its offerings with current design trends with a focus on warm tones and comfort. With the persistent challenges of global supply chain logjams, the company wanted to source products closer to Canada and the U.S.; Made in Italy helps to fill that need.

“The decision (to source in Italy) was also a response to customers being more conscious about the origin of the products they purchase,” said Ho. “Given the renowned reputation of Italian craftsmanship, this collection satisfies the desire for customers to purchase products that are closer to home, while also reducing the prolonged delivery times as a result of supply chain issues.”

Sunpan saw a market for premium furniture, and the Made in Italy collection is part of the company’s focus on being agile and growing and diversifying its product selection. “It is quite known that there is a sense of prestige for products that are made in Italy,” Ho “and luxury brands are a good example that showcases there will always be a demand for exquisite and refined products.”

The collection features a selection of furnishings that are transitional in design. Adding 26 new SKUs to Sunpan’s product line, the collection includes seating, occasional tables and ottomans.

According to the company, each piece is upholstered in high-quality Italian leathers with the finest craftsmanship. The leathers are available in a range of colors with the natural characteristics of leather making each piece unique. Sunpan’s Made in Italy is made with FSC-certified wood that is harvested using sustainable and ethical practices.

The company provides a 10-year warranty on the frames and a two-year warranty on the covers.

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Jean Marie Layton is senior editor for upholstery at Furniture Today. A design and furniture aficionado, she has worked as a writer/editor in industry and non-profits, in academic administration and in retail furniture sales. She pursued a master’s degree in the history of design at Parsons/Cooper-Hewitt and has a BA in history from Mount Holyoke College and an MA

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