Mix of Italian-made cult design, lifestyle technology and love



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Contents

Brionvega is unique brand:

for its history and characteristics for its products and its different industrial and commercial strategy

Brionvega is a division of SIM2 BV International srl

Brand



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The history of Brionvega brand reflects the commitment of the company, to the marriage of technology and Design

Brand



•••

Designers

BRIONVEGA

They created a perfect synthesis of aesthetic pleasure, ease of use, technology and timeless design.

Spectacularity is not a value in itself: but passion, love and the strong will to make them an essential part of our daily life make Brionvega products great.

That's why products RadioCubo or the Algol portable TV are cult objects displayed in the most prestigious museums all over the world.

Work with aknowledged and timeless value.

Brionvega

Designers

 $\bullet \bullet \bullet$



Richard Sapper

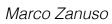


Achille e Pier Giacomo Castiglioni



Mario Bellini







Ettore Sottsass



Rodolfo Bonetto

Brionvega

Designers

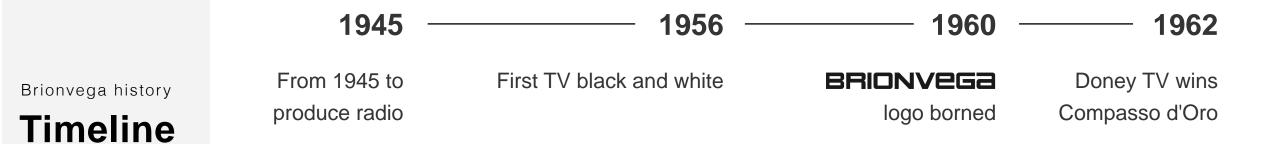
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Brionvega History

BRIONVEGA











Pier Giacomo e Achille Castiglioni designed radiofonografo

1964

Marco Zanuso and Richard Sapper designed TV algol and radiocubo and radio grattacielo

Brionvega history

Timeline









_____ 2004

Brionvega history

Timeline

Ettore Sottsass design the serie "Memphins"

1980

Bellini design "Cubo Glass"

1992

Sim2 bv international acquire the Brionvega brand

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Mission

BRIONVEGA

 $\bullet \bullet \bullet$

"Growing success of the Brand on the market, by proposing truly Icon Products in industrial design and technical innovation"

Brionvega



You can find Brionvega Icon products at The Museum of Modern Art - New York

MoMA

And other important museums:

Triennale Milano

V&



Brionvega

Mission

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Brionvega & David Bowie

BRIONVEGA









Brionvega & David Bowie

Sotheby's

The private collection of David Bowie has been showed in the most important cities: New York, Los Angeles and Hong Kong before the Auction in London.

Brionvega & David Bowie

Sotheby's

David Bowie was an owner of one *radiofonografo rr126* and one *radio.cubo ts502* and used them everyday to play his music.

On November 11th 2016 *Sotheby's* sold the 2 products for the record amount of:

257.000 pound for radiofonografo 30.000 pound for radio cubo





However, there's nothing like a celebrity owner to ratchet up expectations of auction results and the fact that Bowie's 1960s record player, designed by Achille and Pier Giacomo Castiglioni, is also for sale with an estimate of £800 to £1,200 is likely to attract a lot of attention.

"That's probably the main piece that has celebrity appeal."

-Forbes 26.08.16

The Brionvega RR126 is such an iconic piece and was playfully designed as a kind of 'musical pet' – as well as being completely detachable, the speakers can be hooked on top or on the side like ears and the control dials form a face. It's on castors so it can be moved around easily. It's very possible that the witty and innovative design appealed to Bowie, as well as the high quality audio system that was perfect for the more complex music arrangements that he and other musical pioneers created during their careers.

Time Out, 05.10.16

A great international coverage:





Sotheby's 蘇富比羅

Bowie/Collector

The Personal Art Collection of David Bowie

And many more...

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Product range

BRIONVEGA

 $\bullet \bullet \bullet$

Brionvega

Product range

rr226-fo-st

radiofonografo

radio.cubo FM/DAB+/ Bt/lithium battery

ts522D+S

rr327D+S

radio grattacielo FM/ DAB+/Bt/lithium battery ts217

Wearlt

radiofonografo rr226-fo-st

Design by Achille & Pier Giacomo Castiglioni





Made in Italy *radiofonografo* rr226-fo-st

- Cabinet: hand-painted wood
- Knobs in aluminium
- "Floating" Turntable
- Stand: unique block in aluminium
- Dimensions: 122 x 30,5 x H 61 cm
- Colours: White-tobacco, Orange-tobacco, Red-tobacco & Noce Canaletto



Features & functions

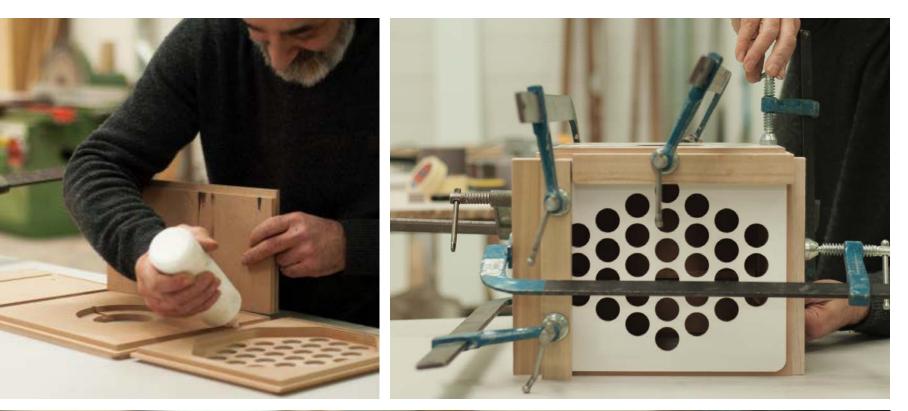
radiofonografo rr226-fo-st

radiofonografo rr226-fo-st

Technical Specifications

- AM/FM Radio
- Pro-Ject turntable
- 125+125W audio amplifier with auto-limitation
- 2 RCA audio jacks for external sources
- 1 RCA audio output for connecting to an external amplification system
- 1 RCA audio output for connecting to an external subwoofer
- 1 6.3 millimetre preamp audio jack for headphones
- Power supply 220v 50Hz (on request 110v 60Hz)
- Rests on a cart with forged aluminum wheels







Made in Italy *radiofonografo* rr226-fo-st

Hand crafted in Italy piece by piece



Made in Italy *radiofonografo* rr226-fo-st

Each *radiofonografo* is an unique piece of craftsmanship... Discover it.



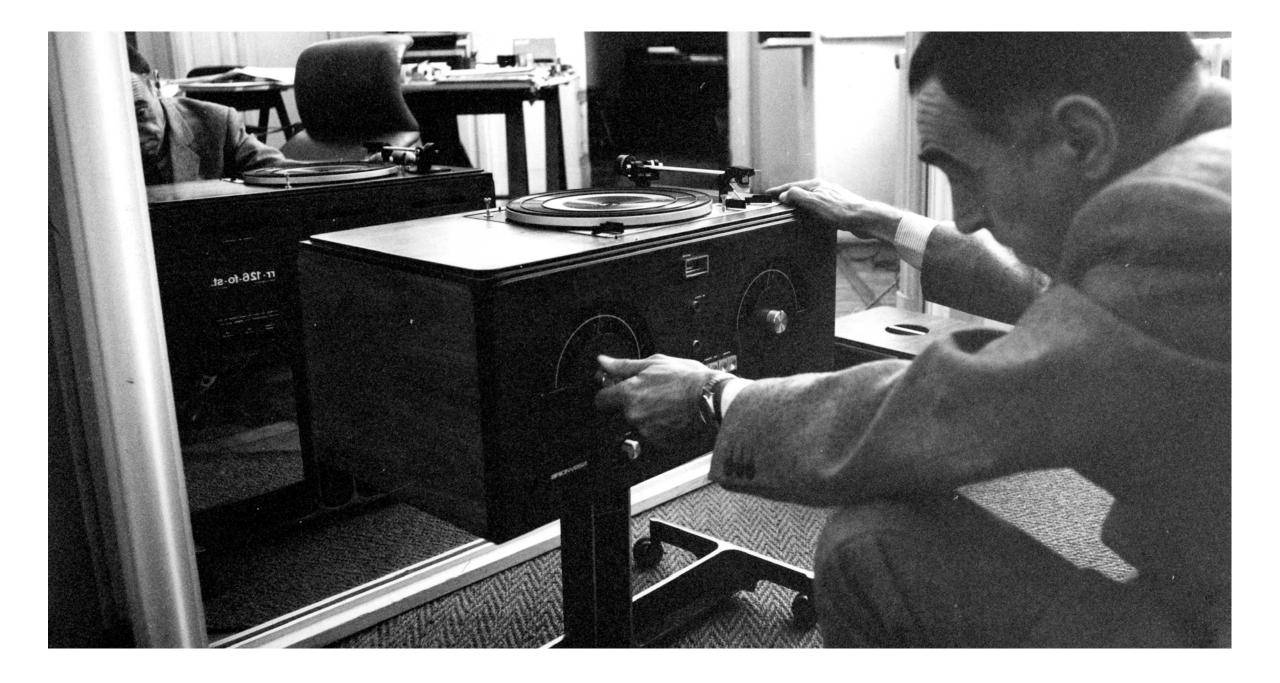
Colours

radiofonografo rr226-fo-st



radiofonografo "primo"

Noce Canaletto



Exclusive new finiture: noce canaletto*

radiofonografo rr226 fo-st *"Primo"*

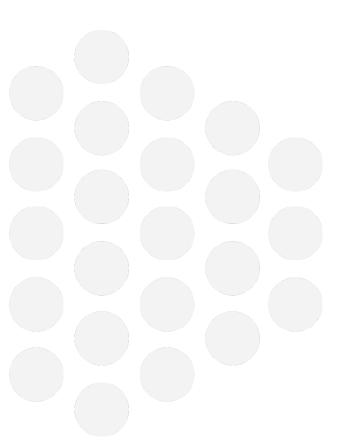


*Limited edition: only 100 pcs

radio.cubo ts522D+S

Design by Marco Zanuso & Richard Sapper





Features & functions

radio.**cubo** ts522D+S



radio.cubo ts522D+S

Technical Specifications

- radio FM with RDS
- DAB/DAB+
- Bluetooth
- Rechargeable battery
- Clock Radio
- Aux 1
- Headphone socket
- Full function Remote Control
- FCC
- CCC
- CE
- Dimensions: 23 x 13 x 13 cm
- 4 colours: White-snow, Black-night, Orangesun, Red + 1 Limited edition Yellow-sun



Colours

radio.**cubo** ts522D+S



Brionvega a modern classic

Co-branding activities with italian luxury brands

Giorgio Armani spa

Emporio Armani







Ferretti Group (luxury yacht) **Itama**

radio grattacielo rr327D+S

Design by Marco Zanuso

BRIONVEGA





Features & functions

radio grattacielo rr327D+S



Radio grattacielo rr327D+S

Technical Specifications

- FM/Dab+ frequency with RDS
- Radio Alarm Clock
- Display LCD
- USB connection
- Bluetooth
- Rechargeable battery
- Auxiliary Audio Input
- Stereo Headphone jack
- CE
- CCC
- FCC
- Colours: White, Orange, Red & Black
- Dimensions: 9,5 x 9,5 x 27,8 cm



Colours

radio grattacielo rr327D+S





ts207

Design by Rodolfo Bonetto





Wearlt ts217

Design by Michael Young













Features & functions

Wearlt ts217

BRIONVEGA



Wearlt ts217

Technical Specifications

- Power: 2x3.3 Watt drivers, passive Bass radiator, for deep and high quality Bass
- Battery life: up to 24h
- Bluetooth technology
- Charger for smartphone
- Integrated microphone
- Possibility to wirelessly connect 2xts217 WeariT for a true stereo performance!
- Dimensions: 12,5 x 3,5 x 7,2 cm





Wearlt ts217 Different from the others

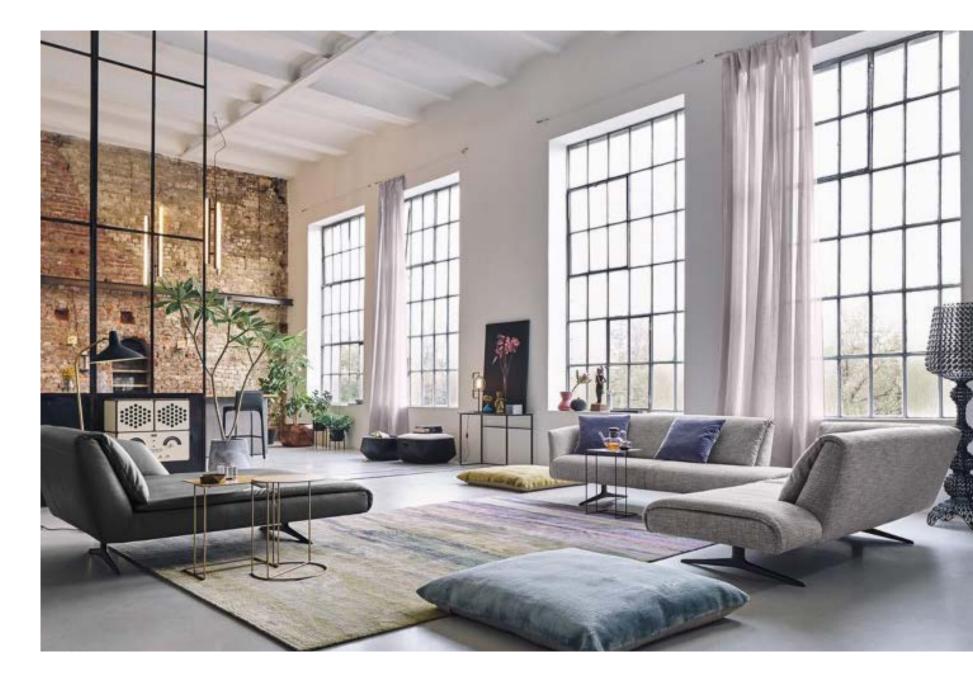
Best showrooms around the world with Brionvega products

BRIONVEGA



Xtra Showroom Singapore

Dzine Showroom San Francisco





Brionvega Showroom Milan

Luxury Life Showroom Saigon

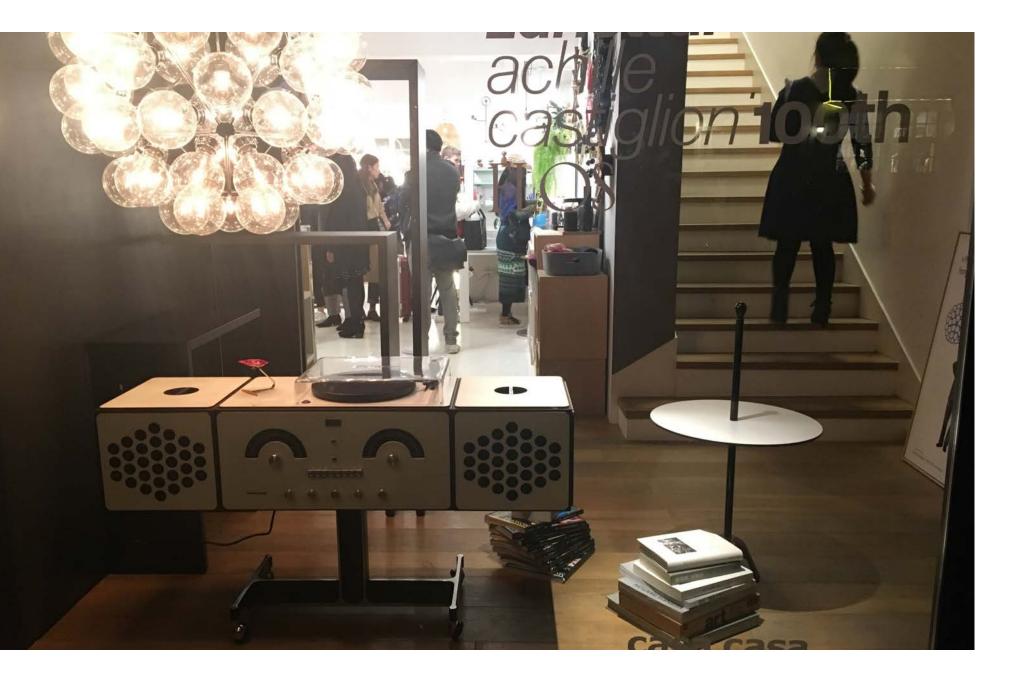




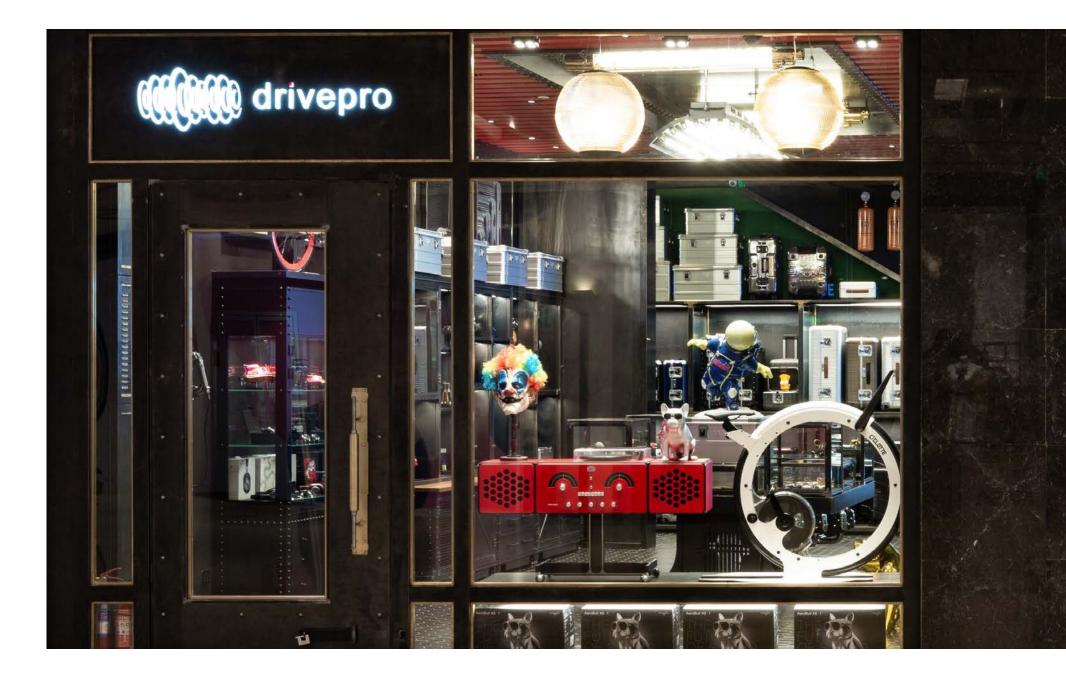
Rinascente Showroom Milan

Living Edge Showroom Sidney

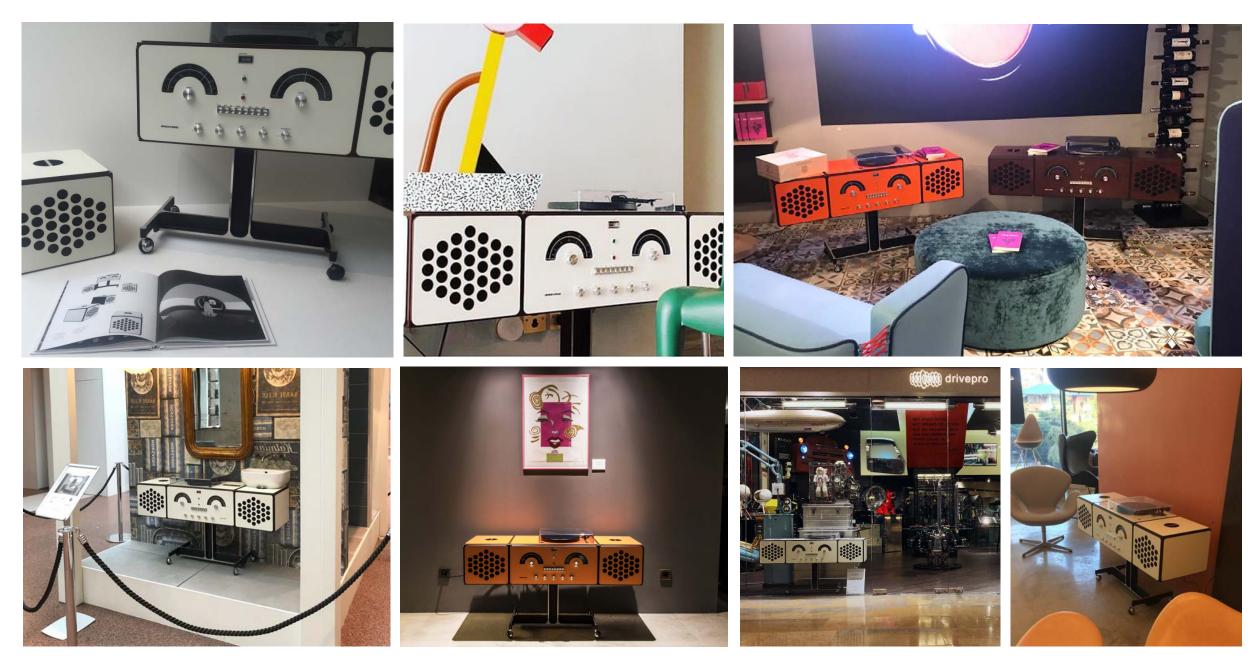




CasaCasa Showroom Shanghai



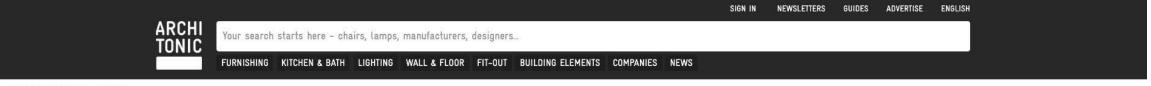
DrivePro Shanghai



...and many more...



Architonic & Archiexpo



HOME > PROFILES > BRIONVEGA

BRIONVEGa





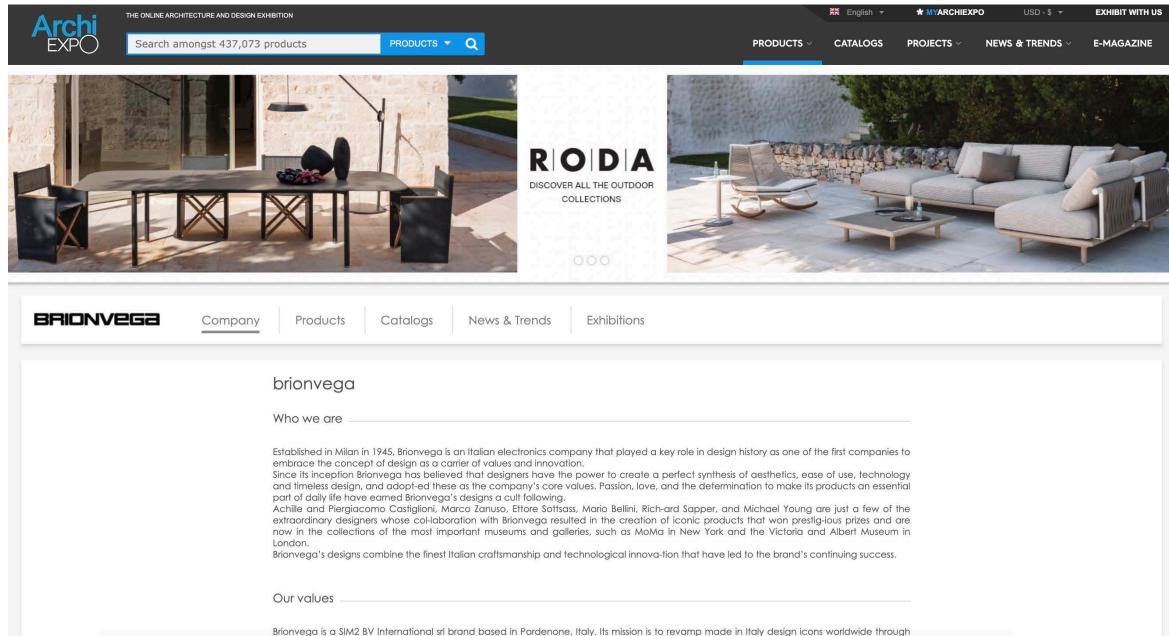
ABOUT BRIONVEGA

1960. The eyes of all look to Italy. And eyes are full of admiration: creativity, ideas, innovation. Great desire to dream. And to do. These are the years that make the world love the Italian style. These are the years of Radio Cubo, Radio Grattacielo, Radiofonografo, Doney, Algol and many others products from extraordinary personality. The most brilliant and innovative designers get to work. I...

MORE ABOUT BRIONVEGA

BRIONVEGA FAMILIES

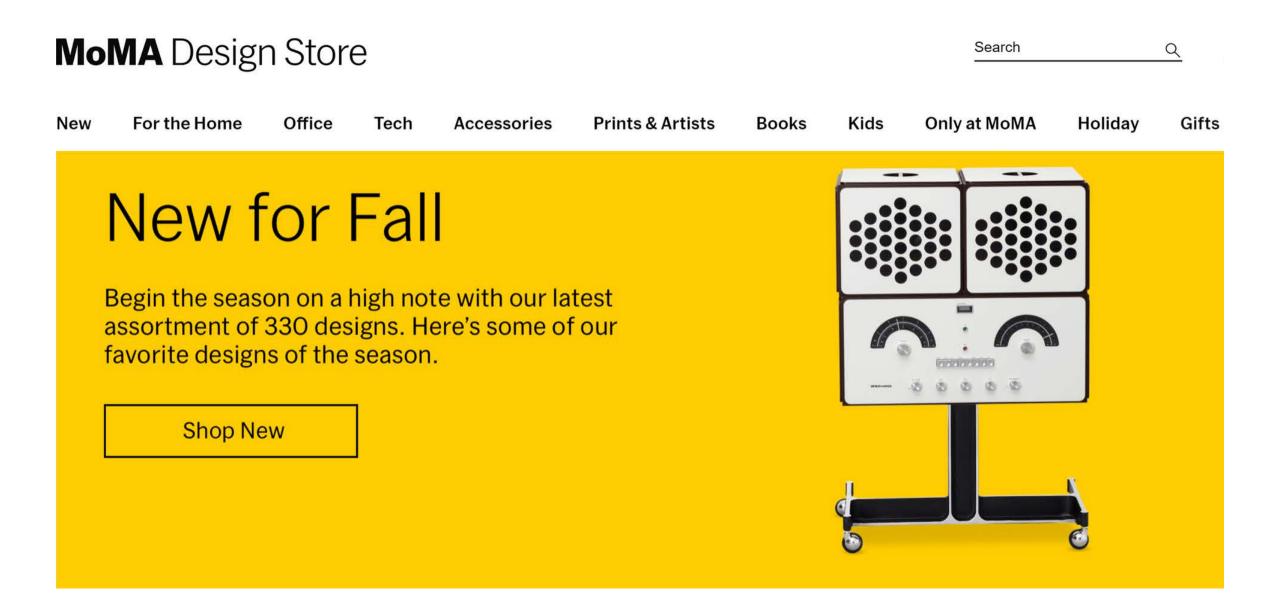
Wearit



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MoMa design store





's handmade in the time of day, nto a showcase.

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Make an Impression

From a magnificent middentury stereo that's handmade in From a magnificent that changes its face to suit the time of day, Italy to a clock that the grant of the showcase, these pieces will turn your personal space into a showcase,





Deale Check, WE HI (a Virong) Dealer than the Bin design of the boost of the A more changing n. #200804 \$9,950 Anny Washed Summer Brightych Statisticands. All H DATE MAYE in 1972. Arety Workshill Insufant a Front present fronts that an in MOARA's patients #200824 Purgets 200825-019

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1.800.447.6662 | store.mome.or

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Product placement

BRIONVEGA









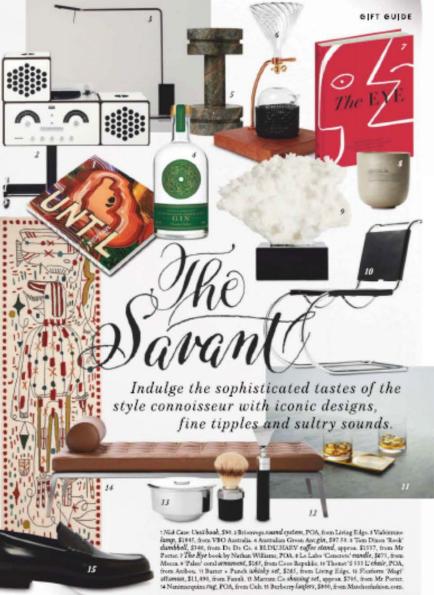


Exclusive catalogs & editorials











E il fonografo di **Bowie** andò alle stelle

Record per il modello dei Castiglioni. All'asta di design della rockstar spicca anche Memphis

Neccord per immodel de castagilorin. Ani asta ci locatori, che il più di casta di locatori, che il più di casta di ca

dona i cinili del brani moistali du Pasquere, Peter Shere, verer-kemp) e cabaret, nel 71 incon- 2001: Ankte ort a scousa no hond Wahole Los Reed a proviata caminanna lo in una «The Verbu Underground & teo Thum, Marco Zanini, e non New York, II mondo pop gli stana dove c'e un cohine di stora, il primo album di storo. Phi de ra reguandovele spalanco le porte. Primere, eri-Microphi al trans dove con colettia firmata Tincasso totale del soo lotti lico, ello rico: Calhon e viterzale...s.

Alessandra Quattordio

L'evento • L'asta di oggetti di arte contempora-nea e di design accartenutia

[SCELTO PER VOI]

Il ritorno dello stile "Brionvega"

IL RADIOFONOGRAFO RESO FAMOSO PER IL SUO DESIGN NEGLI ANNI '60 RIPROPOSTO ORA IN MODALITÀ HI-TECH. CON LETTORE DVD E FUNZIONALITÀ AVANZATE. GLI ALTOPARLANTI STPOSSONO STACCARE E COLLOCARE OVUNQUE

Francesca Tarissi

Torna alla ribalta della scena hi-tech un apparecchio che ha fatto la storia del design italiano, il Radiofonografo Hommega. Da alcuni giorni, infatti, è acquistabile il nuovo modello RR226, attualizzato nei meccanismi ma non nel design, che conserva intatte le linee caratteristiche e i dettagli dell'originale RR126 del '65.

Interamente made in Italy e assemblato a mano, oltre alle classiche funzioni radio e al giradischi a 33 e 45 giri, ora in-clude anche un lettore cd-dvd. Del resto il Radiofonografo è un elemento fondante di quella storia della creatività, fatta di forme iconiche e senza tempo che, dal 1945 ad oggi, han-no contraddistinto le televisioni e le radio prodotte dall'arienda milanese, fondata da Giuseppe Brion sul finire della Realizzato in

Seconda Guerra Mondiale. legno laccato Modelli considerati alla stregua di opere d'arte, usciti dalin vari colori, è disponibile la matita di designer come Richard Sapper, Marco Zatuso, Pier Giacomo e Achille Castiglioni, Hannes Wettstein, Sercon diverse gio Asti, Ettore Sottsass e Rodolfo Bonetto, ed oggi esposti configurazioni

nei musei di tutto il mondo. La radio TS502, soprannominata "Cubo", per esempio, di una radio fu disegnata da Sapper e Zanuso nel '62. Il caratteristico gu-scio diviso in due parti cubiche, incernierate in modo da In versione Dab aprire e chiudere l'apparecchio, l'hanno resa una delle più belle radio mai prodotte al mondo (ed anche una delle più imitate dall'industria cinese).

Il televisore portatile Algol, invece, ideato due anni dopo sempre dal duo Zanuso-Sapper, è divenuto il simbolo dell'italian style degli anni Sessanta. In ragione del suo schermo inclinato, all'epoca Zanuso lo paragonò a un cane fedele che guarda all'insù il suo padrone. Dotato di maniglia in metallo estraibile e di scocca in Abs lucido, è esposto al Museum of Modern Art di New York. O, appunto, il Radiofono-



grafo disegnato dai fratelli Castiglioni, riconoscibile dalla particolare forma antropomorfa (gli altoparlanti sono le orecchie e le regolazioni e gli strumenti sono il naso e la bocca). Il cantante David Bowie, grande appassionato d'arte, fi-no alla sua morte, avvenuta alcuni mesi fa, lo aveva conservato tra i pezzi preferiti della sua collezione privata, battuta all'asta da Sotheby's la scorsa settimana a Londra.

L'impatto estetico di questi apparecchi, insomma, è tale da renderli oggetti unici, ambiti al limite del culto da collezionisti e appassionati. Per questo, negli ultimi anni, sono state proposte alcune riedizioni in chiave digitale di quelli più amati. E' il caso della radio Cubo che, dal 2013, viene venduta in versione Dab/Dab+. E adesso del Radiofonografo. Realizzato in legno laccato

bianco con inserti tabacco (come quello di Bowie), le due casse consentono di creare varie configurazioni: possono essere poste sopra al giradischi per ascoltare la radio, ai lati oppure allontanate per aumentare l'effetto stereofonico. Il prezzo? Quello di un'icona del Pop design: 6.000 euro.

LISTEN UP Brionvega is now at Living Edge

Whip hockure distriguing the sound and spin, och water brand thermage at music or your water and magnet or your age. Musing design, likesyst and exchrology in crosses expresses produces and exceptional tearing appartnerse, this megagioal adminisheshop books at Automation. A Agenesses on Auto Intel Tearing and a tearing the A Agenesses on Auto Intel Tearing and the tearing appartnerse. design - as heltan designer



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Designed in 1966, Marco Zanuso's Refin Craeschilo was a sechnological design svolwion. Named for the skysonaper, is block y recengular etign offered a clean break from the pass. It can a positioned horizon ally or variesally depending space and myle, and has a planic case, LCD. arean and reinimal busions, implied by the irre-mention radius. Brionwaga hep-updavid Radio Gravacials for the use of motion extindicity, with the ability to play MP3 Hes with a USB pon and an IO card reader.

6 0:

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EBBy or pity MPI Heaves with a UBB poin and an ISO card neader. Marco Zarvaso and Richard Sepper's Radioscobo has been server ad webcas losing local-movaline. It landy and personality. Designed by mose than half a carvary ago, the calcelogian has mose celosa and expendicational knowleng, indicating DARGAB or FM, and conneces with IBbarcob and AUX semightions, rables or FC.



WEADIT by Michael Young is also based on a 1985s Extensing ition. The pensible Busecolt

conveniences for loday's on-the go Blacklar a hands itee microphone to answer calls in Incorporate of answer care in software environments and the possibility to connect an UKARY on initiation models for saive count. Bitmings's produce bases successfully and contracting increasivity and ecopional sound quality. The range is available in Linitg Edge incorporate and ordina as information and

. hingEdge I The Woolwane, Shed74, 4DHamley, Sinea I Alexandris I 1300 13z 1541 Evingedge.com.a



Is Andy Warhol (Ia famosa ba-



RRIDNVEGA WEARIT IS 217



Cocktail per l'estate

usleuro dice che la musica deve ssere concepita come un abito e ognuno può ghere quale modello indossare. stili e generi differenti, senza o mai scendere a compromessi a la qualità... Quello proposto da un ega per l'estate 2006 è un vero e prio accessorio fashion "da vestire" un design vintage e un innevativo re tecnologico. Si tratta dello aker Bluetooth WEARIT to 217, diffusore ridotto nel neso (400 g) e le dimensioni (12,5 x 7,5 x 3,5 cm), atteristiche che lo rendono leggero e npatto, ideale per essere facilmente sportato os unque. Dotato di microfono orporato e di sistema Vivavece per

rispondere alle chiamate, è eminaggia con due altoparlanti ad alta efficienza e con un radiatore possivo per la riproduzione delle frequenze basse; e lo protegge, disponibile nelle viola (€ 159, brion can an

Gli accessori audio -video da portare in vacanza per viaggiare, giocare e ascollare la musica avunque

grazic alla tecnologia Real Steres è in grado di connettersi a un altro dispositivo "gemello" per ricreare un reale effetto sonoro stereofonico. La batteria a elevata autonomia si ricarica transite interfacets Lish, mentre in case di necessità la funzione Powerbank permette di ricaricare un device estern Lo speaker è in vendita con una borsa custodia con cinghia a tracolla o a maniglia, che racchiade il dispositivo rioni arancione, tabacco, blu o

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Exhibition & Events



Exhibitions I-MADE London



«Castiglioni» Pordenone



Campari «Red in Italy» Brussels



Triennale Milano



Salone del mobile Milano





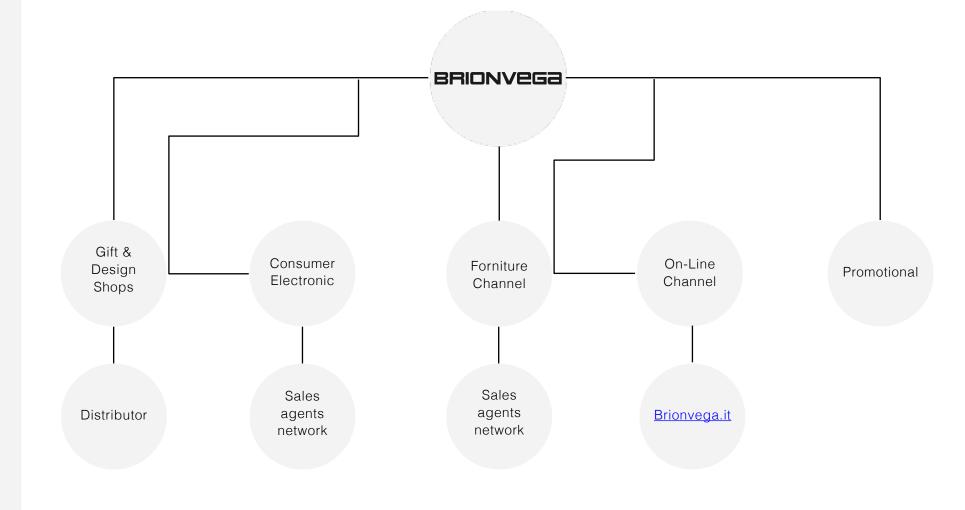


Italian Distribution Strategy

Different trade branches with different trade

organizations

 $\bullet \bullet \bullet$



Distribution

Distribution Strategy

SELECTED SHOPS HIGHEST (offline/online) ROTATION COMPULSORY NOT-NEGOTIABLE DISPLAY PRICE Distribution **Distribution** Strategy

Distribution

"Ideal" Shop Profile

Assortiment	++
Range/selection	++
Assistance	++++
Price (convenience)	+
Location (easy access)	++++
Interiors	++++
Layout	++++
Display	++++
Advertising	+
Selling promotion	+
Customer care	++++

CUSTOMER PRODUCTS ASSISTANCE DEDICATED PRODUCT DISPLAY MONOGRAPH Distribution Retailer Communication

APRIL 2020 NEW VERSION OF RADIOFONOGRAFO

NOVEMBER 2020 RE-EDITION TOTEM MARIO BELLINI

Distribution

Next Products 2020







radio.**cubo**

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