



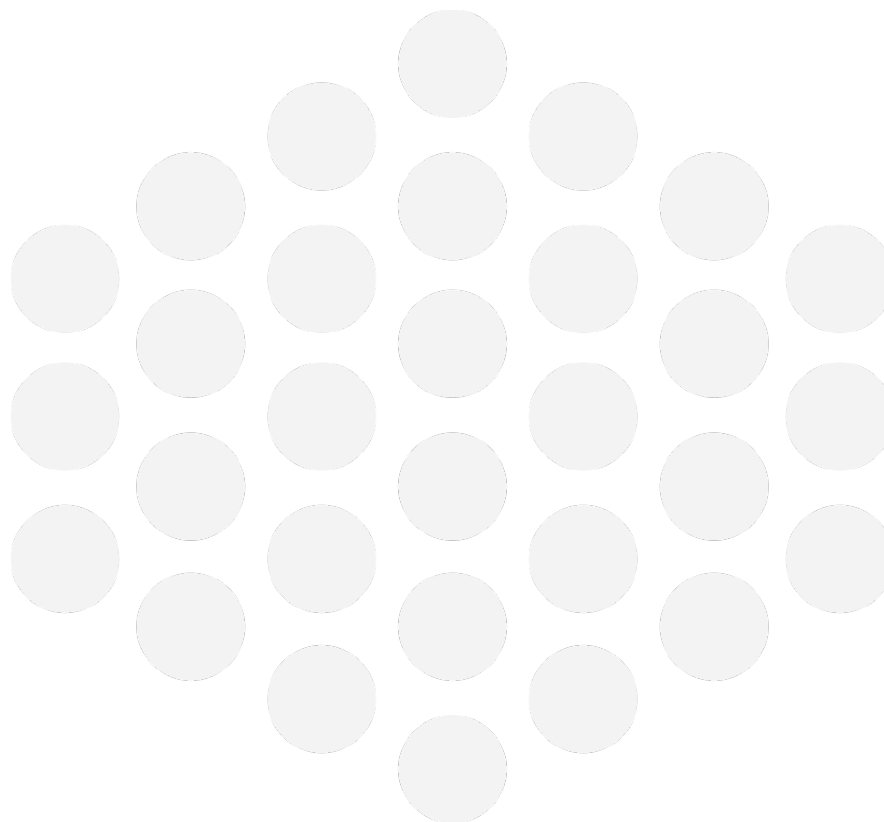
**Mix of Italian-made cult  
design, lifestyle technology  
and love**

**BRIONVEGA**

...

# Contents

- 01. Brionvega
- 02. Designers
- 03. History
- 04. Mission
- 05. Brionvega & David Bowie
- 06. Product Range
- 07. Where We Are
- 08. Italian Distribution Strategy





**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

**Brionvega**



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

Brand

**Brionvega**



# Designers





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 acknowledged and timeless value.**

Brionvega

**Designers**



*Richard Sapper*



*Achille e  
Pier Giacomo  
Castiglioni*



*Mario Bellini*



*Marco Zanuso*



*Ettore Sottsass*



*Rodolfo Bonetto*

Brionvega

**Designers**

# Brionvega History





Brionvega history

# Timeline

1945

From 1945 to  
produce radio

1956

First TV black and white

1960

**BRIONVEGA**  
logo borned

1962

Doney TV wins  
Compasso d'Oro

...



1964

1965

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

Pier Giacomo e  
Achille Castiglioni  
designed radiofonografo

Brionvega history

**Timeline**

...

Brionvega history  
**Timeline**



**1968**

TS502, radiocubo,  
at MOMA – New  
York

**1969**

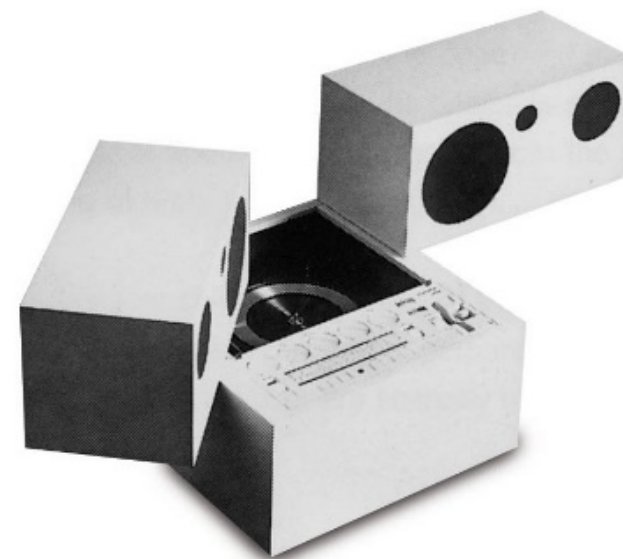
M. Zanuso & R. Sapper  
designed TV black

**1970**

**BRIONVEGA**  
won :Compasso d'Oro

**1970**

Mario Bellini designed  
rr130 Totem





**1980**

Ettore Sottsass design  
the serie “Memphins”

**1992**

Bellini design  
“Cubo Glass”

**2004**

Sim2 bv international  
acquire the Brionvega brand

Brionvega history

## Timeline



# Mission





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

Brionvega

**Mission**



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

**MoMA**

And other important museums:



Brionvega

**Mission**

# Brionvega & David Bowie





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:

The  
New York  
Times

TimeOut

VICE GQ

The Telegraph

Rolling Stone

Forbes

Bloomberg

BUSINESS INSIDER

And many more...





# Product range





Brionvega

## Product range

**rr226-fo-st**

*radiofonografo*

**ts522D+S**

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

**rr327D+S**

radio grattacielo FM/  
DAB+/Bt/lithium battery

**ts217**

WearIt

# ***radiofonografo*** **rr226-fo-st**

Design by Achille & Pier Giacomo Castiglioni







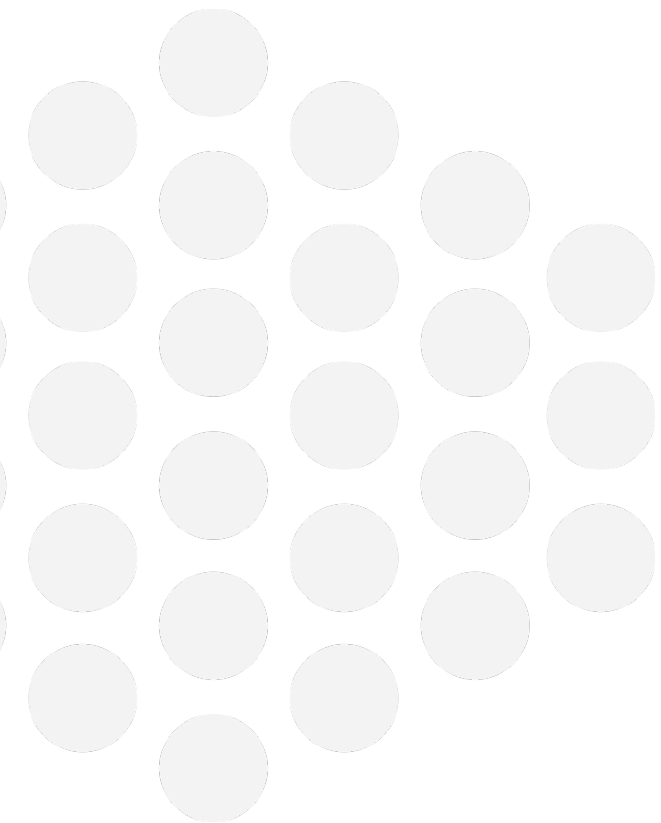
Made in Italy

## ***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*



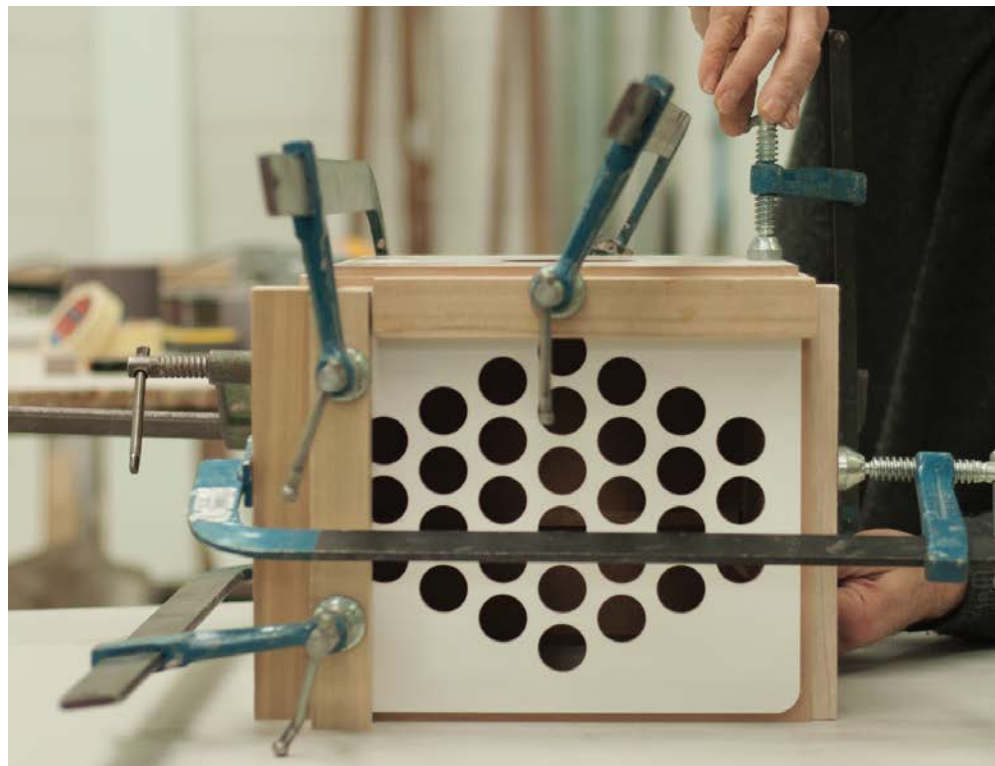
radiofonografo rr226-fo-st

# 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**

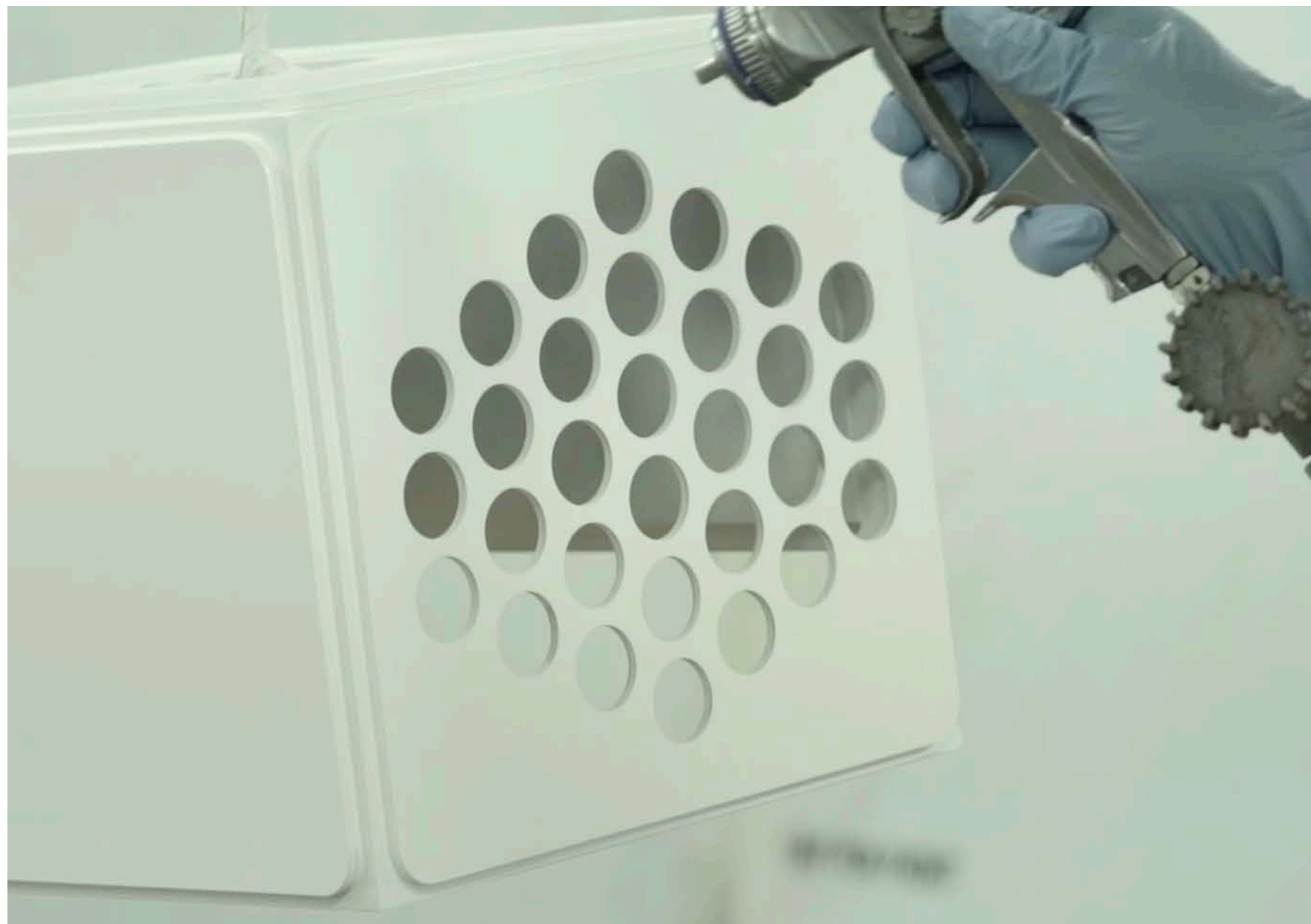
Hand crafted in Italy piece by piece



Made in Italy

# ***radiofonografo*** **rr226-fo-st**

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



# Colours

*radiofonografo rr226-fo-st*

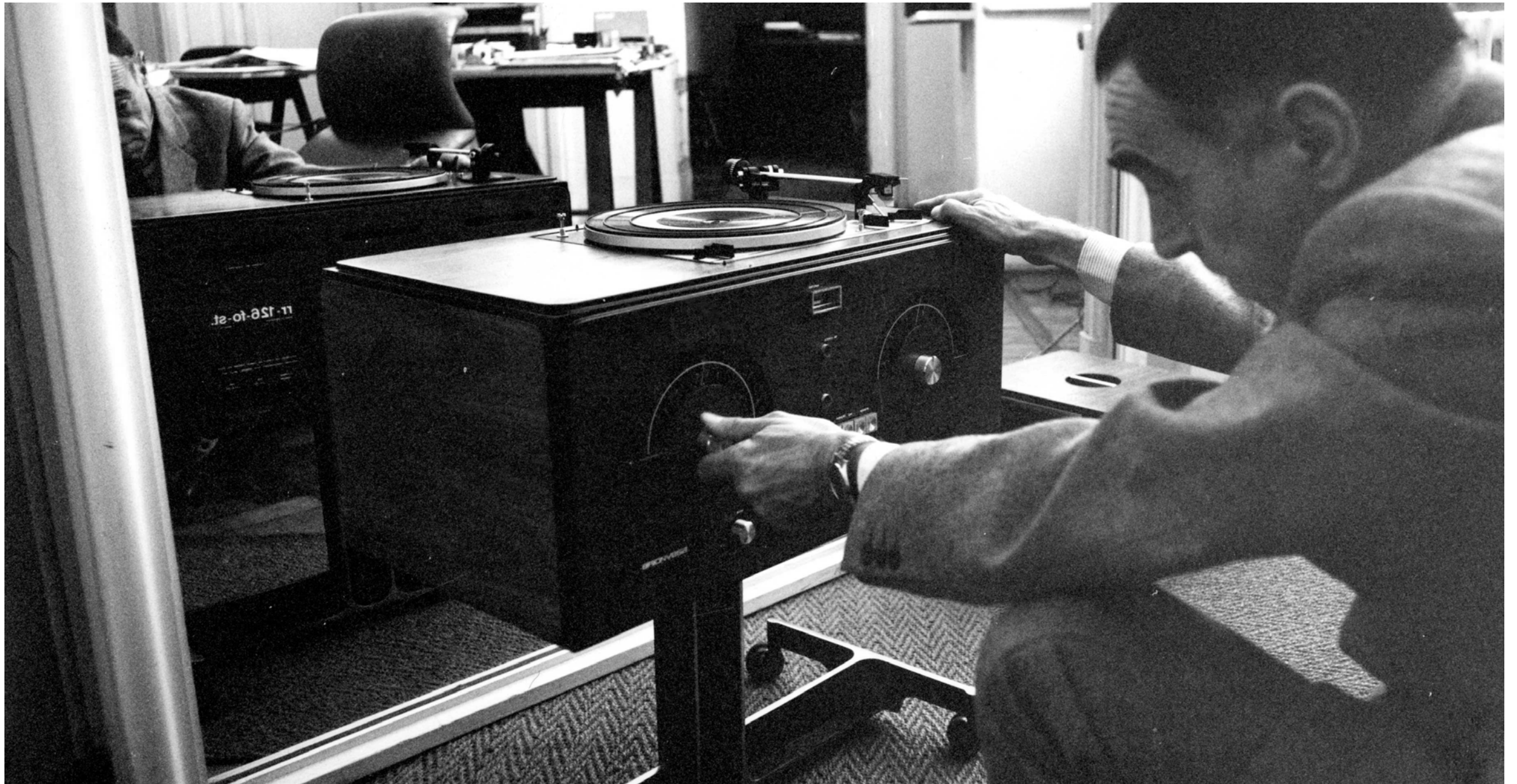




# ***radiofonografo “primo”***

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





*radio.cubo*



# 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, Orange-sun, 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





FM

FM

FM  
MHz

FM  
MHz

ON/OFF MODE/ PRESET PRESET SCAN/ MENU/ SELECT  
ALARM - + PP INFO

VOLUME

TUNING

FM

T



# 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









# **WearIt ts217**

Design by Michael Young







# Features & functions

WearIt ts217







WearIt 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 2x ts217 WearIT for a true stereo performance!*
- *Dimensions: 12,5 x 3,5 x 7,2 cm*





WearIt ts217

**Different from  
the others**

# Where we are

Best showrooms around the world  
with Brionvega products







Were we are

**Xtra  
Showroom  
Singapore**

Where we are

# Dzine Showroom San Francisco







Were we are

**Brionvega  
Showroom  
Milan**

Where we are

# Luxury Life Showroom Saigon







Were we are

**Rinascence  
Showroom  
Milan**



Where we are

# Living Edge Showroom Sydney





Where we are

**CasaCasa  
Showroom  
Shanghai**

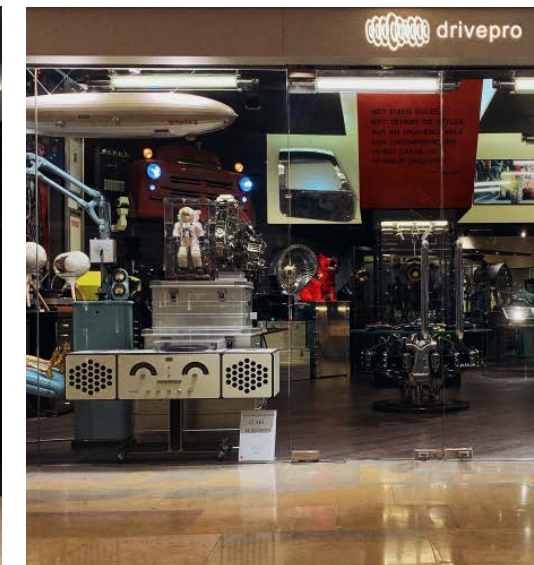


Where we are

# DrivePro Shanghai







...and many more...

# Architonic & Archiexpo





## BRIONVEGA

[OVERVIEW](#) [FAMILIES](#) [PRODUCTS](#) [CATALOGUES](#) [FAIRS](#) [MORE](#)

## BRIONVEGA

Manufacturers  
Rivignano Tedi Udine (UD), ItalyMAKE  
REQUEST

MAKE CONTACT

DOWNLOAD  
HERE

CATALOGUE

DEALER LIST

ADDRESS

TELEPHONE

EMAIL

WEBSITE

MAP

PDF CATALOGUE

## 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

Radiofonografo

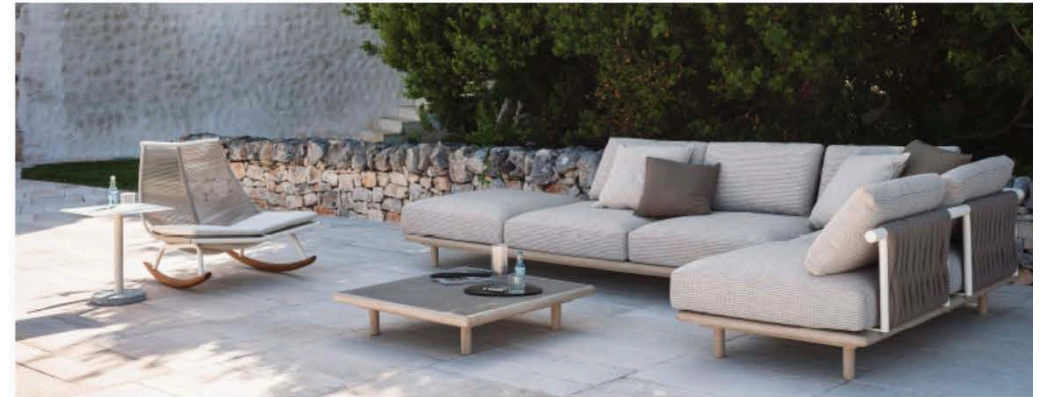
Radio.cubo

Radio Grattacielo

Wearit



**R O D A**  
DISCOVER ALL THE OUTDOOR  
COLLECTIONS



**BRIONVEGA**

Company

Products

Catalogs

News & Trends

Exhibitions

## brionvega

### Who we are

Established in Milan in 1945, Brionvega is an Italian electronics company that played a key role in design history as one of the first companies to embrace the concept of design as a carrier of values and innovation.

Since its inception Brionvega has believed that designers have the power to create a perfect synthesis of aesthetics, ease of use, technology and timeless design, and adopt-ed these as the company's core values. Passion, love, and the determination to make its products an essential part of daily life have earned Brionvega's designs a cult following.

Achille and Piergiacomo Castiglioni, Marco Zanuso, Ettore Sottsass, Mario Bellini, Rich-ard Sapper, and Michael Young are just a few of the extraordinary designers whose col-laboration with Brionvega resulted in the creation of iconic products that won prestig-ious prizes and are now in the collections of the most important museums and galleries, such as MoMa in New York and the Victoria and Albert Museum in London.

Brionvega's designs combine the finest Italian craftsmanship and technological innova-tion that have led to the brand's continuing success.

### Our values

Brionvega is a SIM2 BV International srl brand based in Pordenone, Italy. Its mission is to revamp made in Italy design icons worldwide through

# MoMa design store





## New for Fall

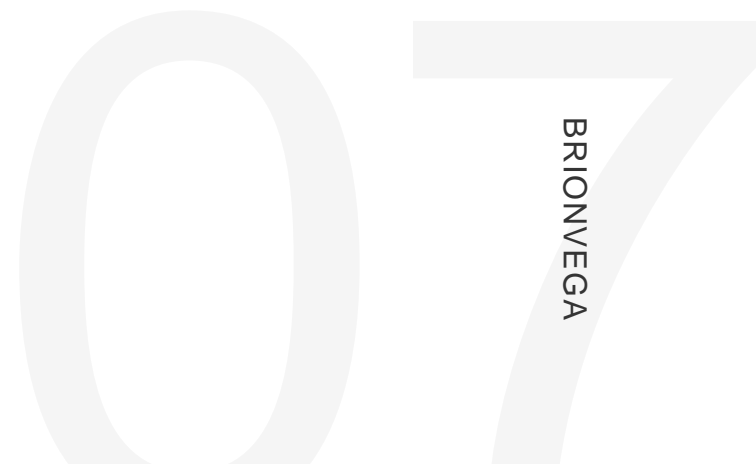
Begin the season on a high note with our latest assortment of 330 designs. Here's some of our favorite designs of the season.

[Shop New](#)

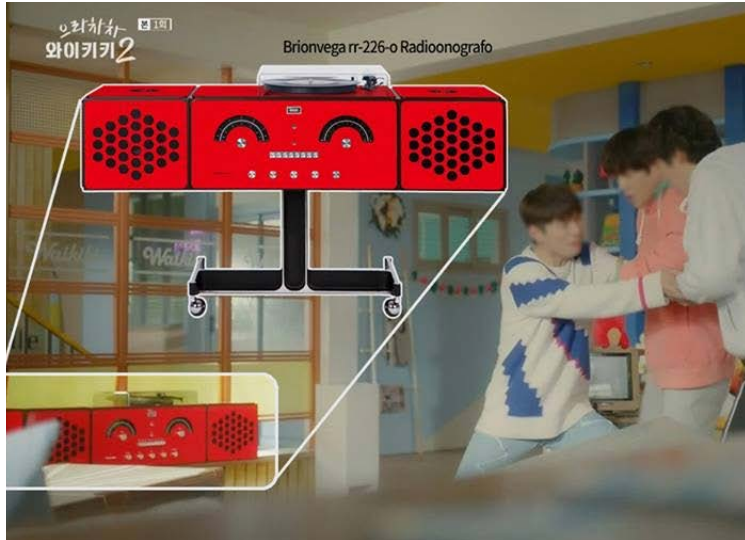




# Product placement







# Exclusive catalogs & editorials







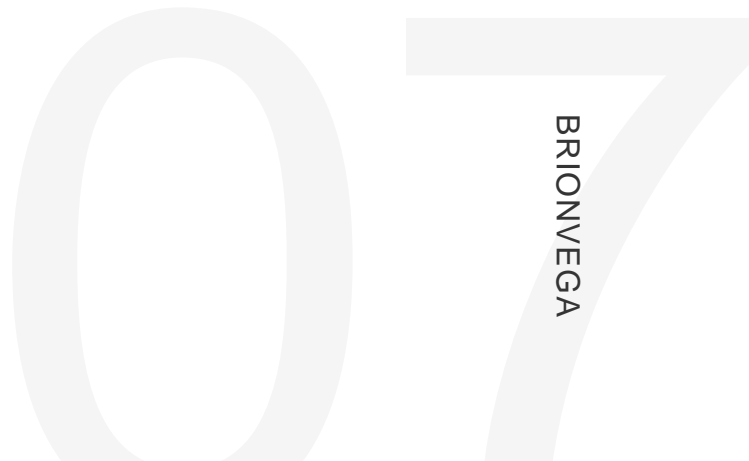








# Exhibition & Events





Exhibitions

**I-MADE  
London**



Exhibitions

# «Castiglioni» Pordenone







Exhibitions

# Campari «Red in Italy» Brussels



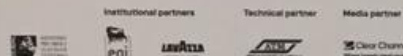
Triennale  
Milano

# Museo del Design Italiano

## 1965

Esce *Help!* dei Beatles

Achille Castiglioni,  
Pier Giacomo Castiglioni  
*RR 126*, Brionvega, 1966



Il Design è in Triennale



Exhibitions

# Triennale Milano





Exhibitions

## Salone del mobile Milano



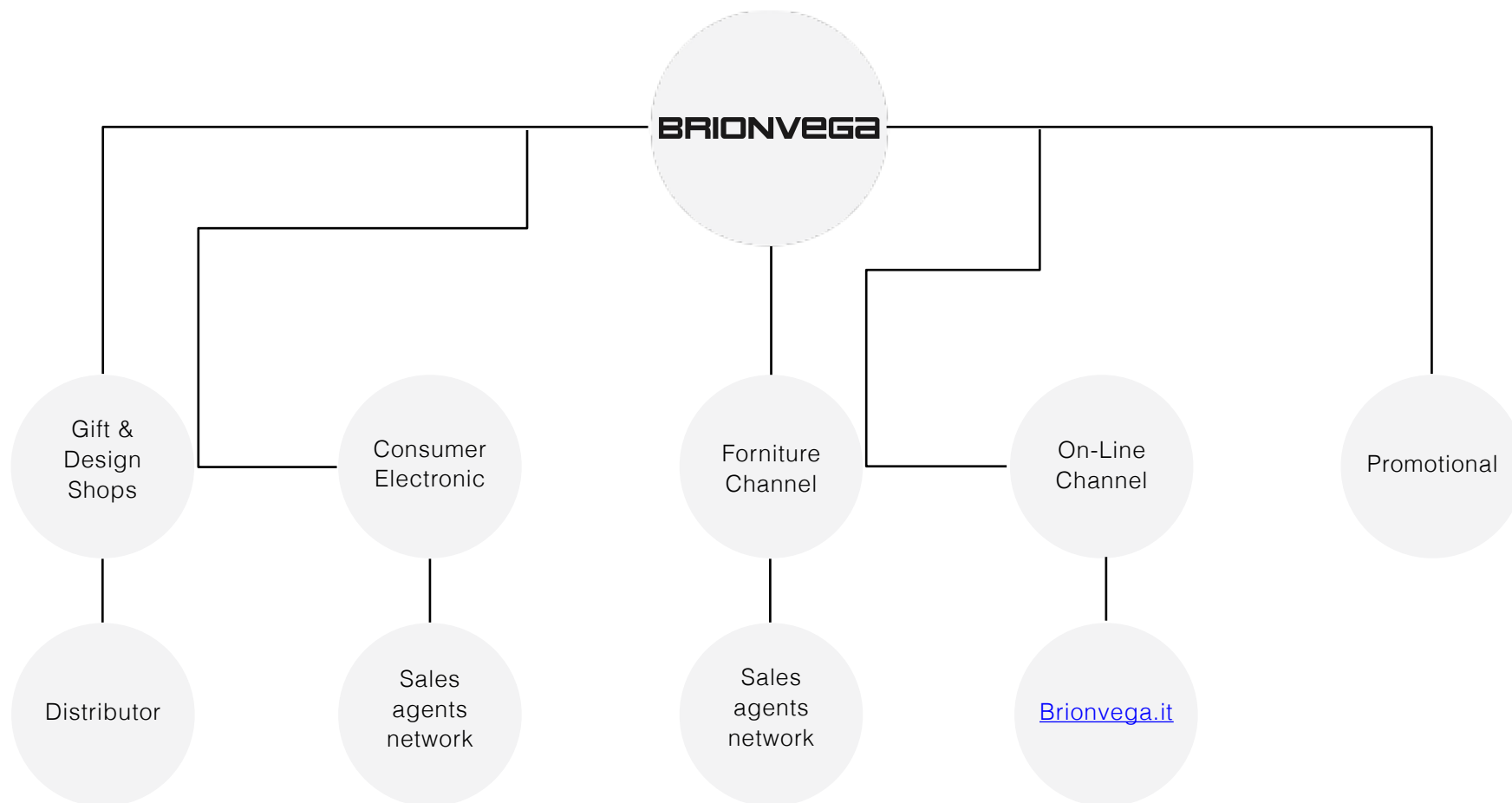




# Italian Distribution Strategy

Different trade branches with different trade organizations





Distribution

# Distribution Strategy



HIGHEST  
ROTATION

SELECTED SHOPS  
(offline/online)

COMPULSORY  
DISPLAY

NOT-NEGOTIABLE  
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  
ASSISTANCE

PRODUCTS

DEDICATED  
PRODUCT  
MONOGRAPH

DISPLAY

Distribution

**Retailer  
Communication**



APRIL 2020  
NEW VERSION OF  
RADIOFONOGRFO

NOVEMBER 2020  
RE-EDITION TOTEM  
MARIO BELLINI

Distribution

**Next  
Products 2020**

# BRIONVEGA



# BRIONVEGA

COLLECTION

SIM2 BV INTERNATIONAL srl

Via Gorizia, 10  
33170 Pordenone (PN) – Italy

**Headquarters:**

Via Udine, 59  
33061 Rivignano (UD) - Italy

Tel: +39 0434 383 292

Fax: 39.0434.383260

Mail: [info@brionvega.it](mailto:info@brionvega.it)

[www.brionvega.it](http://www.brionvega.it)

