

**PRESS RELEASE****DESIGN HOLDING APPOINTS DEMETRIO APOLLONI  
CEO OF B&B ITALIA GROUP**

Milano, 14 December 2023 – **Design Holding**, a leader in the high-end design market, has appointed **Demetrio Apolloni** as new **Chief Executive Officer of B&B Italia Group** (“the Group”), effective December 21, 2023. He has previously held senior leadership positions in international design groups such as Vitra, Cassina and Knoll, as well as having previously held senior executive roles at B&B Italia from 1993 to 2006, including the development of the US market as CEO of B&B Italia USA. He will return to the B&B Italia Group, which includes the brands B&B Italia, Maxalto and Azucena, and will lead the Group’s next phase of growth by enhancing the desirability and value of each brand.

Demetrio Apolloni brings 30 years of experience in high-end design and a deep knowledge of the industry, including R&D, product design, manufacturing and the development of global sales and marketing. At B&B Italia Group, Demetrio Apolloni will be responsible for managing the Group’s portfolio of brands to enhance their excellence and complementarity, enabling the Group to grow through geographic expansion, development of its multi-channel network and the launch of increasingly sustainable and desirable products.

*"We are pleased to welcome Demetrio" - says **Daniel Lalonde, CEO of Design Holding**. "His proven experience in the industry, together with his strategic vision and expertise in international markets, will enable the B&B Italia Group (B&B Italia, Maxalto and Azucena) to accelerate its global leadership in the high-end design market."*

In his new role, Demetrio Apolloni succeeds Gilberto Negrini, who was the Chief Executive Officer of B&B Italia Group for the past four years. *"On behalf of the Design Holding teams and our shareholders,"* adds Daniel Lalonde, *"I warmly thank Gilberto for his valuable contribution to the growth of the Group and I wish him continued success in his future projects."*

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**Design Holding**

Design Holding is a global leader in high-end design with a cultural heritage of European origin, characterised by multi-channel distribution and diversified product categories. Guided by the purpose ‘We design for a beautiful life’, the Group designs for the planet, people, and culture. The Group includes Flos, B&B Italia, Louis Poulsen, Maxalto, Arclinea, Azucena, FENDI Casa, Audo Copenhagen and Lumens. Design Holding’s catalogue features iconic objects designed by world-famous designers such as Achille and Pier Giacomo Castiglioni, Tobia Scarpa, Luigi Caccia Dominioni, Poul Henningsen, Arne Jacobsen, Antonio Citterio, Gaetano Pesce, Philippe Starck, Piero Lissoni, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Michael Anastassiades and many others. Design Holding is jointly owned by the global investment firms Investindustrial and Carlyle. [www.designholding.com](http://www.designholding.com)

**For further information:**

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