



Made in Italy

70th years of Silver Innovation

Renowned for its fusion of Handmade tradition and innovative techniques and design, silverware company GREGGIO celebrates its 70th anniversary this year. We talk to president Barbara Greggio.

This March, Italian fine silver manufacturer GREGGIO reaches a major milestone, celebrating 70 years since the company was founded by Rino Greggio, in 1948.

Located in Padova, in the heart of Italian silver district, Greggio has combined its handmade tradition and technological innovation to produce high quality, elegant and creative silver products. Distributing its wide range of products to more than 50 countries worldwide, Greggio also offers its customers options to customize and

Here, we talk to Greggio president, Barbara Greggio, daughter of founder, Rino.

This year Greggio celebrates 70 years. What has been the brand's receipt for success?

Since 1948 Greggio has grown to become a reference in the Silver industry, from designing our own products to producing client requests.

Our milestone is the lasting relationship with all our partners. Each customer is now a member of the family, they are fond of us and we have tried to create a bond that lasts over time, supporting them in all their needs to develop the market .

We export to more than 50 markets worldwide, mainly in Middle East, Far East and USA. Asia is currently our fastest-growing market.

What has defined Greggio since the start is our vision of maintaining the handcrafted tradition, while continuing to be innovative and flexible in the production and design processes – this is part of our

“When I was 14 years old, I entered as an apprentice a silversmith workshop in Padua. There I learned the secrets of this ancient trade, realizing that this would be the course and career of my life. After the war, with 21 liras from the sale of my bicycle, I purchased 1 kg of silver. Hence, the company “Rino Greggio” was founded in 1948, and together with 2 employees, we worked insatiably. Lots of time has passed since I started my activity which has today become an important reference for the world of Silver.”

Rino Greggio

What have been the main challenges and how have you addressed them?

Most of challenges are related to having adapt our business to the floating economic changes in Italy and Europe, and we worked hard to maintain a steady list of clients, as well as search for new markets where we feel our products would be sought-after. Our strategy to this day is to invest in research and development, innovation and design in order to offer high quality Silverware and attention to details focusing on clients demands.



How many collections do you unveil every year?

For the last couple of years we've presented about four collections per year, divided between spring and winter, and divided into the 4 main brands that the Group manages. A multi-disciplinary team is involved in each development, from the start through to approval of final samples, with the designers receiving input from sales demand, market trends and production during the process. Once a new range debuts, feedback and orders start to flow.

And how important is storytelling in the creation of collections?

Our design and marketing team works together to deliver emotional and aspirational stories for each collection. We understand how important it is to deliver background and context to new designs, and

for retailers, it helps to communicate something about the character of a collection.

What is your retail distribution?

Retail makes up a goods share of our product distribution and we focus on designing and offering our catalogue collections to global markets, taking into account their cultural preferences. Our products can be found in stores in Oman, India, USA, Hong Kong, Beijing, South America, UAE,...

For retailers we offer a great customer service, communicate regularly and offer marketing materials to help them position Silver's Image and identity in-store.

What other segments do you cover?

The HoReCa sector has been growing for Greggio over the past few years, but the most important field is Luxury residences and interior design projects. Some of our collections featured in prestigious hotels and restaurants globally, from KEMPINSKI HOTEL, Mall of the Emirates - Dubai, U.A.E. to ST. REGIS Hotel – Singapore and European Union project for 154 embassies around the world.

Today the most important slice of the market is covered by custom projects for real houses. Since our customer is wealthy, he does not want to buy standard products that could potentially belong to an audience of people already, but wants to customize the whole set.

So as well as collections, Greggio offers bespoke production. Tell us more.

From the last 10 years Greggio has been open to bespoke projects, and we are able to do this due to our production flexibility and consistent innovation process, providing porcelain solutions adjusted to our client demands. There are customers who specifically reach out to us because they know Greggio is able to deliver their vision.

Bespoke projects include: partial or total gilding, new rims or handles on an existing item, new tooling, different dimensions, lost-wax casting, chiselling and many other different finishings.

Which international trade shows do you attend?

We've attended trade shows since our early years, first in Italy in Milan, and internationally during '90s. Our main stage is Ambiente in Frankfurt where we have 160 sqm. This is our most important international show. From 3 years we have also exhibiting in Salone del Mobile to grasp the attention of a different audience a part from retails. Through our distributors around the world we also are involved in Table Top in NY, Design Shanghai etc.

Finally, tell us about your plan for the 70th anniversary?

This year has been a very positive one business-wise for Greggio, with new clients reaching out for our products, and existing clients continuing to work with us.

It is such an important milestone to reach seven decades of prosperity and growth. To celebrate our anniversary we work on special items, symbol of our production since 1948 that are proposed again in a contemporary way in 2018: they communicate our history, our expertise and our Made in Italy design and identity.