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ORIGINAL MOOOI FOUNDERS REGAIN 100%
CONTROL OVER THE COMPANY



Moool founders Casper Vissers (photo by Rob Overmeer) & Marcel Wanders (photo by Erwin Olaf)

The time has come for the Moool founders Marcel Wanders and Casper Vissers to repurchase the remaining stake from B&B Italia, making them now fully owners of Moool. Wanders and Vissers have been running Moool ever since its launch in 2001; Wanders acting as art director and Vissers as company CEO. Ever since, they have collaborated intensively together.

Moool and B&B Italia have been partners since 2006, when B&B Italia S.P.A. acquired a 50% stake in Moool B.V. to everyone's satisfaction the synergy between B&B Italia and Moool, under the full management of Vissers and Wanders, worked out very well. During this fruitful and meaningful eight-year collaboration, Moool grew from 6 million euro revenue in 2006 to 23 million euro revenue in 2014. Giorgio Busnelli (Chairman of B&B Italia), Paola Centemero (CFO of B&B Italia) and all B&B Italia team members had a key role in Moool's growth.

Moool's steady growing business gained huge attention in the international design field, becoming a recognized luxury furniture and lighting brand that conquered an important position in the design industry (exporting now to 69 countries) with huge potential for further expansion and acceleration. A growing milestone has been achieved despite a challenging design market over the past two years. The coming years will represent strong



continuous growth for Moooi.

In addition to having conquered the European market, the USA market has also grown significantly. In May 2015 Moooi will open its first Brand Store in New York, to which will follow a London Brand Store the beginning of 2016.

All the above steps once again reaffirm Wanders and Vissers strong belief in the company's value and immense potential.





NOTES TO THE EDITOR

Marcel Wanders

Marcel Wanders grew up in Boxtel, the Netherlands, and graduated cum laude from the School of the Arts Arnhem in 1988. In 1995 he opened his own studio Wanders Wonders, and in 2001 Marcel Wanders studio based in Amsterdam. His fame started with his iconic Knotted Chair, which he produced for Droog Design in 1996. He is now ubiquitous, designing for leading international companies such as Alessi, Bisazza, Kosé Corporation/Cosme Decorte, Flos, KLM, Swarovski, Puma, among scores of others. In 2001 Wanders co-founded the successful design label Moooi, of which he is co-owner and art director.

Additionally, Marcel Wanders works on architectural and interior design projects, such as the new Kameha Grand hotel in Zurich (2015) and Bonn (2010), the Mira Moon Hotel in Hong Kong (2013, in partnership with property development brand Yoo), the Mondrian South Beach hotel in Miami (2008), the Villa Moda Flagship store in Bahrain (2008), as well as private residences in Amsterdam, Istanbul, Mallorca and Jakarta. In November 2012, Marcel celebrated the opening of his first owned and designed hotel, Andaz Amsterdam Prinsengracht, which is operated by Hyatt Hotel's boutique 'Andaz' brand.

Many of Marcel Wanders' designs have been selected for the most important design collections and exhibitions in the world and feature in all leading magazines. In 2006, he was elected "International Designer of the Year" by Elle Decoration. Marcel Wanders' first solo-exhibition, 'Daydreams,' featured in the Philadelphia Museum of Art in 2009, and the Stedelijk Museum in Amsterdam saw his first major museum retrospective from January 31 to July 15, 2014.

Casper Vissers

Casper Vissers co-founded Moooi with Marcel Wanders in 2001 and the company now sells lighting and furniture to 69 countries with showrooms and brand stores all over the world. Casper's steering role at Moooi deploys a unique combination of creativity, entrepreneurial flair and business sense; this mixture of skills and intuition has propelled the business forward whilst maintaining the 11 original values established at Moooi's inception. Casper's role over the past years has been in defining and evolving the brand's visually unique marketing strategy which has always positioned Moooi as an iconic brand producing objects of beauty which possess the uniqueness and character of timeless pieces combined with the freshness of modern times; a mix of lighting, furniture and accessories which outlast everyday interiors. What remains crucial is the use of original and new design talent which Casper has been instrumental in finding and then nurturing. Casper remains one of the world's finest creative, business minds, his complementary skills and compatibility with his partner Marcel Wanders are crucial in enabling Moooi to remain a global player and still an originator in an ever-evolving and competitive furniture market.



Mooodi

For more than ten years Mooodi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 by Marcel Wanders and Casper Vissers is named after their native Dutch word for beautiful – the third ‘o’ in the brand name stands for an extra value in terms of beauty & uniqueness. The core strengths of both men continue to complement each other perfectly; Marcel, the obstinate, passionate designer with a nose for business, and Casper, the driven marketer with a keen eye for design. Since 2013 the company’s art direction is in the hands of Marcel Wanders and Desirée de Jong. Two creative souls that lead the company’s creative potential. Wanders and Vissers maintain an influence in all inclusions to the brand, being both responsible for the overall design selection. In addition to Marcel Wanders’ designs, the Mooodi portfolio contains a range of work from other nationally and internationally recognized designers. These include, amongst others, Jurgen Bey, Bertjan Pot, Maarten Baas, Jaime Hayon, Neri & Hu, Joost van Bleiswijk, Studio Job and Nika Zupanc. The collection’s style is exclusive, daring, playful, exquisite and based on the belief that design is a question of love. Timeless objects of beauty which possess the uniqueness and character of antiques combined with the freshness of modern times. This fusion brings the brand to focus on the production of iconic objects.

With this unique and iconic mix of lighting, furniture and accessories, which outlast everyday interiors, Mooodi creates interior environments decorated with an inspiring variety of patterns and colours to embrace any kind of space and make people of different ages, cultures and personalities fall in love with their homes.

This unexpected home vision brings to life a whole world of new ideas and inspiring complete Mooodi settings to brighten up daily life with a touch of magic. They represent places where visions converge and where everyone can stop and feel comfortable within the perfect eclectic mix of culture & experiences that makes a home environment more beautiful and unique.

www.mooodi.com

