

**Twils<sup>®</sup>**

**COMPANY PROFILE**

*The story so far...*

<b>5</b>	<b>OUR STORY</b>
<b>7</b>	<b>THE IMPORTANCE OF KNOW-HOW AND NEW PROJECTS</b>
<b>11</b>	<b>DESIGN AS A VISION OF THE WORLD</b>
<b>13</b>	<b>OUR DESIGNERS AND OUR BEAUTIFUL STORIES</b>
<b>17</b>	<b>TEXTILES, WARMTH AND COLOUR</b>
<b>19</b>	<b>COMMUNICATION AND SOCIAL REPUTATION</b>
<b>23</b>	<b>TODAY</b>
<b>27</b>	<b>OUR VALUES</b>
<b>31</b>	<b>DISTRIBUTION</b>

The story so far...

# OUR STORY

A FATHER,  
FOUR CHILDREN AND  
THIRTY - SEVEN YEARS  
OF SUCCESS.

It all began with an intuition: what about combining a bed, linen and upholstery and holding it all together with the exquisite thread of the design? This is the beginning of the Twils story. A wonderful Italian story that opens in Veneto, in Cessalto, in the province of Treviso. In 1982.

There was a family with a visionary father who realised the potential of upholstery and his four children, Tiziano, Wilma, Luisella and Simone. They were all young, two of them - Luisella and Simone - were still at school - but over the years all four of them accepted the challenge, joining the company and beginning a business which over time has gone from strength to strength, making a name for itself on the market and growing as one.

2007 saw the creation of Twils, whose name is made up of the initials of Tiziano, Wilma, Luisella and Simone, and the definitive inauguration of the brand. It also signalled the beginning of its partnership with designers who work with the Twils R&D team to create the products for the Twils and Twils Lounge collections.



*The story so far...*

# THE IMPORTANCE OF KNOW-HOW AND NEW PROJECTS

BESPOKE WORKMANSHIP, DESIGN, ITALIAN STYLE,  
INNOVATION, GLOBAL MINDSET, ENVIRONMENT,  
ETHICAL RELATIONSHIPS, HUMAN TOUCH,  
SHORT SUPPLY CHAIN, SUSTAINABILITY, TWILS IS ALL THIS.  
AND A LOT MORE BESIDES.



*The story so far...*



61

*To maintain its competitive edge and keep up with the changing demands of sustainability, Twils went from a small family-run business to a large-scale industry. It successfully combined its artisan tailoring tradition with manufacturing processes, while still keeping close ties with the local area and maintaining its all-Italian know-how. It now operates on an industrial scale, perpetuating its upholstery tradition and embracing the criteria of the short production chain. It has also diversified horizontally, launching Twils Lounge in 2015, the division of the business dedicated to the living room. With this new venture, it has broadened its range of products for the home, increasing its market share and strengthening its position globally.*

**Twils®**

The story so far...

# DESIGN AS A VISION OF THE WORLD



## PEOPLE-CENTRED PROJECTS

For Twils the purpose of design is to connect with society as a whole, with places and the lives of the people who use the products because “To live means to leave traces” (Walter Benjamin) and it is people who bring products to life which, in turn, define the story of the people who use them and live in them. Design helps improve people’s lives. Today design is a complex matter, a melting pot of many new styles and elements. A project does not create just a product but a powerful tool to generate experiences, a means of building relations,

emotions, stories and memories. It is also thanks to the natural empathy of the Carneletto brothers and sisters that each project is client-centred, focused on their needs, their dreams, their aspirations for their homes and lives. This ethical approach, in tune with changes, global trends and the merging of spaces and rooms, has led to multi-functional and multi-sensory furniture. This explains how the move in 2015 from the bedroom to the living area was so effortless.

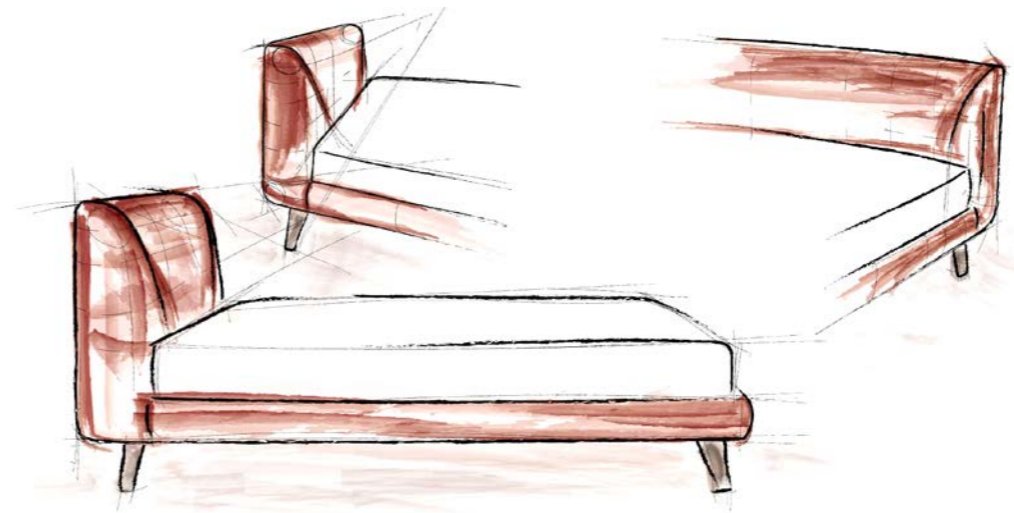
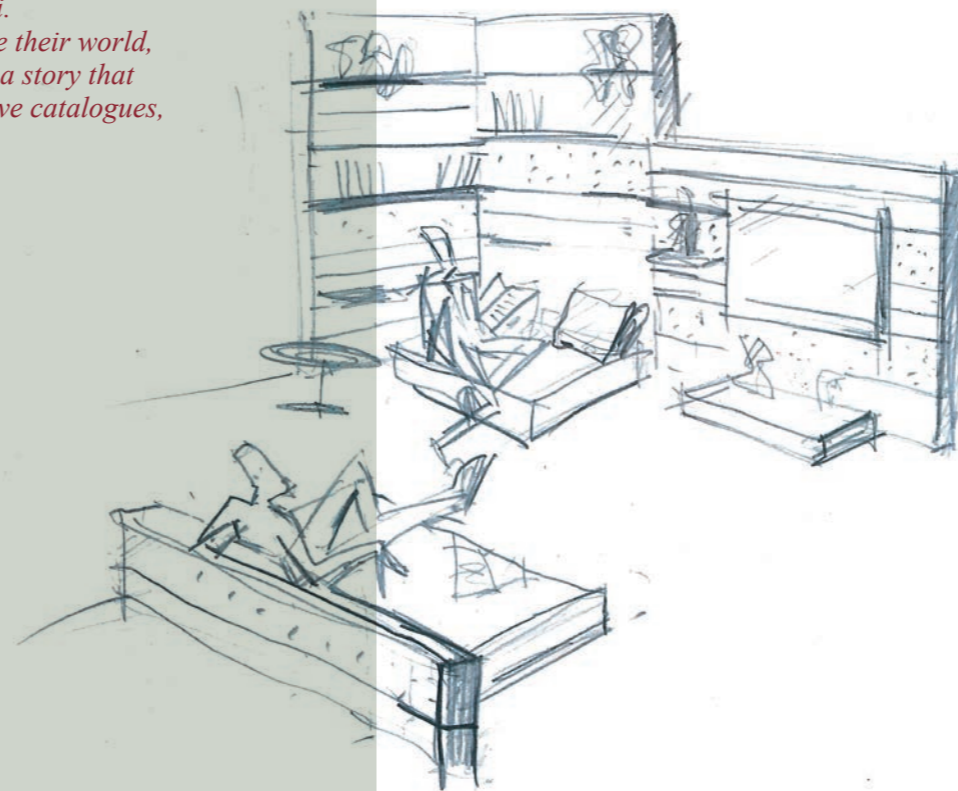
The story so far...

# OUR DESIGNERS AND OUR BEAUTIFUL STORIES

DIALOGUE, DISCUSSION, PROJECT

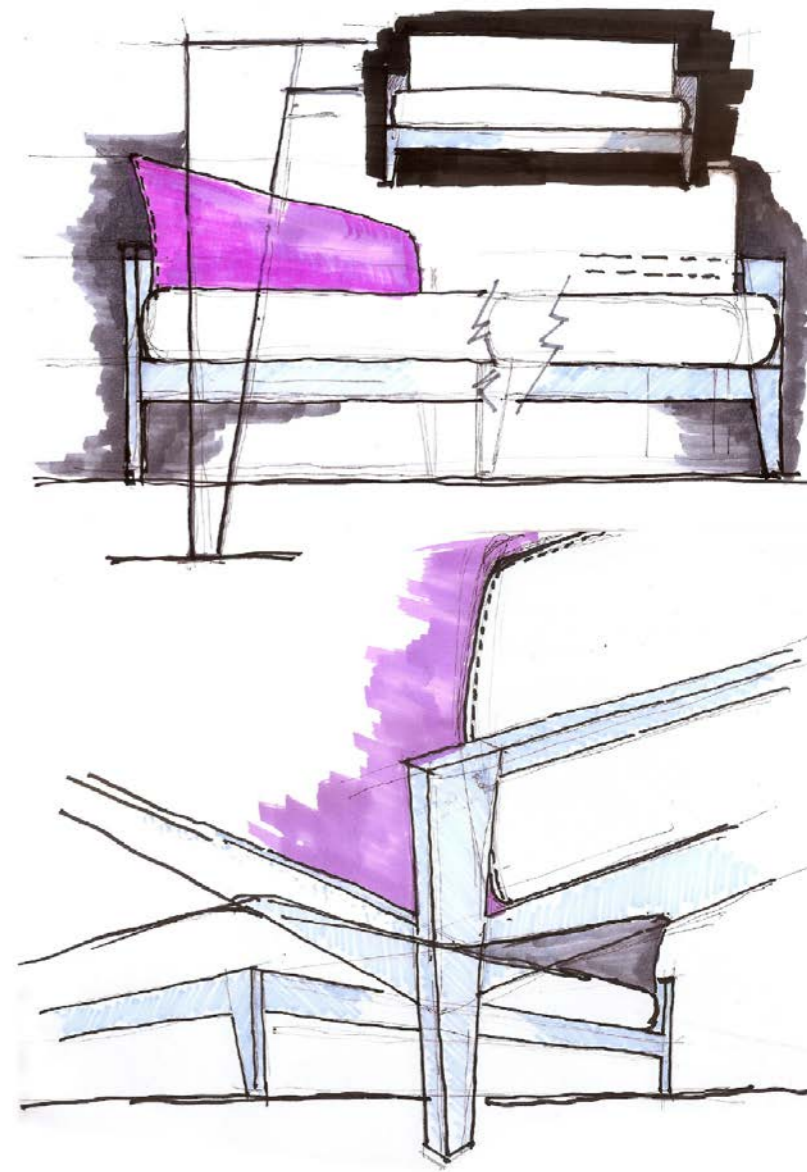
*Studio Palomba Serafini Associati, Studio Viganò,  
Meneghello & Paoletti Associati, Silvia Prevedello, Enrico Girotti, Giovanna Talocci, Monica Graffeo, Studio Thesia  
Progetti, Cairoli & Donzelli, Studio Balutto Associati, Roberto Semprini.*

*These are some of the designers who have worked with Twils over the years to create their world,  
to realise people's dreams for their homes, where textiles and design meet to write a story that  
has developed with collections that convey warmth and value, engaging and immersive catalogues,  
events, meetings and communication.*



# Twils®

*The collaboration and ongoing, direct discussion between the designers  
and the highly skilled workers at Twils - some of them with them since 1982 -  
is an essential part of the process involving exchanging ideas,  
meetings, stories and experiences that overlap and grow, creating value.  
In 2018 the company also began working with students at IUAV, the University of Venice specialised in  
architecture and design, exploring communication strategies for design.*





# COLLABORATION

		2019	Ludovica + Roberto Palomba con Matteo Bollati e Stefano Contini	<i>Bed De-Light</i> <i>Bed James</i> <i>Bed Sail</i>
<i>Sofà Balmoral</i> <i>Bed U-Bed</i> <i>Table Dodeca</i>	Cairoli & Donzelli Studio Thesia Progetti Sara Moretto	2018		
		2017	Studio Viganò Meneghello & Paoletti Associati Studio Thesia Progetti	<i>Sofà Graffiti</i> <i>Bed Frick</i> <i>Sofà Charme</i>
<i>Bed Carnaby</i> <i>Bed Drop</i> <i>Bed Legend</i> <i>Bed Natural</i>	Balutto Associati Studio Viganò Cairoli & Donzelli Meneghello & Paoletti Associati	2016		
		2015	Monica Graffeo Silvia Prevedello Roberto Semprini	<i>Bed Frame</i> <i>Bed SP 2802</i> <i>Bed Byron</i>
<i>Bed Camaleo</i> <i>Bed Pochette</i> <i>Sofà Set</i> <i>Bed Vendome</i> <i>Pouf Seipersei</i>	Studio Thesia Progetti Cairoli & Donzelli Studio Viganò Silvia Prevedello Baldessari & Baldessari	2014		
		2012	Enrico Girotti Silvia Prevedello Antonella Scarpitta	<i>Bed Calvin</i> <i>Bed Celine</i> <i>Bed Giulietta</i>
<i>Bed Ramses</i>	ADD Angelo Dall'Aglio	2011		
		2010	Cairoli & Donzelli	<i>Bed Ekeko</i>
<i>Table Simplit</i> <i>Nighstands</i> <i>Tetris</i>	Bottino e Tinti Cairoli & Donzelli	2009		
		2005	Sivia Simionato Talocci Design	<i>Bed Jeune</i> <i>Bed Giano</i>





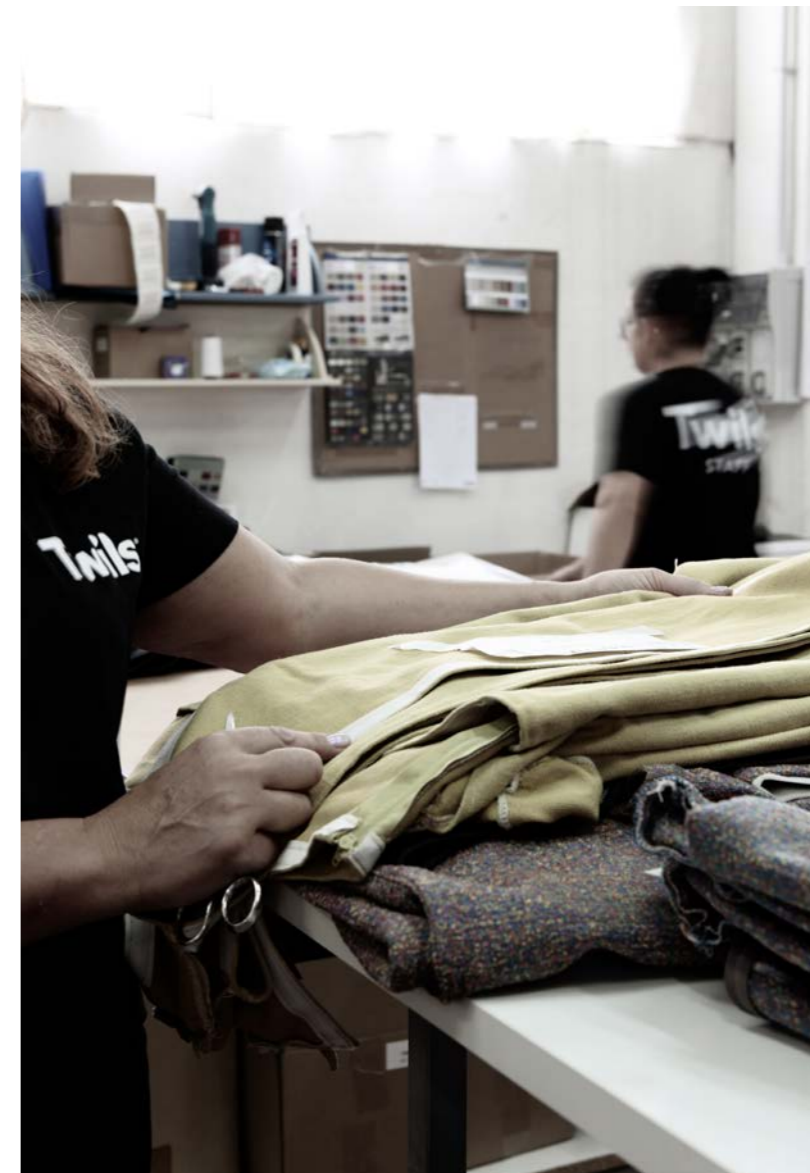
*The story so far...*

Thanks to the family's background in textiles, it was natural to transfer this knowledge and understanding and transform and merge parallel worlds to create products that are strictly Made In Italy. Today Twils interprets every aspect of the home, thanks to its understanding of fabrics and its tailoring skills, using natural fabrics such as cotton, silk, cashmere, crushed linen and leather of the highest quality.

# TEXTILES, WARMTH AND COLOUR

THE MAGIC OF NATURAL FIBRES

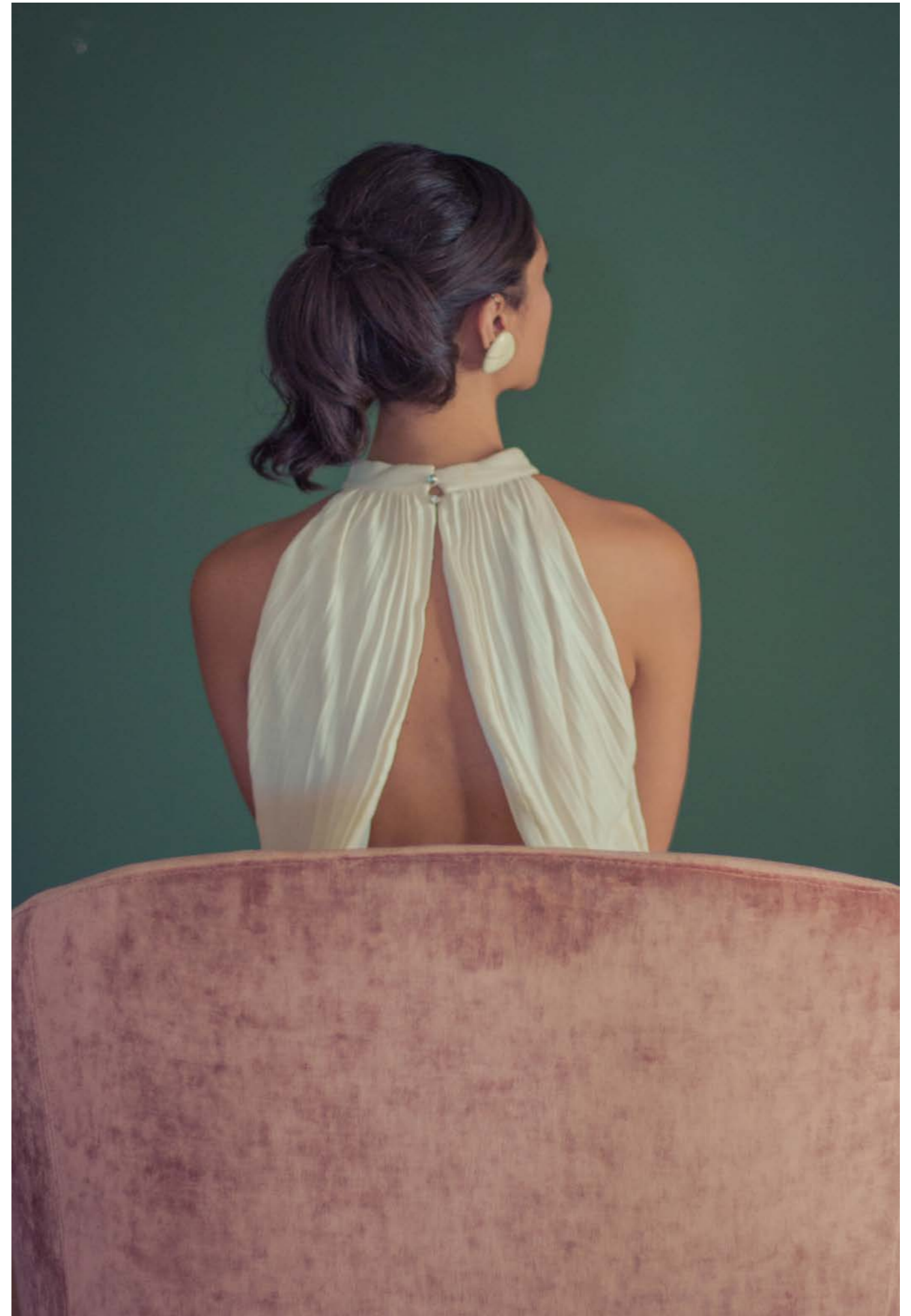
*Wilma Carnieletto is head of sourcing and selecting the sophisticated range of fabrics used by the company, a magical experience which is repeated every year to keep up with the latest trends.*



*The story so far...*

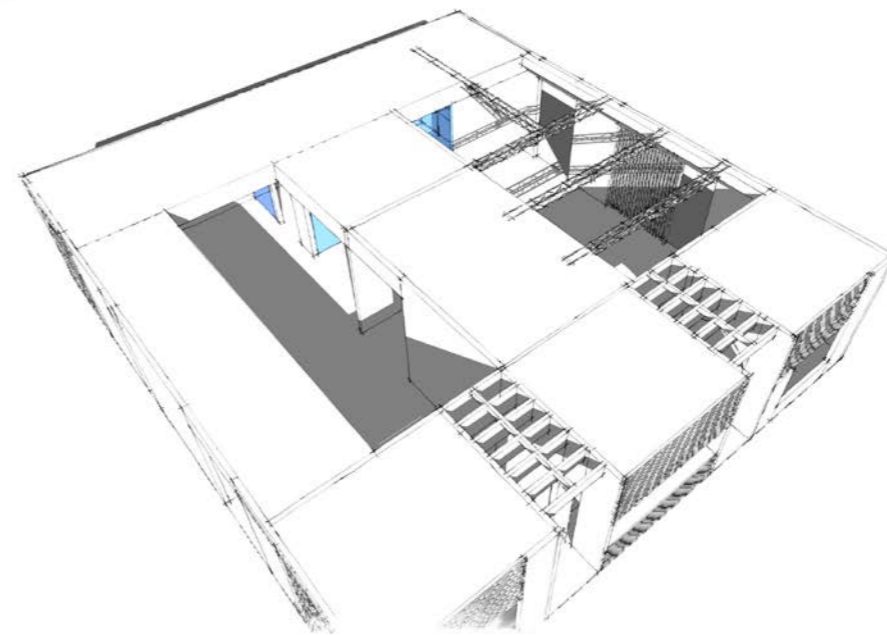
# COMMUNICATION AND SOCIAL REPUTATION

THE ECONOMY OF COMMUNICATION AND DESIRES



## The story so far...

First we had a product- and market-based economy, today we live in the communication economy. Twils has always recognised the strategical value of communication to innovate and generate economic value, realising that it is just as much part of the chain as design, planning, distribution, logistics and customer service. It therefore uses all the tools it can to drive growth and establish the brand on national and international markets, to show people - by interpreting their desires - how its products are the embodiment of a place, its local culture and traditions, making them unique and therefore beyond counterfeiting globally. In fact, catalogues, advertising campaigns, events and the press office have always been an important part of the company's journey. Online communication is active and constantly kept up-to-date thanks to the company's growing presence on social media and, in September 2019, the launch of the new website.



From Milan to Paris, Moscow to Shanghai, Twils exhibits at the leading international trade shows with a stand and displays which convey every facet of the company's identity.

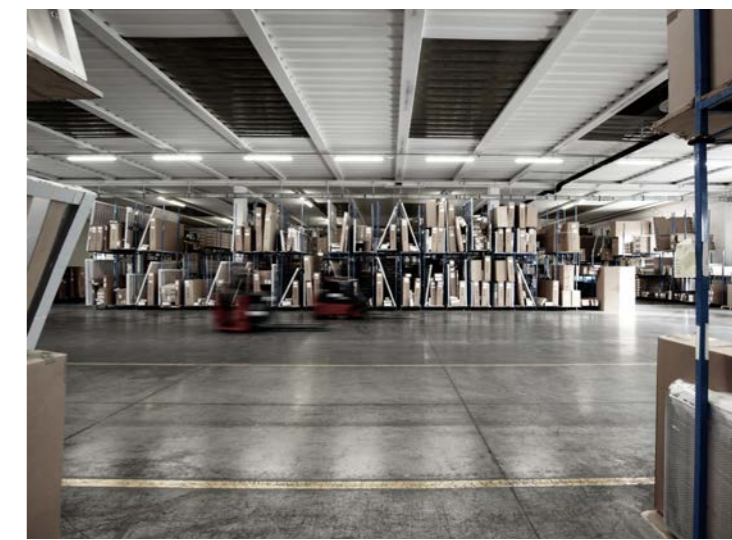


# TODAY

TWO DIVISIONS,  
TWILS AND TWILS LOUNGE



The story so far...



We have four hundred products in our catalogue created by influential and visionary designers, all made in our production facility of 10,000 sqm which is equipped with the most cutting-edge technologies and a staff of 60. A 50-strong team of external workers completes the production process.

Next to the company premises is our showroom which covers more than 1000 sqm, an open space set out over multiple floors which hosts meetings and events with clients, the press and distributors, the ideal backdrop for our living and bedroom collections.

The showroom is also a permanent workshop where we can teach our clients, operators and employees about our products and where we experiment with products, colours, combinations and fabrics to meet trends and the ever-changing world of furniture.

*The story so far...*

# OUR VALUES

SOCIAL RESPONSIBILITY,  
WORKING WITH PASSION,  
ETHICS AND RESPECT.

*Twils adopts a sustainable approach in everything it does, reconciling its ecological principles with its production needs and the respect and safety of the people who work there. All its production processes are designed to protect the ecosystem and reduce their impact on the environment, using natural and recyclable raw materials whenever possible, adopting sustainable criteria and assessing the environmental impact of its products throughout their life cycle, from production through to disposal.*





# Twils®

CATAS E1 certification no. 12/96 and no. 13/1997 rev. 30 guarantees that all the wooden parts in Twils products are completely non-toxic. The concept of the short production chain, plainly visible at Twils, makes checking each stage in the entire manufacturing process easier and more efficient.

UNI EN ISO 9001:2008 certification, which was awarded with code IT 15/0312, is not just a number but represents the company's undertaking to design its products in a responsible manner in accordance with the principles of lean manufacturing. The satisfaction and health of its customers are the company's number one priority and every decision is taken to encourage rational use of its resources.



# DISTRIBUTION

## AN INTERNATIONAL NETWORK

*The Twils distribution network has grown throughout Italy thanks to prominent multi-brand showrooms, the special relationship it enjoys with a select number of top clients and - recently - the concept of the flagship store, the ideal place to display the Twils and Twils Lounge collections and engage clients. Globally, the company is present in Europe, Russia, China, the Middle East and the United States and its plans to expand into other foreign markets are ongoing because it is Twils's mission to take the Made in Italy label to every corner of the world.*

