



VISTA ALEGRE

1824

THE VISTA ALEGRE ATLANTIS GROUP



The Vista Alegre Atlantis Group is an international leading reference within its industry. Being the Vista Alegre brand recognized worldwide by its high-end and prestigious range of products.

143 million euros
of consolidated
turnover in 2022

6 factories
located
in Portugal

75% of turnover is concentrated
in its 3 main brands: Vista Alegre, Casa
Alegre and Bordallo Pinheiro

VAA GROUP	PORCELAIN	FULL LEAD CRYSTAL	GLASS	STONEWARE TABLE	STONEWARE OVEN	ARTISTIC EARTHENWARE
FACTORY	Vista Alegre	Vista Alegre	Vista Alegre	Cerexport Ria Stone	Cerexport Cerutil	Bordallo Pinheiro
MAIN BRAND			 CASA ALEGRE	CASA ALEGRE	Cook & Serve CASA ALEGRE	
N.º PIECES PRODUCED PER YEAR	16 MILLIONS	0,5 MILLIONS	1,3 MILLIONS	47 MILLIONS	4 MILLIONS	994 THOUSAND
N.º OF EMPLOYEE	797	377		250	280	302

N.º OF EMPLOYEES
Industrial Units and Offices
Total: 2.487

The Vista Alegre Atlantis Group integrates one of the largest Portuguese economic groups, the Visabeira Group, since 2009.

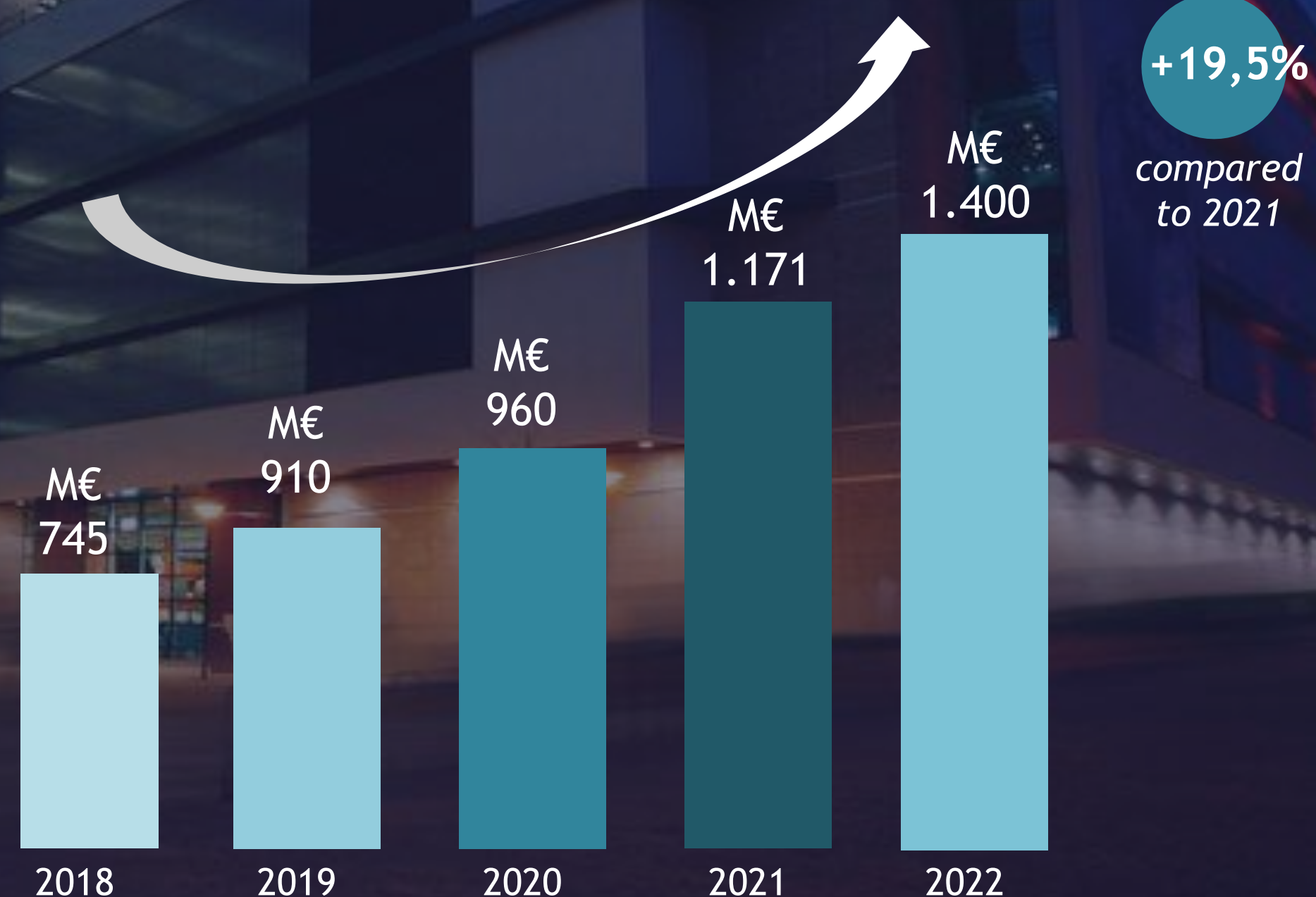
Multinational and multi-sector, Visabeira operates in the Telecommunications, Energy, Construction, Industry, Technology, Real Estate and Tourism sectors in more than 130 countries.

CORE SECTORS | values 2022

REAL ESTATE
AND TOURISM
3%

INDUSTRY
13%

TELECOMMUNICATIONS,
ENERGY, CONSTRUCTION,
TECHNOLOGY
84%





VISTA ALEGRE

1824

THE VISTA ALEGRE PRODUCTION UNITS



Porcelain unit

The Vista Alegre porcelain industrial facilities were established in 1824.

Throughout its history, the brand has always been associated with Portuguese history and culture, having acquired an unrivalled international reputation.

THE VISTA ALEGRE PRODUCTION UNITS

Handmade crystal unit

*Following old traditional Portuguese techniques, the Vista Alegre crystal production unit is recognized as one of the **best luxury crystal manufacturers in the world**.*

In this unit, pieces are crafted from superior lead crystal into its purest form, featuring distinguishing aspects like unique sound, brightness, transparency, luminosity and weight.



THE VISTA ALEGRE PRODUCTION UNITS

VISTA ALEGRE
1824

Glass production unit

This production unit has inherited a long tradition of handcrafted techniques and manufactures table and decorative pieces with extraordinary colours, which are highly appreciated all over the world.



Strategic Vision

Vista Alegre aims to reinforce its positioning as a premium lifestyle brand worldwide. A global reference for luxury goods in the tableware, decorative and giftware sectors.

In the hotelware sector, the company positions itself in the high-end segment of the market, and intends to become the major reference of this industry.



THE PRODUCT



RANGE OF PRODUCTS

Tableware



RANGE OF PRODUCTS

Bar & Wine


VISTA ALEGRE
1824



RANGE OF PRODUCTS

Decorative



RANGE OF PRODUCTS

Giftware



RANGE OF PRODUCTS

Cutlery

VISTA ALEGRE
1824



RANGE OF PRODUCTS

Lighting


VISTA ALEGRE
1824



** biscuit porcelain, metal ring on base*

RANGE OF PRODUCTS



Textile



VISTA ALEGRE
1824

Furniture


VISTA ALEGRE
1824

*once
upon
a time....*



Design_Colaborations@VistaAlegre

*The focus on **artistic collaborations** with designers, architects and different artists from around the world, well-known or promising, definitely add a contemporary and universal language to the brand's portfolio.*

Ross Lovegrove
Marcel Wanders
Jaime Hayon
Arik Levy
Patrick Norguet
Sam Baron
Corinne Le Corre

Sacha Walckhoff
Ágnes Hegedüs
Carsten Gollnick
Mendel Heit Brunno
Jahara
Sempé
...





BRAND VALUES

mārcel wānders



Jaime
Hayon



VISTA ALEGRE
1824

CLAUDIA
SCHIFFER

Jaime Hayon at Vista Alegre

THE VISTA ALEGRE BRAND

The partnerships with world-class brands that create exclusive collections composed by tableware sets and decorative pieces, in a reinterpretation of a rich cultural and aesthetic heritage.



Oscar de la Renta

PINEDA COVALIN



The ID Pool main objective is the search for innovative ideas in terms of design at Vista Alegre, contributing to its internationalization.

The integration of young designers, artists, architects, photographers and other creative professionals from around the world, makes the ID Pool an excellent artistic laboratory, where the exchange of ideas and experiences between students and qualified professionals of Vista Alegre are encouraged.





2022 DESIGN AWARDS



**GERMAN DESIGN AWARDS
WINNER**
Gift Catalogue 2022-2023
Circle



**GERMAN DESIGN AWARDS
SPECIAL MENTION**
Ara
Fête Vos Jeux by Christian Lacroix Maison
Futurismo
Kick-off by Damian O'Sullivan
Ritmo by Ross Lovegrove



**GERMAN INNOVATION AWARD
NOMINEE**
Urban@VA by Odeth, Violent e Mr. Dheo



**GRAND PRIX DU DESIGN
CERTIFICATION OR**
Dalea & Centaurea by Ross Lovegrove



**GRAND PRIX DU DESIGN
BRONZE**
Ritmo by Ross Lovegrove



**GOOD DESIGN AWARDS
WINNER 2023**
Dux
Dinastia Magna



**ICONIC AWARDS
INNOVATIVE INTERIOR
SELECTION**
Kick-off
Urban@VA



**DNA PARIS DESIGN
AWARDS
WINNER**
Futurismo
Dinastia Magna



**LIGHTING DESIGN AWARDS
WINNER**
Dalea & Centaurea by Ross Lovegrove



**IDA DESIGN AWARDS
HONORABLE MENTION**
Cocar
Duality
Herbarios Parade
by Christian Lacroix Maison
Têxteis



**ARCHITECTURE MASTERPRIZE
PRODUCT WINNER**
Futurismo
Circle



**EUROPEAN PRODUCT
DESIGN AWARD
HONORABLE MENTION**
Dux
Futurismo
Kick-off by Damian O'Sullivan



MUSE DESIGN AWARDS
Futurismo
Home Cosmetics



**ARCHITECTURE & DESIGN
COLLECTION AWARDS
GOLD WINNER.**
Futurismo



VISTA ALTORE



STORIES



VISTA ALEGRE STORES

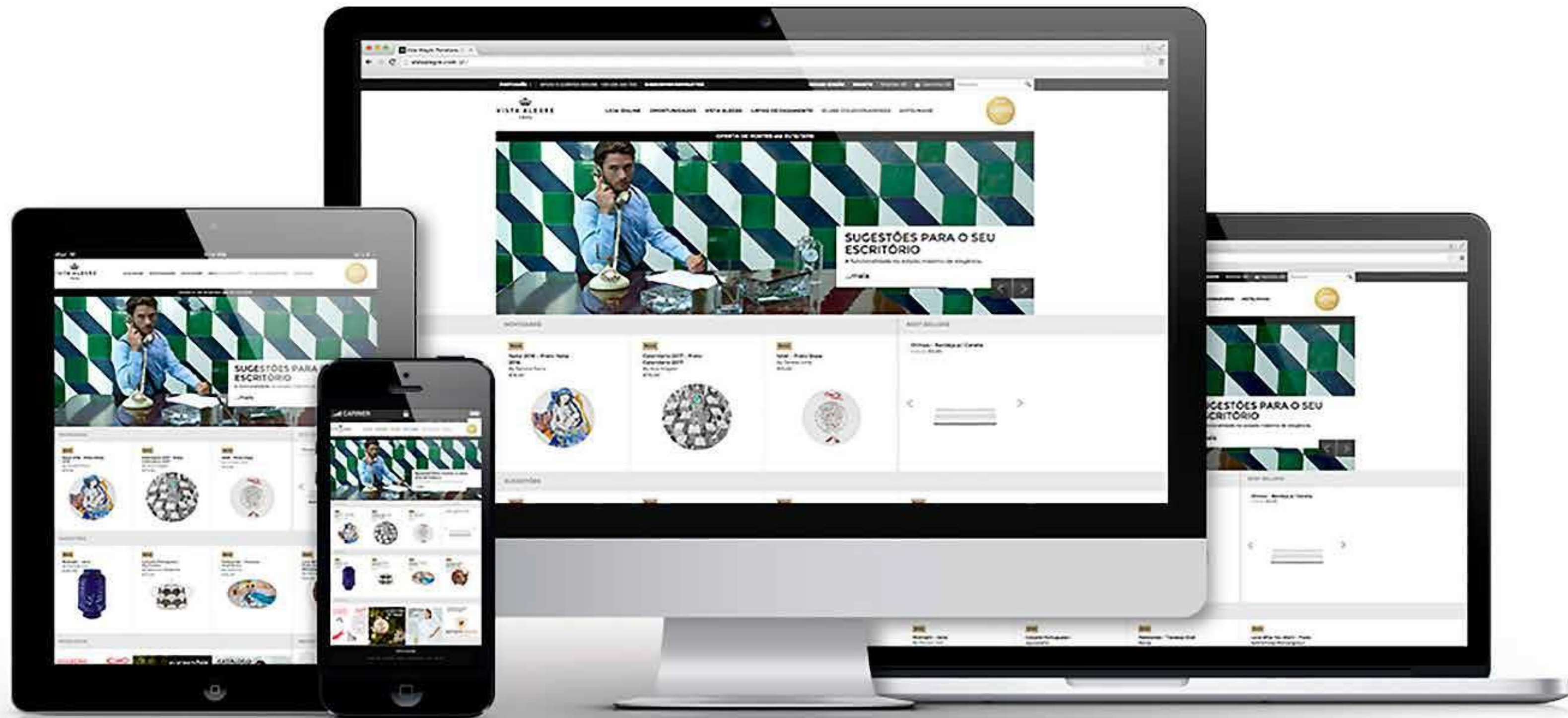

VISTA ALEGRE
1824

7 Flagship Stores

*Lisbon, Oporto (2),
Aveiro, Madrid,
Barcelona, San Paulo*

Currently reaching over than 100 countries, the Vista Alegre Group has 48 own stores, exhibition rooms in New York (41 Madison), São Paulo and Paris, and over than 1.000 points of sale (both corners and shop-in-shop) across different regions of the globe.





vistaalegre.com is the worldwide online store.
332,000 followers on Facebook and 177.000 on Instagram.

The Vista Alegre is a lifestyle brand, enhancing elegance, culture and humanism. Valuing the unique character that craftsmanship adds to its creations.

Lisbon flagship store



VISTA ALEGRE

1824