



BORDALLO PINHEIRO | artistic earthenware
brand strengths and competitive advantages

BRAND'S DNA

- Naturalism
- Bold
- Relaxed and trendy
- Cool
- Original
- Colorful
- Happy mood
- Encloses art, tradition and innovation
- Brand Heritage - 139 years
- Combines tradition and contemporaneity
- Based on the legacy of Raphael Bordallo Pinheiro, one of the greatest artists of the 19th century



As an example, the Cabbage collection, directly evokes the creative legacy of Raphael Bordallo Pinheiro and is one of the brand's bestsellers. Creatively employed from the most rural settings to the most sophisticated environments.

RAPHAEL BORDALLO PINHEIRO | a visionary

- Born in Lisbon (1846-1905);
- One of the most remarkable Portuguese artists of the 19th century;
- Its artistic legacy extends across multiple creative fields: sketch artist, watercolour painter, illustrator, decorator, caricaturist, journalist, and ceramist;
- Created several characters as a way of social intervention like "Zé Povinho", which continues to symbolize the Portuguese people;
- Bordallo Pinheiro's journey into ceramics started with the establishment of the Fundação das Faianças Artísticas Bordallo Pinheiro in 1884;
- He produced a vast array of highly imaginative and technically sophisticated models, many of which remain in the national and international markets to this day.



INNOVATION AND TRADITION

The ongoing earthenware creations for decorative and utilitarian use never betray the founder's naturalist matrix.

The Bordallo Pinheiro brand focuses on creativity, innovation and excellence, using traditional motifs and settings and centuries-old manufacturing techniques that are adapted to modern needs.



LINK TO DESIGN, ART AND CULTURE



Bordallo Pinheiro has continued to affirm the uniqueness of its products and bond with art, focusing on continuing its irreplaceable heritage and creating contemporary products, born of artistic dialogue with various world creators, which have strengthened its world prestige.

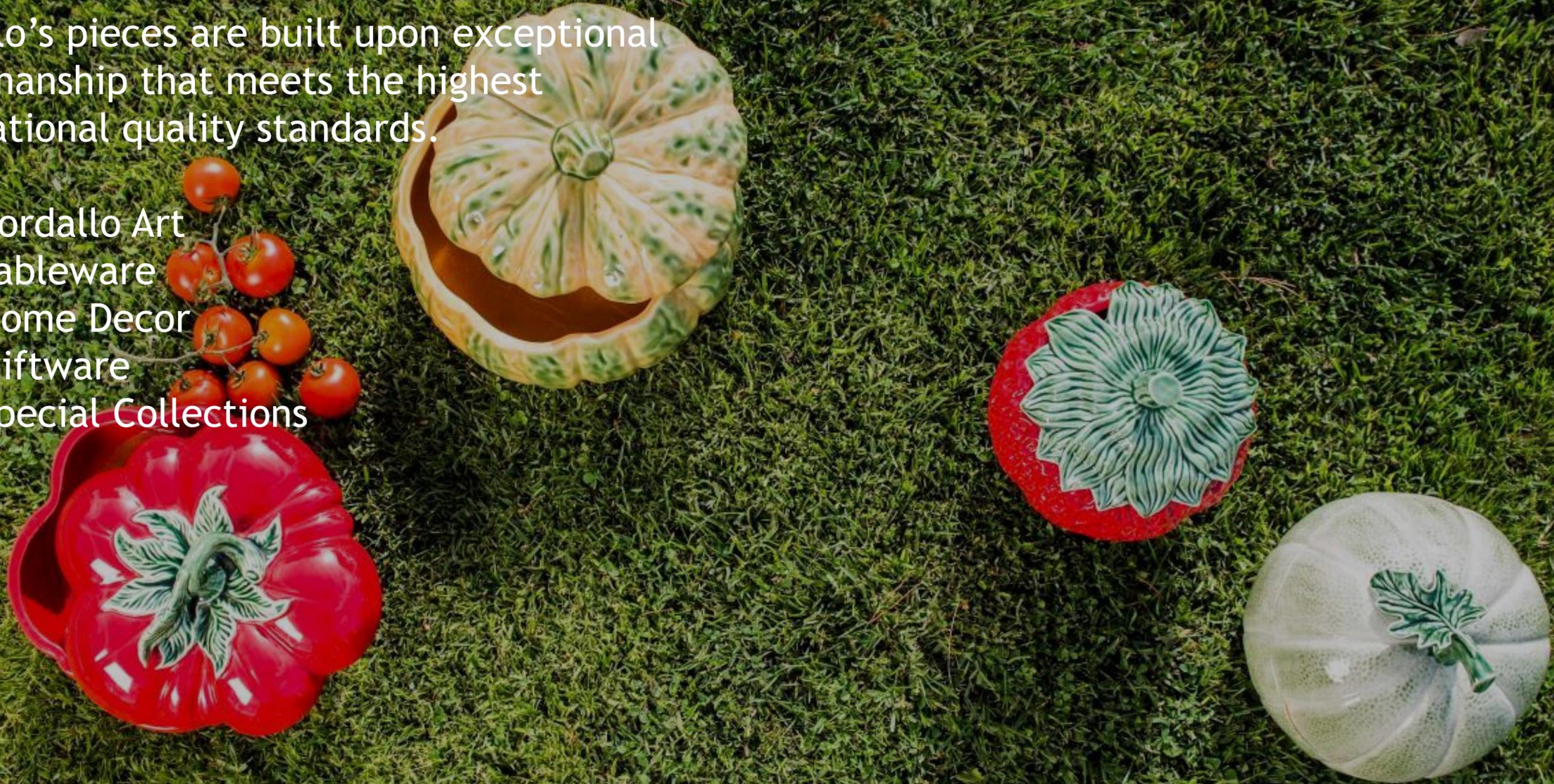




HANDCRAFTED EXPERTISE

Bordallo's pieces are built upon exceptional craftsmanship that meets the highest international quality standards.

- Bordallo Art
- Tableware
- Home Decor
- Giftware
- Special Collections



PARTNERSHIP WITH INTERNATIONAL ARTISTS AND CELEBRETIES WORLDWIDE

Collaborations involving different artistic segments from around the world, contribute to elevate international brand awareness and uniqueness of this secular brand.



- Philippe Starck
- Joana Vasconcelos
- Paula Rego
- Nini Andrade Silva
- Rebecca Dautremer
- Claudia Schiffer
- Fernando Brizio
- Estela Sokol
- Tunga
- Boligán Corbo
- Vik Muniz
-

Candy Bnta-fies
**CLAUDIA
SCHIFFER**

INTERNATIONAL TRADE SHOWS

- Maison & Objet, Paris - January and September
- Ambiente, Frankfurt
- The Tabletop Show, New York
- ABUP, São Paulo
- NY Now, New York
- Atlanta International Gift & Home Market
- Dallas Total Home & Gift Market
- ...





GROWING DEMAND FOR BORDALLO'S PRODUCTS (facts and figures)

- 75% of products are exported.
- More relevant international markets: France, Italy, Spain, UK, Netherlands, Sweden, Germany, USA and Japan.
- Flagship stores: Madrid, Paris (2)
- Flagship stores in London, New York, Pequín - soon to be opened

ANNUAL TURNOVER

2016	5 062 315 €
2017	6 036 679 €
2018	6 325 235 €
2019	7 718 667 €
2020	7 190 922 €
2021	9 949 558 €
2022	12 375 470 €

UNIQUE POSITIONING
shows no direct competitors in the market



AWARDS & DISTINCTIONS



Amazónia collection



Banana da Madeira collection



AWARDS & DISTINCTIONS



Artichoke collection



Watermelon collection



AWARDS & DISTINCTIONS



Rua Nova collection



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(Clockwise from left) pastéis de nata; a Bordallo Pinheiro cabbage bowl; Portuguese tinned sardines. Composite: Getty/Alamy/PR

Colourful and gaudy, traditional Portuguese designs, most famously the cabbage plate, were long dismissed as old fashioned. But this special brand of maximalism is undergoing a revival and has paved the way for a wider appreciation of all things from Portugal

The Guardian



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La collezione presenta oggetti più informali rispetto alla precedente: "Disegno pezzi che userei io stessa, e quando riceviamo in famiglia il mood è rilassato, quindi ho voluto mantenere questa sensazione nella nuova collezione", dice Claudia Schiffer. Photo: Moezz / Courtesy of Bordallo Pinheiro



AD

ABBONAMENTI

TENDENZE

Claudia Schiffer, ecco la sua nuova collezione per la tavola a tema farfalla

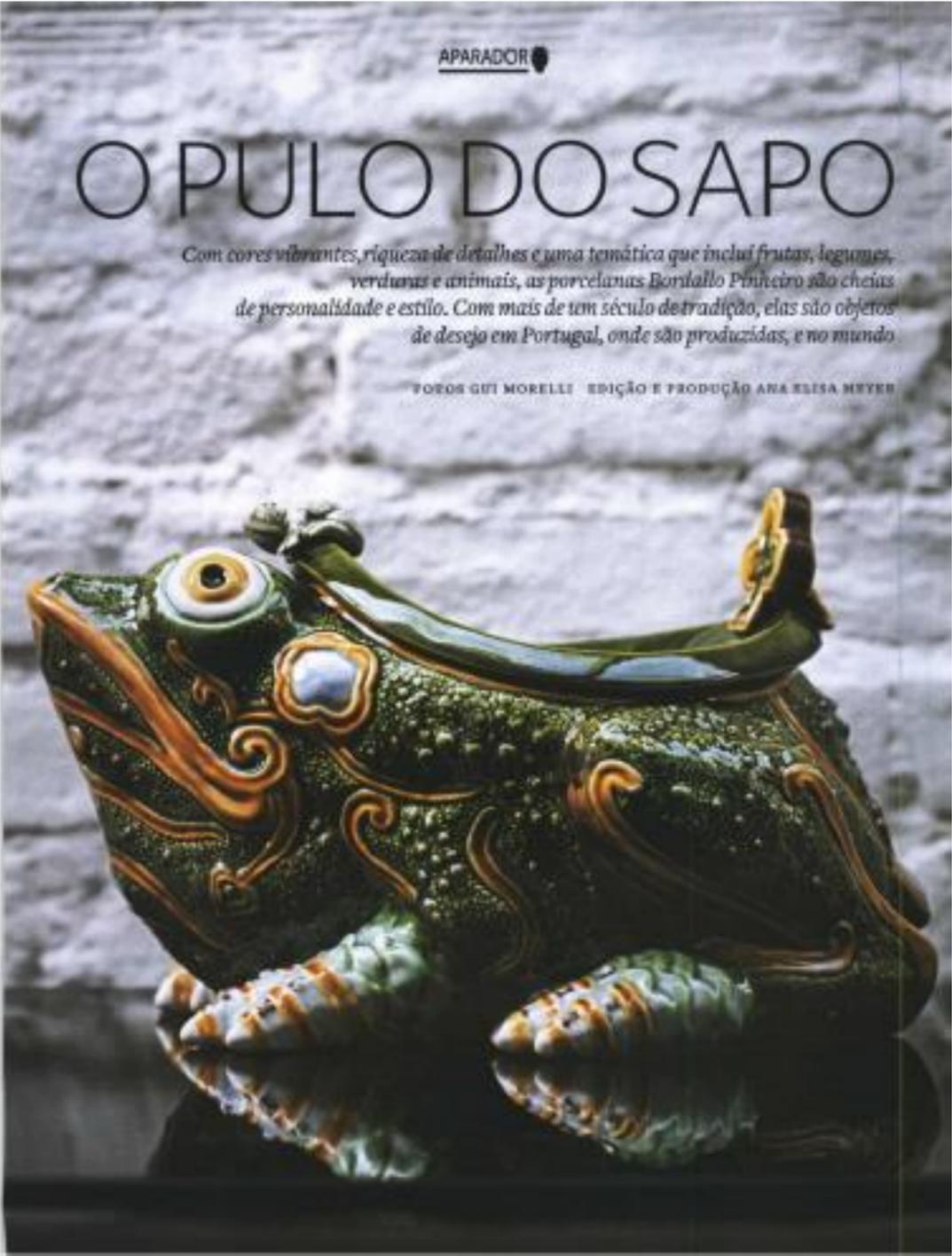
Per la sua ultima collezione di stoviglie per Bordallo Pinheiro, la top model ha rivisitato un motivo già collaudato, questa volta in splendide tonalità terra.

di Juliet Izon
8 settembre 2023



La sala da pranzo di Claudia Schiffer ha eleganti pareti rivestite in legno e un camino come punto focale. Foto Moezz / Courtesy Bordallo Pinheiro

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Faíscas paginas, as m
decoradas com rã
após a da fábrica, ad
tempo em que está fo
e tudo, e Pinhal Bordallo
Pinheiro, a fundado
da empresa

FAIANÇAS
ARTÍSTICAS BORDALLO
PINHEIRO L.D.A.

fotos: divulgação

Foi no século 19, mais precisa-
mente no ano de 1884, que o
artista lusitano Raphael Bor-
dallo Pinheiro fundou a Fábri-
ca de Faianças das Caldas da Rainha,
localizada na cidade portuguesa de
mesmo nome. O objetivo era revitali-
zar a tradicional arte da cerâmica, cru-
zando-a com os diversos estilos mo-
dernos que estavam surgindo na época.
Dedicado e apaixonado por seu tra-
balho, além de preocupado com cau-
sas sociais, Bordallo fez questão de
acompanhar todos os detalhes da
construção da fábrica, da escolha do
terreno à fundação de uma
escola primária destinada
aos filhos de seus funcionários.
Cheias de estilo, personalidade
e humor, as porcelanas produzidas
em Caldas da Rainha se tornaram
ícones e, hoje, ganharam status
de peças de colecionador. A mar-
ca centenária, que tem uma rã no
logotipo e hoje é conhecida ape-
nas como Bordallo Pinheiro, man-
tém o mesmo espírito pioneiro
e o legado de seu fundador. ■



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