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CORPORATE BACKGROUNDER

Bellini Modern Living is a leading wholesaler and distributor of modern Italian furniture. With one of the largest in-stock programs in North America, the company stocks more than 9,000 items in its warehouse located at its headquarters in Richmond Hill, Toronto. A leader in leather upholstery and a wide variety of case goods, including dining sets, occasional, outdoor furniture and more, the company is renowned for offering high-quality furniture with European craftsmanship to high-end furniture retailers in the United States, Canada and South America.

Founded in 2002 by Hossein Azimi, president and chief executive officer, Bellini Modern Living is known for its contemporary design, luxurious materials and high-quality finishes – all at attainable price points. A visionary in the industry, who has always been passionate about the workmanship of European design, Azimi established the company to make modern, Italian-style furniture more accessible to the North American market. Prior to founding Bellini Modern Living, Azimi was a veteran in the Canadian leather upholstery industry, with experience in both retail and manufacturing.

Collaborating with renowned North American and European designers to create original, modern-contemporary pieces, Bellini Modern Living works with designers from all over the world, and partners with the very best craftsmen and women in factories in Italy and Asia to bring its contemporary designs to life. Featured designers include Louis A Lara (Boca Raton, FL), Stanley Jay Freidman (New York City), Irene Cerchiaro & Matteo Luitse (Milan Italy), Fabio Di Bartolomei (Milan, Italy) and Balutto Associati (Milan, Italy), who all contribute different elements to give Bellini's product lines a globally inspired flair. The company also offers a customization option for many of its upholstery items, allowing customers to design products that accentuate their lifestyles.

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As part of its industry-leading quick ship program— allowing it to ship 96 percent of all orders within the same week they are received from customers from its state-of-the-art system-based 65,000 square foot warehouse —the company also provides best-in-class freight rates, giving the company a competitive advantage. Additionally, the company offers consistent shipping prices, regardless of item size, by negotiating flat rates with carriers, allowing it to pass along savings.

With a special emphasis on European styling, the company has recently increased its manufacturing capacity in Italy to further enhance the quality of its products and materials. Partnering with leading factories in the region, each upholstered piece is crafted with high-quality, full-grain Italian made leather. On the case goods side, the company seeks out factories with expertise in luxury materials including solid woods, unique marble and stone, ceramic and acrylic materials.

Bellini displays its collections at the twice-yearly High Point Market, as well as High Point Premarket, and has a showroom at its headquarters in Toronto. In 2021, the company more than doubled the size of its showroom space in High Point to 12,000 square-feet to better highlight its rapidly expanding offerings. This year, the company returns to Las Vegas Market to reach its retail partners and the interior design community, particularly on the west coast. Unlike many competitors, newly launched products at Market are already in-stock at the time of introduction, providing exceptional service to retailers by giving them the ability to update their retail floors instantly.

Founded in 2002 in Toronto, Canada by Hossein Azimi, [Bellini Modern Living](#) is a rapidly growing trailblazer in the home furnishings category, offering an extensive collection of high-quality yet affordable products. Known for its premium upholstered leather offerings, the company also has a strong presence in case goods, including dining, accent pieces, home office and more. The company entered the U.S. market in 2007 and has been continuously expanding its industry presence.