

varaluz x CIANA

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Varaluz Enters New Chapter with the Launch of Varaluz x CIANA

SALT LAKE CITY — [Feb. 4, 2026] — [Varaluz](#), the lighting brand known for expressive design and conscientious craftsmanship, enters a new chapter with the launch of **Varaluz x CIANA**—a partnership that honors the brand’s origins while strengthening its future.

Founded in 2006, Varaluz has long redefined what decorative lighting can be: handcrafted, emotionally resonant, and responsibly made. Through its alignment with [CIANA Lighting](#), the brand is positioned to elevate product quality, operational excellence, and sustainability—without compromising the creative soul that has guided Varaluz from the very beginning.

“Varaluz has always been a standout name in the lighting world—bold, unconventional, and beautifully expressive,” said **Ron Henderson**, co-founder and director of Varaluz’s product development. “This partnership is rooted in respect for what Varaluz represents. Our role is to protect its artistic energy while providing the strength, discipline, and resources needed for the brand to thrive long-term.”

A Brand Built on Meaning

At the heart of Varaluz is a deeply personal story. Before it was a company, *Luz* was a person—Luz Elva Carrillo, lovingly known as Mama Luz. Raised in a rural farming community in Mexico, she embodied resilience, generosity, and warmth. Her inclusive spirit and belief in people over appearances became the emotional blueprint for the brand, shaping a philosophy in which light is not just functional but deeply human.

From its earliest collections, Varaluz stood apart by rejecting trend-driven design in favor of expressive forms, handcrafted techniques, and eco-conscious materials. Long before sustainability became a category expectation, the brand committed to recycled steel, hand-blown glass, and low-impact finishes—believing that beauty should never come at the expense of the planet.

Strengthening the Foundation with CIANA

As Varaluz entered its next phase of growth, protecting what made the brand special became paramount. Scaling handcrafted, sustainable design requires not only creativity, but operational discipline and long-term vision. That alignment led to a partnership with

CIANA Lighting, a lighting manufacturer that leverages more than sixty years of collective expertise through long-standing partner relationships across religious, hospitality, residential, and commercial markets.

“CIANA has built its identity around creating lighting that evokes dignity, hospitality, and meaning,” said **Kevin Bauer**, Owner and CEO of CIANA Lighting. “Varaluz’s artistic spirit is a natural complement to our own design ethos. Together, we’re focused on doing things the right way—strengthening quality, consistency, and sustainability while keeping creativity at the center.”

Looking Forward

Under Varaluz x CIANA, every piece continues to reflect the human hand and the intention behind it—now reinforced by manufacturing expertise, quality assurance, and infrastructure designed to endure. Varaluz will continue to operate under its own brand and creative leadership, supported by CIANA Lighting’s expanded manufacturing, custom lighting capabilities, and logistical resources.

According to Bauer, the partnership enables refined craftsmanship, reinforced stewardship of materials and resources, and an elevated experience for designers, partners, and end users alike. “Together, the partnership paves the way for bold new collections, design collaborations, and continued innovation for years to come,” he said.

About Varaluz®

Varaluz® is a Salt Lake City–based lighting brand recognized for premium, design-driven fixtures and wall decor that balances artistic expression with enduring quality. Each piece is thoughtfully crafted using recycled and responsibly sourced materials, combining meticulous workmanship, innovative forms, and sustainable practices. With a commitment to creating lighting that is as well-made as it is meaningful, Varaluz delivers distinctive designs that elevate spaces—beautifully, responsibly, and built to last. Learn more at [varaluz.com](https://www.varaluz.com).