



DeRUCCI

LOUNGE | BED | HOME



Content

- 01 Brand Introduction***
- 02 Culture and Service***
- 03 Product and Design***
- 04 Marketing Campaigns***
- 05 Dealer Program***

Brand Introduction

About DeRUCCI

- Founded in 2004, DeRUCCI is a listed company dedicated to providing superior sleep systems with over 18 years of experience in the industry. At the beginning of our establishment, we made custom bedding products. With the steady growth of sales and demand, our product supply has diversified, evolving into a wide range of stylish furniture including mattresses, bed frames, dining sets, sofas and massage chairs.
- Dedicated to providing a healthy scientific sleeping environment, DeRUCCI integrates premium global resources including Germany's Müller 3mesh® material, Japan's space resin ball and Italy's Technogel.
- Due to its skilled craftsmanship, innovative design and fine details, DeRUCCI develops rapidly from China to the whole world and has over 5,700 exclusive stores in Australia, USA, Canada, Germany, Dubai, Hong Kong, etc., more than 14 countries and regions. Our commitment to high quality products and exceptional service remains steadfast.



Brand Introduction

Locations



China



Germany



US



Canada



Australia



New Zealand



Singapore



Russia



Philippine



India



UAE



Nigeria



Mongolia

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Brand Introduction

Global Stores



Stores in Australia



Stores in Canada



Stores in New Zealand

Brand Introduction

Global Stores



Stores in US



New store in New Jersey, US, opening in June 2024

Brand Introduction

Global Stores



Stores in India

Brand Introduction

History

2004-2010

- DeRUCCI was founded and the first series, GLODIA, was launched and developed the first generation of soft bed and spring mattress.
- KAGE series was launched, marking the second generation of motor-driven slats and mattress.
- 0769 series was launched, with the focus of making high-end full leather beds.
- Started its first Global Sleep Culture Journey.

2011-2014

- Opened its first overseas store in Sydney, Australia.
- DeRUCCI's 8th store in Australia and flagship stores in Hongkong and Colonge were opened.

Brand Introduction

History

2015-2017

- Brought in French high-end brand, Trega, and American brand, SleepDesigns, as strategic partner.
- New York Store, Milan Store, Berlin Store and Vancouver Store were opened.
- New York Flagship Store, Perth Store, Brisbane Store were opened.
- Los Angeles Store was opened.
- Noah's Sailing Team with Yacht DeRUCCI raced in Sydney Hobart Yacht Race 2017.

2018-2020

- Became the official partner of Australia Open.
- Built strategic partnership with Italian sofa brand, CALIA, to enter into sofa business.
- Auckland Store and Toronto Store were opened.
- Debuted at Melbourne Cup Carnival as an official sponsor to celebrate the world-class horse racing event.
- Together with Kobe Bryant and FIBA Basketball World Cup, launched national basketball game which was a hit.

Brand Introduction

History

2021-2022

- New Delhi Flagship Store was opened.
- DeRUCCI (001323) was listed in Shenzhen Stock Exchange Main Board on June 23rd 2022.
- Global Sleep Culture Journey flash mob events were held in Los Angeles, New York, Toronto, Vancouver and Sydney.
- Sponsored Miss Universe Australia 2022.

Brand Introduction

History

2023-2024

- Toronto New Flagship Store was opened
- Entered American Dream, a massive retail and entertainment complex in New Jersey, US, where a brand new DeRUCCI store will open in 2024.
- Launching more new stores in India, Taiwan, Macao, New York, Philadelphia, Africa etc.

Brand Introduction

History



DeRUCCI
went public
in Shenzhen
Stock Exchange
in June 2022!

Product and Design

Product Lines



Product and Design

Design



DESIGN TEAM



Daniel Libeskind

He is known for the design and completion of the Jewish Museum in Berlin, Germany and his work as the master plan architect of the reconstruction of the World Trade Center.



Agustina Sorrentini

A former Quora's Sr. designer with retro style and exceptional talent for plant and animal patterns



Stefania Cazzaro

A former designer of CHANEL, who established the Italy brand TAOTOU in 2007



Matthew Arqutte

He obtained a bachelor certificate from Birmingham Institute of Art & Design, and has been engaged in furniture industry for 15 years.



Maurice Barilone

As a famous French designer he has been designing for Roche Bobois since the 1970s and founded BARILONE BACOSTONE CORP.

Product and Design Technologies



ELIGIBLE QUALITY SLEEPING PRODUCTS

We Work With Our Partners
Worldwide To Make
The Sleeping System For You.

Healthy sleep Resource Collector



Alessandern® S.p.A



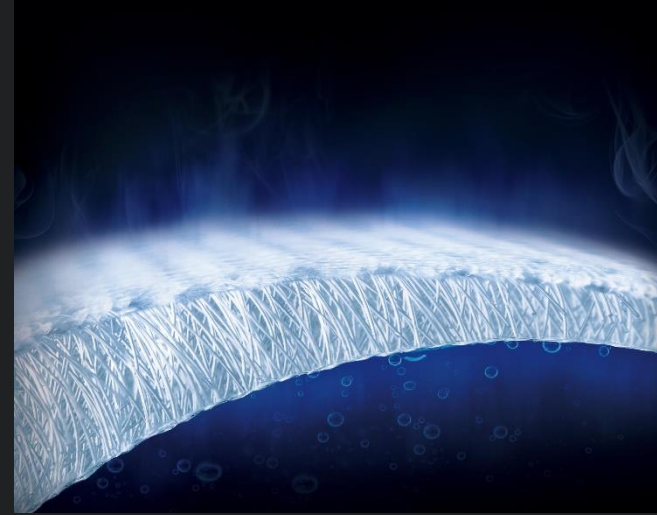
Product and Design Technologies

High-tech Material Application



Space Resin Ball

It's not rubber, not gel. It is a unique material imported from a Japanese company under Toyota Group. DeRUCCI is their exclusive partner in China. So only we can use this material in mattress.



3mesh® material

It's a special reformed fiber from Germany. DeRUCCI is the first company to apply this material in mattress. This material offers superior support. Meanwhile, it is very breathable (X-structure).

Product and Design Technologies

High-tech Material Application



DeRUCCI X Chinese Women Volleyball space resin ball mattress

- Imported exclusively from Japan Aisin precision machine, environmental protection, durable, strong air permeability, for the human body to provide embrace support.
- Tencel fabric: delicate touch
- Independent cylinder spring: strong support, no interference
- 3D cotton: strong air permeability, mites and bacteriostatic

Marketing Campaigns

Rolex Sydney Hobart Yacht Race 2017



Marketing Campaigns

DeRUCCI and Australia Open Global Partnership



Marketing Campaigns

Melbourne Cup 2018



Marketing Campaigns

Global Sleep Culture Journey



Marketing Campaigns

Miss Universe Beauty Contest



Marketing Campaigns

DeRUCCI X Kobe



Marketing Campaigns

Outdoor Banner Support



Dealer Program

Why Join Us?

- Low Investment/High EBITDA
- Business concept with a quick generating cash flow model proved to be successful by over 5700 exclusive stores
- Global brand, with an outstanding reputation and demand worldwide
- Exceptional training and support in all business areas (initial and ongoing)
- Unique “Interior Design Service” - professional store design team to ensure compliance with the aesthetic standards of the store
- Marketing and Promotion Service - professional team to plan effective marketing campaigns and help promote via various channels (eg. social media, website, email etc.)
- Monetary support - offer all forms of monetary support such as construction allowance, decoration materials, opening support, marketing and promotion expense support, order discount support etc.

Dealer Program

Store Forms

DeRUCCI is looking for franchise partners with a multi-unit mindset and the intention and financial capacity to invest in one or several stores within an agreed geographic area.

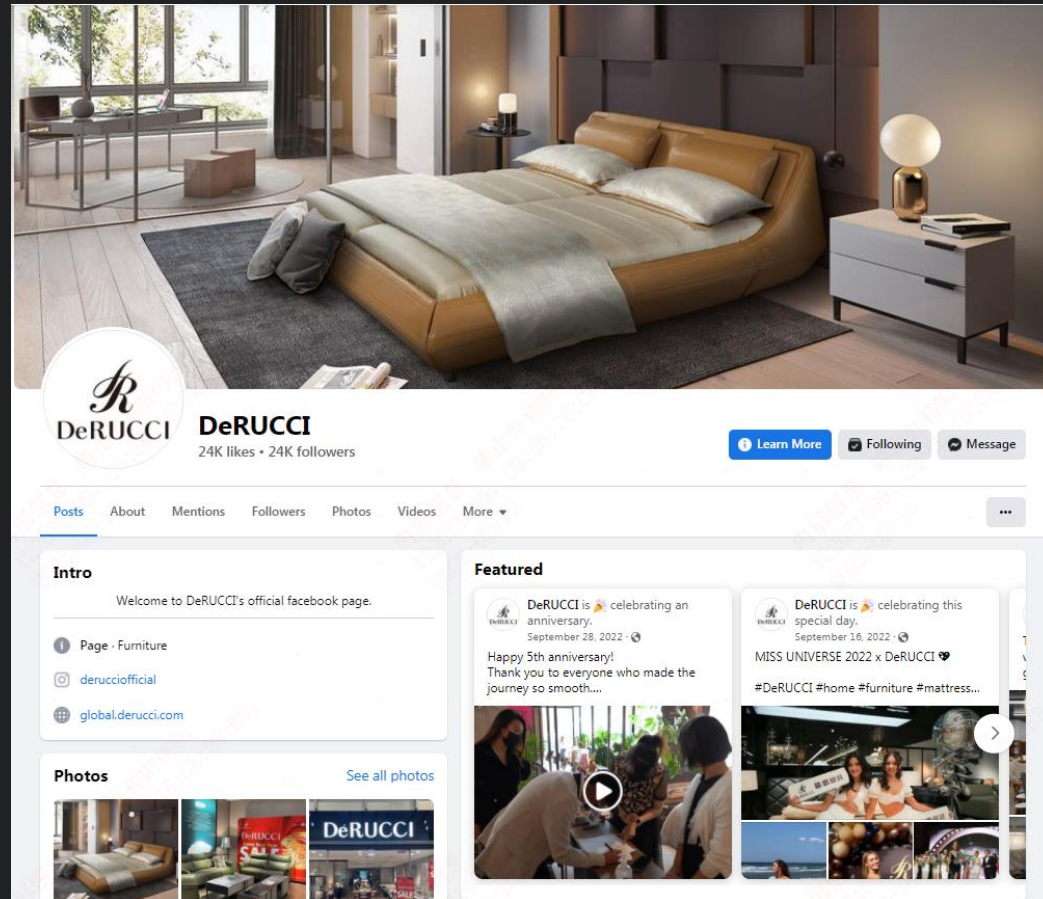
DeRUCCI Exclusive Stores Types			
Type	Product Category	Description	Area (m ²)
Flagship Store	Comprehensive	Exclusively sell DeRUCCI's bedroom and living furniture, with own storefront	≥ 800
Independent Store	Comprehensive	Located on first floor in street with own storefront	≥ 500
Specialized Mall Store	Bedroom furniture	Located in furniture/building materials mall	≥ 160
	Sofa		≥ 160
	Comprehensive		≥ 300
Shopping Mall Store	Comprehensive	Located in shopping mall	≥ 50
Shop-in-shop/Gallery	Comprehensive	Located in an exclusive area of existing own-branded showroom	≥ 50

Dealer Program

Join a successful retail business with a growing and globally distributed brand in the high-end home and bedroom furniture world!

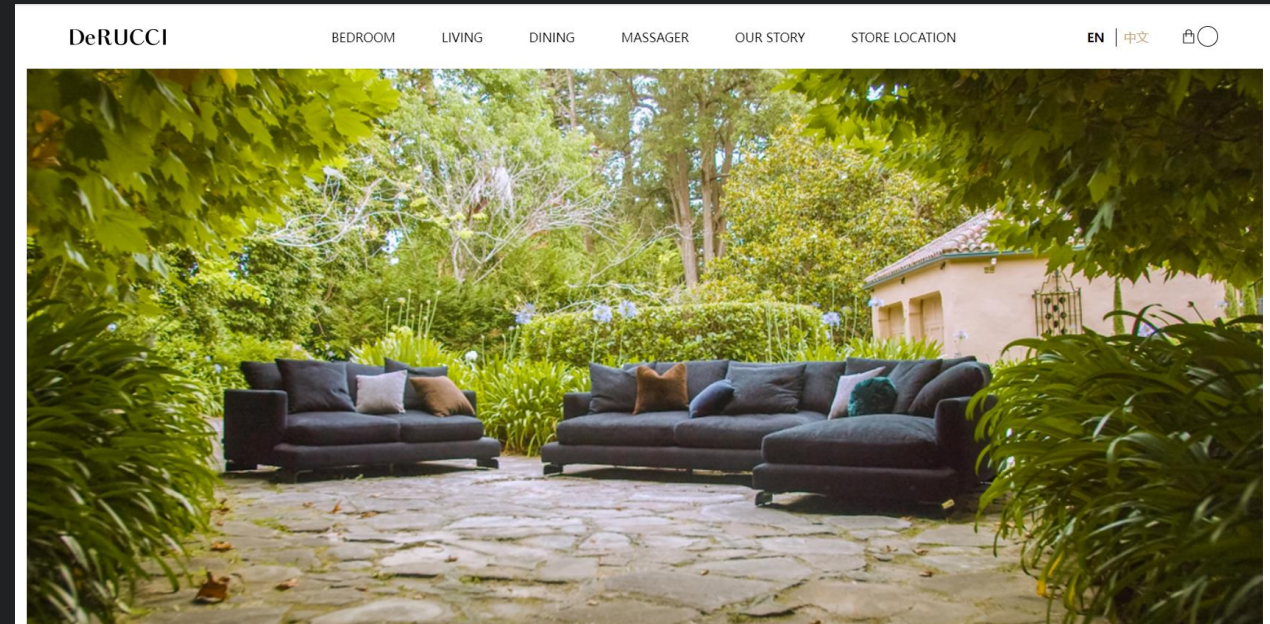
For More Information

Facebook



Facebook link: <https://www.facebook.com/derucci.international>
Facebook account: DeRUCCI (latest No. of followers:50K)

Website



website: <https://global.derucci.com/>



Thank you!

Look forward to in-depth communication and business cooperation.

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