



## HOME COLLECTION

HAND DECORATED TRAYS,  
TABLE SETS, TEA CARTS,  
& WOOD FITTINGS

COMPANY PROFILE





## History

In 1964 Franco Sezzatini transformed his dreams and craftsmanship into a new company, bearing his name, with the aim of promoting decorative Florentine trays around the world. Till nowadays firm mission is to promote Florentine history, craftsmanship and decorative art.

In 1966 Franco, opened his workshop in Florence Via Maggio, the street famous all over the world for craft workshops, and even now not a day passes without him having decorated a tray or some other small furnishing accessory.

The tenacity and great passion for crafts that have always distinguished and inspired the company's founder became essential element in design and creation of successful Florentine craft products, which are known and appreciated worldwide.

The knowledge of Florentine master craftsmen, handed down from one generation to the next, coupled with tireless research into historical decorative techniques, allows Sezzatini to produce trays, trolleys and household accessories of very high quality.



Over the years the business has moved, and has also expanded to include the production of the base articles themselves, thus giving the firm the chance to offer its customers over 300 different shapes of trays.

While maintaining the family and craft character necessary to keep alive the Florentine decorative tradition, through the support of the Franco's sons Andrea and Rolando, the Sezzatini firm has also evolved into a modern structure capable of competing on the international markets. Sezzatini boasts a unique family history, made of hard work and great passion.



Moreover Sezzatini has brought the most famous craftsmen in Florence together under the company name to produce unique items with refined features, representing the essence of a culture with its roots in the fourteenth century: the artistic expression of a land with a legendary art heritage, appreciated worldwide. Every item is created and decorated entirely by hand, making Sezzatini creations unique and distinctive. The company's distinguishing feature became the fourteenth century Florentine manufacturing technique Sezzatini was the very first company to promote and export Florentine crafts : initially at a national level and subsequently worldwide, thanks to the success of the early international trade fairs.

The company has become a leader in its sector at international level thanks to tradition in its promotion of fourteenth century decorative techniques and innovation in its continuous search for unique forms, designs and combinations.

The tireless search for new ideas, the attention to detail and the family working environment are the strong points of a small-scale craft firm that has nevertheless succeeded in consolidating a position in markets all over the world. Quality and meticulous care characterize every stage of the Sezzatini service: manufacturing, sales, logistics and post-sales.





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