

# Devon&Devon

CREATED IN FLORENCE. INSPIRED BY THE WORLD.

*A new showroom in Florence  
and a new distribution network in Tuscany  
and Umbria in partnership with the Clerici Group*



The opening of a new showroom in Florence marks the official launch by Devon&Devon of an important project to consolidate its commercial presence in Tuscany and Umbria.

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Florence, 15 May 2026 - Devon&Devon accelerates its development in Central Italy with the opening of a new showroom in Florence and strengthening of its sales network in Tuscany and Umbria thanks to an agreement with the Clerici Group, a leading name in the Italian plumbing, heating and bathroom furnishing sector.



Inside Spazio 360 at 7, Via Simone Martini, the new 195 square-metre showroom marks a key milestone in the growth strategy of this Florentine company founded in 1989 and now part of the Italcer Group.

Clerici has approximately 160 points of sale in Northern and Central Italy and this agreement will allow the company to expand its distribution and gain a wider presence in a market with great potential, meeting demand in the high-end interior design segment.

Managed by the Palagini Group, part of the Clerici Group since 2019, the showroom in Via Martini targets architects, interior designers, and private clients, showcasing a selection of the brand's iconic products plus the latest collections presented at the Salone del Mobile in Milan, in April.

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"This partnership is an important step in Devon&Devon's growth in Italy," explains Graziano Verdi, CEO of Devon&Devon and the Italcerc Group. "Our agreement with the Clerici Group guarantees an exclusive presence for us in the classical-contemporary bathroom design segment, within Spazio 360. We are delighted to celebrate this collaboration in Florence, the city where Devon&Devon was established and from which it continues to draw inspiration today."

"We are pleased to welcome Devon&Devon as our new supplier: a name synonymous with tradition and quality, and a gift to ourselves and our customers to mark Palagini's 90th anniversary. We are also proud to have become its new home in Florence," says Piero Benvenuti, CEO of the Palagini Group.

The operation has already led to the opening of new stores also in Empoli and Perugia, which will contribute to making the Devon&Devon sales network increasingly integrated and efficient.

Founded in Florence in 1989, Devon&Devon produces exclusive collections for the home and bathroom, supplying them around the world: their timeless style renews and reinterprets the best of 20th-century European tradition and design.

Created by an internal team with the collaboration of some of the greatest designers, all Devon&Devon products are designed to offer the best solutions to meet the needs of their customers, as well as professionals in the architecture and contract furnishing fields, for whom the company offers an exclusive tailor-made design service.

The Clerici Group is a benchmark on the Italian market for the distribution of plumbing and heating products, bathroom furnishings, flooring and wall coverings, and photovoltaic systems. Thanks to growth built on its presence throughout Italy and the selective acquisition of companies with strong roots in local markets, the group has gradually expanded its range of products and geographical scope. Today, Clerici has 17 retail brands, over 160 points of sale and more than 90 bathroom furnishing showrooms across Northern and Central Italy. The group operates in Lombardy, Trentino-Alto Adige, Veneto, Friuli-Venezia Giulia, Liguria, Emilia-Romagna, Tuscany, Marche, Umbria, Sardinia, and Lazio. In 2025, Clerici reported a total revenue of €863 million.

Trentino-Alto Adige, Veneto, Friuli-Venezia Giulia, Liguria, Emilia-Romagna, Toscana, Marche, Umbria, Sardegna e Lazio. Nel 2025 Clerici ha registrato ricavi complessivi pari a 863 milioni di euro.

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