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 Fine Revo material 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 5300 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.

WHY JOIN US?

Low Investment/High EBITDA
Global Brand with Reputation
Exceptional Training System
Unique Interior Design Service
Marketing & Promotion Service
Allowance & Monetary Support

CURRENT LOCATION:

Sydney, Melbourne, Brisbane, Perth, New York, Los Angeles, Toronto, Vancouver, Auckland, Singapore, St. Petersburg, Manila, Mongolia, Chinese Mainland, Chinese Hongkong, Chinese Taipei New Delhi, Mumbai, Phnom Penh, Nigeria etc.

TARGET FRANCHISE AREA:

All overseas countries and regions including Vietnam, India, Indonesia, US, Canada, Russia, Germany, France, Italy, UK, Japan, Korea etc.

CONTACT:

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**BRAND HISTORY**

### 2004-2007
DeRUCCI was founded and launched GLODIA series and 3D series, Launched 0769 series, focusing on high-end full leather beds.

### 2008-2010
Started its first Global Sleep Culture Journey. DeRUCCI established its own testing laboratory.

### 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.

### 2015-2017

### 2018-2020
Became the official partner of Australia Open. Opened stores in Auckland and Toronto. Partnered with Italian brand CALIA to enter sofa business. 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.

### 2021-2022
New Delhi Flagship Store was opened. Global Sleep Culture Journey flash mob events were held in Los Angeles, New York, Toronto, Vancouver and Sydney. Sponsored Miss Universe Australia 2022. Entered American Dream, a massive retail and entertainment complex in New Jersey, US, where a brand new DeRUCCI store will open in 2023.

### 2022
DeRUCCI (001323) was listed in Shenzhen. Stock Exchange Main Board on June 23rd 2022.
MEET OUR DESIGNERS

AUGUSTINA SORRENTINI
Italy
A former GUCCI Senior Designer with retro style and an exceptional talent for textile design, Augustina brings her creative vision to life in bold and beautiful patterns.

MATTHEW ARQUETTE
UK
Matt is an award-winning furniture designer who has created many successful furniture lines for leading brands. Matt believes good design is all about 'achieving balance'.

MAURICE BARILONE
France
Our chief designer, Maurice Barilone, is famed for his 30 years’ plus partnership with luxury French retailer, Roche Bobois. Maurice Barilone’s ethos is to find the element in every object that “brings it alive”.

Daniel Libeskind
USA
In 1989 Berlin based architect Daniel Libeskind won the contract to build the Jewish Museum Berlin. In 2003 the studio was moved to New York when Libeskind was selected as the master planner for the World Trade Centre redevelopment.

STEFANIA CAZZARO
Italy
A former designer for CHANEL, Stefania Cazzaro established the famous Italian brand TAOUTU in 2007.

3MESH® MATERIAL
1.4 million points support, ultimate pressure releasing, high efficient ventilation, keep dry and cool. 40 support points per sqcm. Easy washing, fast dry.

NATURAL LATEX
Has a distinctive resilient feel, durable and anti-microbial, high elasticity, even distribution of pressure for independent support.

GEL MEMORY FOAM
Regulate body temperature, cool in summer and warm in winter. Memory foam responds to individual shape and pressure.

MICRO POCKET SPRING
Good care for your spine, high resilient and durable, can be stacked together, form a very soft, high spring count mattress core.

PALM OIL FOAM
Midforming technique, property of ventilation and antioxidant, comfortable touching feel, keep in shape, ultimate in pressure relieving support.

EGG CRATE FOAM
Great ventilation property, fast drying ultimate in pressure relieving support.

EXCELLENT SUPPLIERS
**BED FRAME**

**BZZ4-090**

**INTRODUCTION:**

Beautifully crafted in two tone leather, our Aspen bed is the perfect balance of modern European styling and relaxed luxury. Softening the angled lines of the frame, the fluid curves at the head of the bed wrap around the edges creating a sense of security and comfort as you rest against the fully adjustable and removable pillows.

**Standard Size:** 223x255x95.5cm  
**King Size:** 223x258x95.5cm

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**MZZ4-233B**

**Standard Size:** 180x200x22cm  
**King Size:** 183x203x22cm

**INTRODUCTION:**

It is the best-selling mattress of DerUICCI that fits customers of all ages. With 3D materials imported from Germany, it has good breathability and support 40 small supporting fibers per square centimeter accompanied by pocket springs, providing a quiet and supportive sleep experience.

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**BZZ4-093**

**INTRODUCTION:**

Falling into the luxurious Sienna bed and let the adjustable back cushion and stylish ergonomic design transport you to dreamworks. The versatile design allows you to configure the headrest in multiple positions for support when lying or sitting up reading in bed. The Sienna bed also comes with a fully removable, washable cover.

**Standard Size:** 251x191x96cm  
**King Size:** 264x194x96cm

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**BZZ4-243**

**INTRODUCTION:**

A striking statement piece, our Montana chair has been designed for comfort as well as style. Ergonomically designed with thick cushions upholstered in premium leather, the luxurious tones of the warm timber frame are beautifully complemented by the black and white hide exterior.

**Standard Size:** 224x183x115cm  
**King Size:** 224x183x115cm

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**MZZ4-033B**

**Standard Size:** 180x200x25cm  
**King Size:** 183x203x25cm

**INTRODUCTION:**

Regarding the surface material one side of the mattress uses knitted fabric while the other side uses 3D breathable mesh, suitable for different seasons. The comfort layer uses bamboo charcoal fiber with function of moisture-wicking and anti-mould.

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**BZZ4-033B**

**INTRODUCTION:**

High elastic latex of comfort layer perfectly conforms to your body and provides support during the night. Ultrafine titanium alloy pocket springs imported from the UK and pocket springs provide superior support. Suitable for all body types and sleeping positions.

**Standard Size:** 180x200x26cm  
**King Size:** 183x203x26cm
**RMC1-032**

**INTRODUCTION:**
This is a classic design. Classic shape with a classic dark brown colour wrapped in high quality cow leather, building a sense of extravagance.

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**RMC1-801**

**INTRODUCTION:**
This is a modernised classic design of Europe. The whole design language lays around the word "majesty". It brings a sense of extravagance and boldness to your casa, mixes with the modern contrasting look of the milk patterned cushions for a masterpiece.

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**RMC1-865**

**INTRODUCTION:**
Indulge your senses. Sumptuous velvet upholstery, superior comfort and generous proportions, "Tuscany" invites you to slip into pure relaxation as you stretch out on the luxurious super deep seating with extra cushion support. Available in a range of configurations including a two seater, three seater and modular suite, Tuscany offers classic sophistication.

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**TMC1-1363**

**INTRODUCTION:**
Classic elegance combines with functionality in our gorgeous Seville table. Seville features a tiered white marble top, supported by a beautifully crafted base of curved panels that have been finished in a polished timber veneer, appearing somewhat like an abstract tree trunk.

**Size:**
- 152x152x75cm
- 138x138x75cm

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**TMC1-1358**

**INTRODUCTION:**
Bring a bit of the extraordinary into your dining room with this modern dining set. Add a dash of visual flair to your interior space with this dining table crafted with a geometric base for contemporary flair while the base showcases the natural beauty of walnut wood grain.

**Size:**
- 170x95x75cm
- 200x100x75cm

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**TMC1-1360**

**INTRODUCTION:**
It features marble top and geometric base. The set comes in a sophisticated and clean-silhouette appearance, emphasising the elegance and affluent style of the piece, making it the ideal centrepiece that blends into any decor.

**Size:**
- 160x90x75cm
- 200x95x75cm
DeRucci Healthy Sleep Co., Ltd.

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