



Exquisite Eco-conscious Luxury

PAUL WISE, CEO & FOUNDER, **BANCCI**, ON GROWING A GLOBAL DESIGN BRAND THAT MINDFULLY FUSES LUXURY AND ECO-CONSCIOUS CRAFTSMANSHIP

Bancci, a leading luxury furniture brand, is redefining global design with its innovative blend of modern aesthetics and sustainable craftsmanship. The 2024 collection sets new standards in eco-conscious, high-end furniture for discerning customers worldwide.

Bancci's CEO & Founder, Paul Wise, leads the design team following a philosophy that centres on the timeless fusion of classic and perfect proportions, enriched by century old processes, premium materials, exquisite finishes, and luxurious textiles. Here, Paul discusses how the brand has developed and continues to push the boundaries of design.

BANCCI HAS GAINED AN INTERNATIONAL REPUTATION IN THE LUXURY FURNITURE MARKET. WHAT SETS YOUR BRAND APART FROM OTHERS ON A GLOBAL SCALE?

Bancci's strength lies in our ability to harmoniously blend nature-inspired designs with modern luxury. We craft experiences that transcend trends and cultural differences, creating pieces that foster a sense of unity and emotional connection. What sets us apart is that everything is made in Britain—something that consistently impresses our global clientele. Every product is handcrafted with the highest standards of quality and precision. This dedication to British craftsmanship, combined with enduring elegance in design, ensures longevity in both function and style, making our furniture adaptable to a variety of cultural aesthetics worldwide.

HOW DO YOU ADDRESS SUSTAINABILITY CHALLENGES WITHIN THE DESIGN INDUSTRY IN YOUR STUDIO AND PRODUCTION PROCESSES?

Sustainability is integral to Bancci's identity. Across all our markets, we ensure that every piece of furniture is crafted using responsibly sourced, eco-friendly materials.

One of the challenges we face is balancing sustainability with cost and aesthetics, but we address this by focusing on timeless, versatile designs that combine elegance with functionality. Our goal is to create furniture that is both environmentally responsible and aesthetically pleasing, proving that luxury can go hand in hand with sustainability.

COULD YOU SHARE SOME INSIGHTS INTO BANCCI'S DESIGN PHILOSOPHY?

Nature is at the heart of our design philosophy—rich and diverse, it influences the lines, materials, proportions, and bold dimensions of our creations. The perfection, integrity, and harmony inherent in nature shape both our technical solutions and aesthetic vision. By balancing organic elements with modern craftsmanship, we bring a sense of tranquillity and harmony into homes and hotel environments around the globe.

HOW IMPORTANT IS CRAFTSMANSHIP TO BANCCI, AND HOW DO YOU ENSURE CONSISTENCY ACROSS DIFFERENT REGIONS?

Craftsmanship is at the heart of Bancci's operations. We work with skilled artisans who share our vision for excellence, ensuring that every piece upholds the same ambitious standards. We oversee the entire production process, from selecting the finest materials to the finishing touches, ensuring a consistent quality that our international clientele can rely on.

How does Bancci's furniture foster an emotional connection with customers worldwide? Our pieces are designed to evoke a sense of comfort and peace, no matter where they are placed. By drawing inspiration from nature's beauty and blending it with modern design, we aim to create spaces that allow individuals to feel connected to their environment.

WHAT IS THE LONG-TERM VISION FOR BANCCI AS IT CONTINUES TO EXPAND GLOBALLY?

Our long-term vision is to push the boundaries of eco-friendly luxury furniture by expanding our collection with innovative designs and exploring new sustainable materials and production techniques. For 2025, we are focusing on introducing new shapes and unique creations that continue to reflect our commitment to sustainability. Additionally, we are excited to open a new showroom in the UK, making our products more accessible to designers and architects and allowing them to experience our range firsthand.

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