# GIUSTI PORTOS



## History

### "THERE'S A SOUL IN THAT METAL"

In the 1950s, Portos Giusti was a young talent hired by Piaggio, the maker of the Vespa, the cult moped at that time and since. Something then dawned on him that would change his life. Metal became the main feature of cherished workmanship at the major furniture companies, until the Eureka moment that persuaded him to produce a designer bed. Its success was cemented by his unique, memorable signature: Giusti Portos, a Tuscan surname and a literary given name, the perfect definition of a brand specialised in creating beauty with the hands, with iron and with fire. Seventy years later, the little atelier has been transformed into a modern undertaking that produces complete furniture solutions for interiors, with the same care taken as it once was.





## New generation

### MAISON GIUSTI PORTOS WORLDWIDE

The story of Giusti Portos continues under the leadership of Marco Giusti, the son of Portos. His entrepreneurial vision has seen through the company's process of internationalisation, to increase its competitiveness in an increasingly complex market. This is how Maison Giusti Portos came about.

Growth has in no way undermined the company's original values: craftsmanship, minute attention to detail, creativity and innovation, all guidelines to produce unique, inimitable artistic furnishings, then as now.

GIUSTI PORTOS

### Custom-made TRUE LUXURY IS CREATED **ESPECIALLY FOR YOU** What began as a small artisan's workshop is now a company that deals in-house with every stage in production, one unfamiliar with the term 'in bulk' The artisan spirit of its beginnings has remained intact, as have the pleasure of following up each piece from start to finish, the attention to quality rather than quantity, the pride of offering only unique creations, based on the one-off nature of real wood, the ironwork and the painterly hand used in the decorative motifs. Skills and passion that ensure the ability to fulfil every request, surpassing the offering of any brand in our ability to create custom-made, absolutely exclusive furnishings, for an unmistakably personalised solution. GIUSTI PORTOS



THE MOOD SO4 Bronze mirror finish C4 Dove silver leaf B22 Crackled Cameo





**BATHROOM** 



KITCHEN



PHS ENNE THO

615







## Iron

### A HEART OF IRON

The workshop is the heart of the company: this is the birthplace of the most exclusive products, heated in the forging furnace and beaten by hand, first by Portos himself, then later by master craftsmen he had trained in person. Five decades of experience in ironwork means Maison Giusti Portos can now bring to the market the very best of smithery, craftsmanship and design, alongside our workmanship. Tradition and innovation co-exist in this process, alongside ancient forging tools and modern, cutting-edge machinery, for example the sandblaster, used to eliminate common impurities in iron and give the forged product a quality and guarantee of the highest standards.

























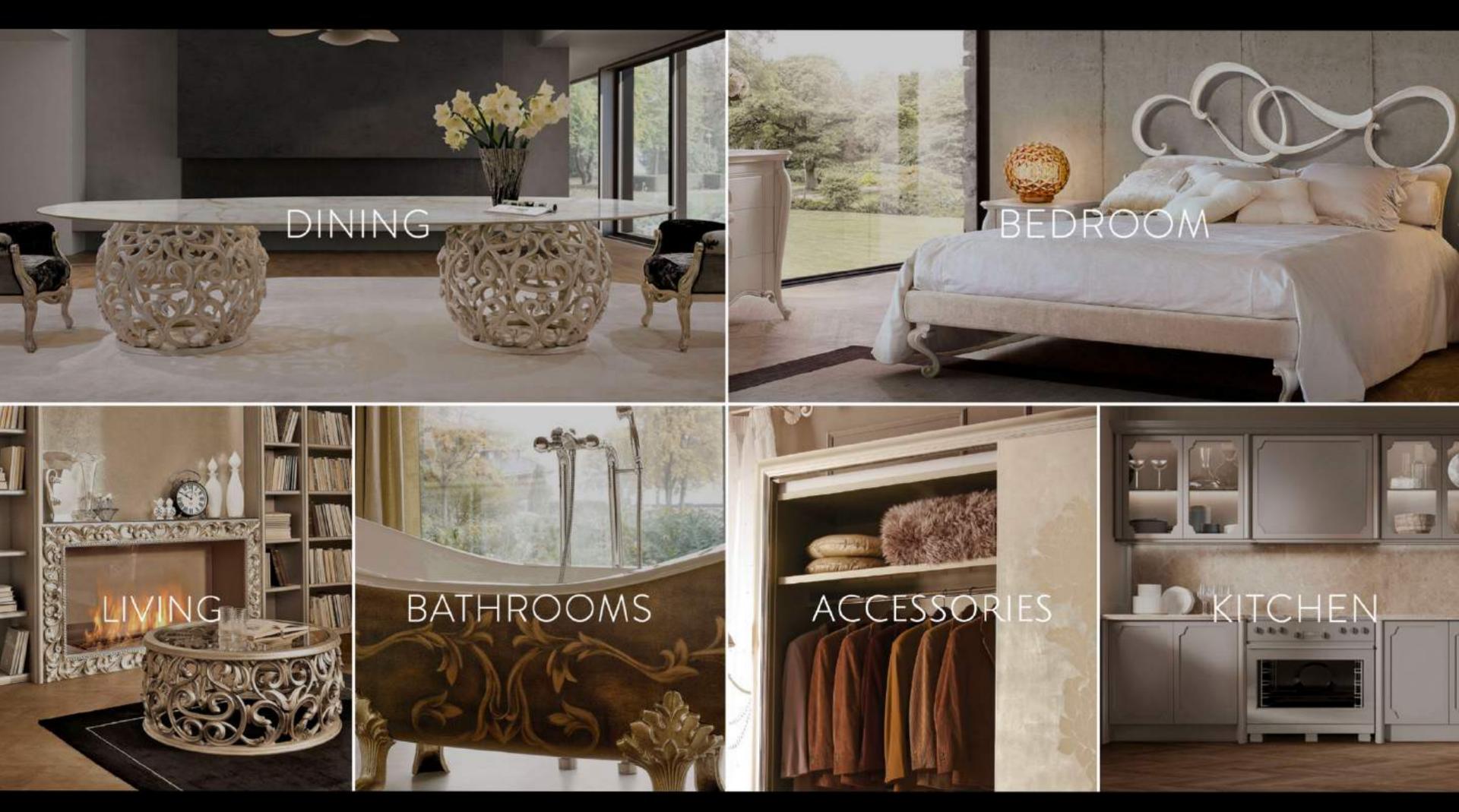




















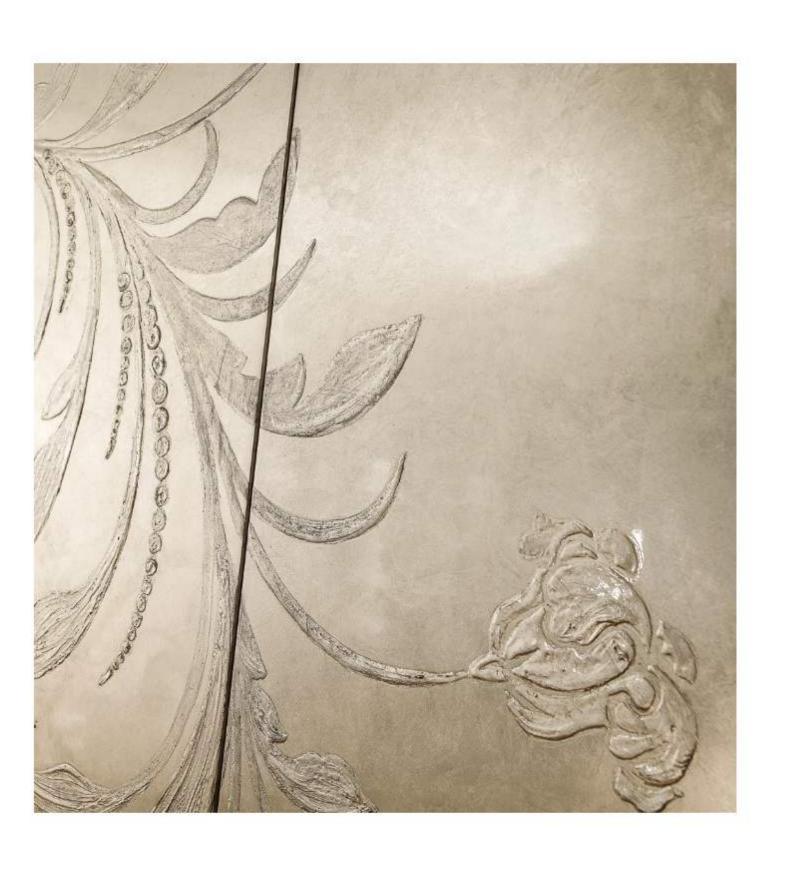
















## Benchmark

## ACCOMPLISHMENTS: A NAME OF DISTINCTION

Our accomplishments in craftsmanship can be seen in the most luxurious hotels in the world. Italian excellence in meticulousness, passion and attention to detail is a hallmark of the unique pieces forged and carved by the hands of our master craftsmen. Every Maison Giusti Portos item therefore has the unique capacity to enhance any environment with a hint of beauty and originality, destined never to go unnoticed.

GIUSTI PORTOS



















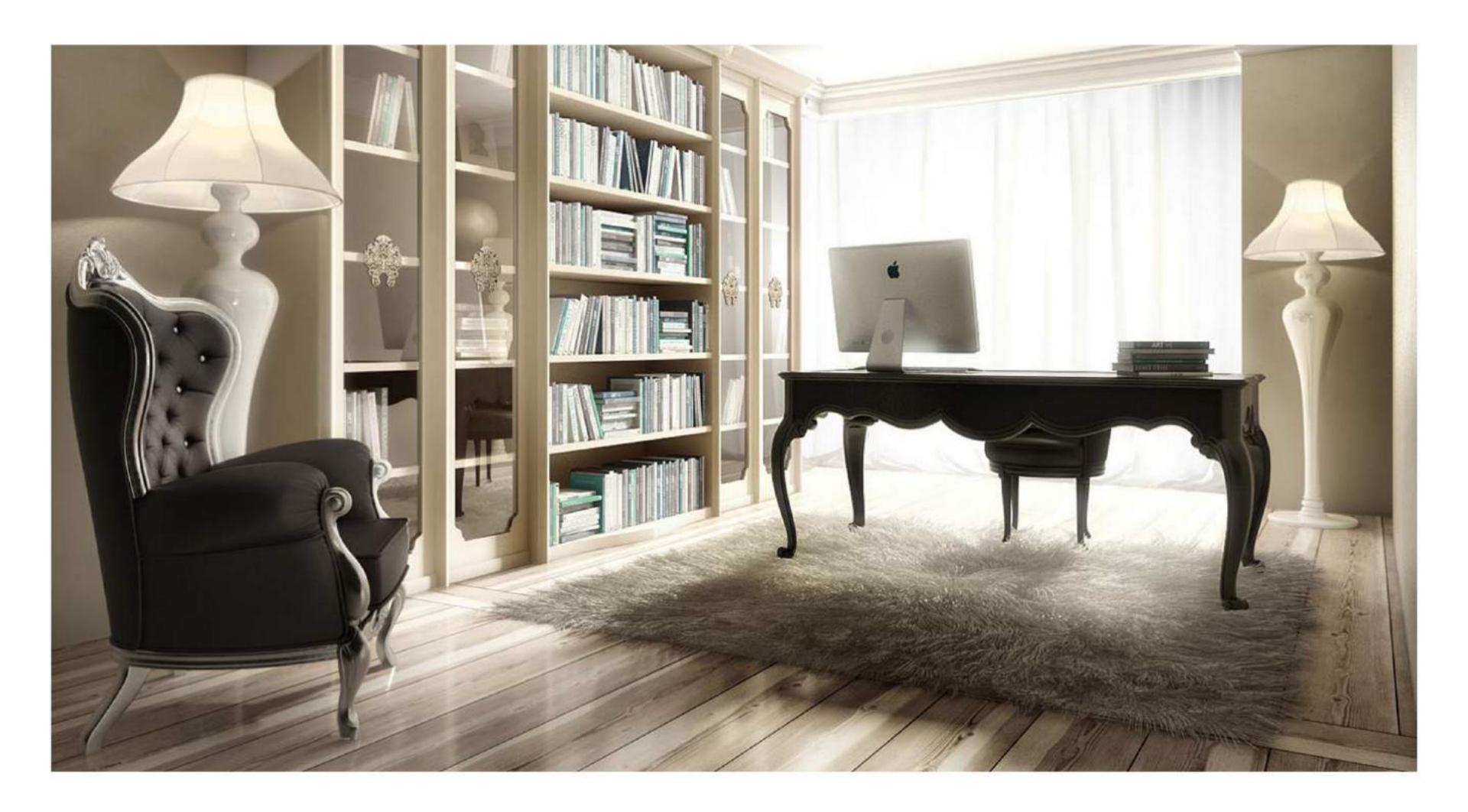








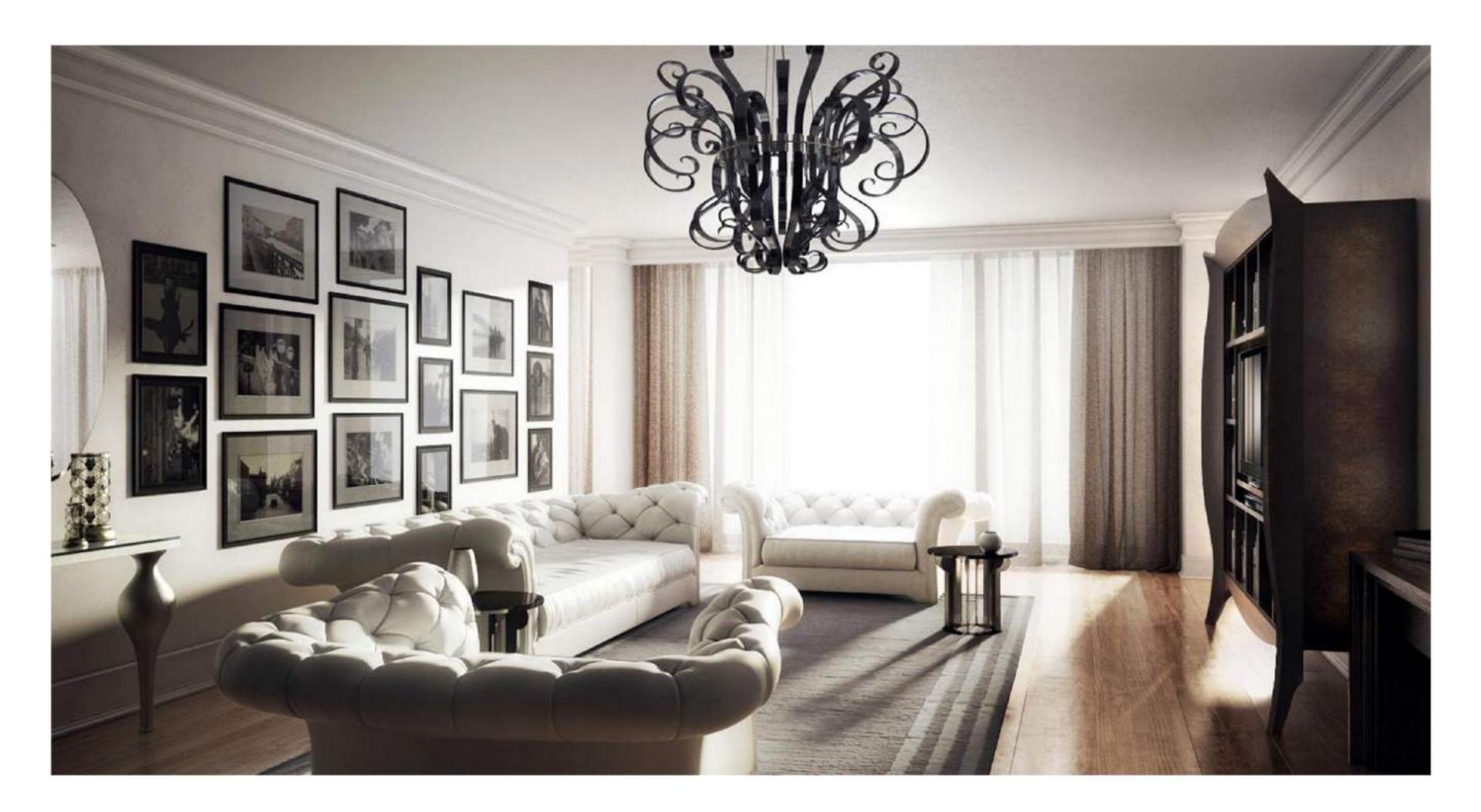








































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