

Lladró in feminine

The brand from Valencia, one of the most internationally famous Spanish luxury brands, celebrates International Women's Day recognizing the crucial role of women's leadership throughout its history

1 MARCH 2021.- **Two years after the rallies and marches in Spain on 8 March 2018 that led to the reform of the law on parity between men and women, approved in 2007, Lladró fully complies with one of the main goals set in that law, and 50% of the members sitting on its Management Committee are women.**

In fact, the porcelain brand from Valencia has always had a higher than average percentage of women on its staff. At the current moment, **Lladró is reinforcing the leadership of women on all levels**, including management, where it already exceeds the legal requirements by 10%.

Since being taken over by the **PHI Industrial Acquisitions** investment fund in late 2016, Lladró has been actively bringing on board new talent as well as promoting internal talent, in short, consolidating the best possible team of professionals to meet the brand's targets, the most important of which is to create long-term value in consonance with a brand founded almost seventy years ago with a mission to **create beauty, turning porcelain into art, from sustainability and respect.**

The management of its various teams, currently comprising **226 women** and 141 men, is based on the premise of caring for and maximizing the skills brought by each and every of the members of the company and their contributions to the present and the future of the brand. **"Our experience tells us that leadership by women is increasingly more important, providing leverage for profound and positive change in all areas of the company"**, declared **Ana Rodríguez Nogueiras**, CEO of Lladró since 2017.

The majority of the pages in the history of Lladró have been written in feminine: there are few other companies in Spain in which women have and continue to have such a pivotal role. Throughout all these years, they have not only been at the core of our handcrafted process of elaboration, but have also gradually taken on greater weight within the Management Committee until achieving parity in 2020. **"Lladró does it bit to build a better present and future for everybody, and we accept our responsibility as agents of change. That's why, within the overall framework of our model of positive leadership and goals for ongoing improvement, we are expanding the plan for equality, inclusion and solidarity initially agreed in 2013"**, Rodríguez claimed. Alongside her are a number of other executives like the department heads **Nieves Contreras** (Creativity), **Beatriz García** (Human Resources) and **Cristina Egido** (Marketing), among others.

And when it comes to working with external artists, women have also had a significant input, with creatives from around the world such as **Henn Kim**, **Julieta Álvarez**, **Raluca Buzura** or **Inma Bermúdez**.

At the same time, on countless occasions the brand's in-house artists have represented **women** in their creations from a focus of admiration and respect, to celebrate and underscore their different facets, their talent, their diversity, their strength. From symbolic or abstract representations to sculptural creations of icons—from *Frida Kahlo* to *Cleopatra*, and from *Allegory of Liberty* to *Princess Leia*, as well *Goddess Lakshmi* and many more—the Lladró catalogue pays tribute to the creative and transformative energy of women.

This premise of committed and sustainable beauty can be appreciated across the whole company: From the raw material itself and encompassing each and every one of the entirely artisan processes carried out by the hands, minds and hearts of all the persons who make up Lladró, many of them women, who transform porcelain into unique creations.



Lladró, 21st-century porcelain

For more than sixty years, Lladró has deployed its unparalleled know-how in the field of porcelain in its only factory in the world, in Valencia. Each piece is delicately made by sculptors and artisans in an entirely handcrafted process that combines age-old techniques with its own unmistakable palette of colors.

Lladró also explores the vast creative potential of porcelain in collaborative projects with renowned contemporary artist and designers. The brand's universe embraces sculptures, lighting, objects for the home and interior design as well as fashion accessories.

Famous all over the world, Lladró is an ambassador for Spain in the over 120 countries to which it exports its porcelains through a select network of its own boutiques and distributors.

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