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**Nicolò Bellotto**  
CEO  
Dezoo



## Striving for Innovation in Home Decor

**With an international team based in Hong Kong, Dezoo is ready to embrace latest technologies, AI and Chatbot, into its future development**

Dezoo is a B2B platform that connects professional buyers, furniture and homeware suppliers and designers within the furniture and home decor industry. The platform provides a dedicated solution that optimises furniture sourcing journey. Buyers can browse this online platform to source from verified suppliers even with small order quantities. It is also a platform for aspiring independent furniture designers to partner with manufacturers and realise their ideas.

The company has recently set up an office in Hong Kong to manage this B2B marketplace in the Asia region. Nicolò Bellotto, CEO, said, “We believe that Hong Kong is the right place for us to be. It is close to our suppliers in Mainland China and South East Asia, and it also has a well-established connection with the European and North American markets.”

Headquartered in Hong Kong, Dezoo's international team comprises six members coming from Italy, Canada, the United States, and Hong Kong. This multi-cultural team has brought onboard their extensive experience from around the world. As the company expands their operation in Asia, more roles will be added to the team such as marketing officer, relationship manager as well as sourcing manager.

Bellotto added, “From a centrally located base in Hong Kong, we can maximise our logistics and connectivity along Belt and Road economies where we can develop both supplier and customer bases. We believe this is a perfect fit for our business model.”

Technologies and innovations are the key elements for Dezoo to create customised user interfaces. One of the new features

that Dezoo has developed is an in-house created “Moodboard” which users can use to mix-and-match images of the items selected and virtually share this canvas to their clients. Other platform developments will include more functions to facilitate interaction between buyers and sellers. A real-life competition launched later this year will allow winners to produce specialist pieces. There are plans to further engage Hong Kong's tertiary institutions.

“We are also very interested in further developing AI solutions which can guide professional buyers through their sourcing process, including functionalities such as an online assistant, chatbots and image recognition solutions. These technologies will definitely play a substantial role in our future development,” Bellotto said.

### Dezoo

- Set up in 2016 and headquartered in Hong Kong
- Currently has six staff in Hong Kong with a plan to expand
- Selected to be the exhibitor in the ALPHA programme in RISE 2018

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