

THE SOUND AND DESIGN OF SONUS FABER

JOIN FONDAZIONE ALTAGAMMA

Milan, February 18th, 2026. **Sonus faber** joins Fondazione Altagamma, the association that represents Italian Excellence since 1992 across the sectors of fashion, design, jewellery, hospitality, food, motors and yachting. Today, Altagamma represents a creative and cultural ecosystem and a key accelerator of Made in Italy worldwide.

“Sonus faber is an Italian brand that transforms sound into an experience where design, harmony and manufacturing excellence converge,” said **Stefania Lazzaroni, General Manager of Altagamma**. “From Vicenza, the company brings to the world design expertise, technological innovation and beauty. We are proud to welcome this exceptional company, which with skill and passion embodies the union of functionality and aesthetics that lies at the heart of the Italian *Bello e Ben Fatto*.”

Founded in 1983 in the hills surrounding Vicenza, Sonus faber was created with the ambition of designing loudspeakers capable of delivering a superior musical experience, through the use of natural materials, organic-inspired design and a deeply human touch. For over forty years, the brand has represented excellence in Italian design and craftsmanship within the high-end audio world.

Its identity is rooted in the pursuit of beauty, artisanal mastery and a genuine passion for the purest reproduction of music, giving life to elegant, timeless products. Since its origins, Sonus faber’s work has stemmed from the meeting point between artisanal expertise and advanced audio engineering: every stage of the process, from the crafting of wooden cabinets to the final tuning, is meticulously curated to transform technology into a refined sensory experience.

Sonus faber’s creations range from floorstanding and bookshelf loudspeakers to custom installation solutions and wireless systems, extending its vision to the automotive world through exclusive partnerships with Automobili Lamborghini and Maserati, two other Altagamma partners, elevating the driving experience through sound.

Today, Sonus faber is part of the Luxury Audio Group of Bose Corporation, continuing to bring to the world a vision of sound that blends elegance, innovation and the unmistakable soul of Italian craftsmanship.

“Being selected to join Fondazione Altagamma is a deeply meaningful milestone for Sonus faber. This recognition reflects the principles that have guided us from the very beginning – our Italian heritage, our dedication to the finest craftsmanship, and our belief that sound and music has an incredible ability to enrich our lives,” said **Jim Mollica, president of Luxury Audio at Bose Corporation**. *“To stand alongside a community of brands that represent the highest expression of Italian creativity reinforces our commitment to what we do and recognizes audio as an integral part of the luxury experience that Italy creates for the world”.*

Infusing a human touch into every creation lies at the very core of Sonus faber’s identity. With essential tools and masterful gestures, skilled artisans handcraft each loudspeaker as a unique piece, following techniques and processes rooted in centuries-old traditions.

In this way, Sonus faber loudspeakers are not merely resonance chambers for musical masterpieces: they are works of art in their own right, where form, material and sound engage in perfect harmony.

<https://www.sonusfaber.com>

To download a selection of images: [HERE](#)

Fondazione Altagamma

Founded in 1992, Altagamma represents together the leading companies of Italy's Cultural and Creative High-End Industry, promoting Italian excellence, uniqueness and lifestyle worldwide. Unique in its cross-sector approach, Altagamma represents 124 brands across seven sectors: fashion, design, jewellery, food, hospitality, motors and yachting. Altagamma's mission is to contribute to the growth and competitiveness of Italy's cultural and creative industries, thereby supporting the country's economic development. The high-end segment represents a €144 billion industry in Italy, contributing 7.4% to national GDP. Exports account for over 70% of the total. The sector employs 1,922,000 people directly and indirectly, representing 8.2% of total employment in Italy.

www.altagamma.it

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Sonus faber

Sonus faber has been a luxury designer and Italian manufacturer of handcrafted speakers and high-end audio for over forty years. Based in Vicenza, Italy, the brand's heritage is defined by a pursuit of beautiful design, a commitment to artisanal craftsmanship, and a passion for achieving natural sound reproduction – resulting in the world's most elegant audio products that are enduring expressions of the company's timeless values. Sonus faber offers a range of products spanning from masterfully designed loudspeakers to custom-installed solutions and cutting-edge wireless streaming speakers. The brand also elevates the driving experience to new heights through automotive partnerships with Automobili Lamborghini and Maserati. Sonus faber is part of Bose Corporation's Luxury Audio Group.

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