

From Wedding Trousseau to Luxury Yacht Interiors: Italian Family Business Celebrates 85 Years of Artisanal Excellence

Three generations of Franchini women have transformed a 1940s embroidery workshop in Viareggio into an internationally acclaimed bespoke yacht interior specialist, serving discerning clients from Eastern Europe to Australia



Viareggio, Toscana Aug 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - What began in 1940 as a modest embroidery workshop creating wedding trousseau has evolved into one of Italy's most exclusive yacht interior specialists, as Franchini Mare celebrates 85 years of unbroken family tradition and artisanal excellence.

The remarkable journey began with Beatrice Franchini—affectionately known as 'Bice'—who taught embroidery and crafted elaborate trousseau for brides, women, and newborns in Viareggio with the precision and dedication that epitomises Italian artisanship. Today, her granddaughter Sara continues that same meticulous approach, but now applies it to the interiors of the world's most exclusive yachts.

From Domestic Arts to Maritime Luxury

"My grandmother Beatrice was an embroidery teacher who created trousseau for brides and newborns," recounts Sara Franci with evident pride in her family heritage. Bice's expertise began during her school years, when domestic economics encompassed cooking, sewing, and embroidery. After distinguishing herself as the most skilled in her class, she was recommended to a Florentine embroiderer specialising

in ready-to-wear garments.

Her natural progression led to teaching young women in her village, and in 1968, Bice opened her first shop in central Viareggio, offering hand-embroidered pieces of exceptional quality. The business specialised in fine linens, silk and lace lingerie—discrete luxury created entirely by hand.

The Nautical Evolution

The transition from trousseau to yacht interiors occurred almost serendipitously. Local shipyards, impressed by the quality of the artisanal work, approached Sara's mother with an intriguing question: "Do you also create for boats?"

The response was characteristically pragmatic: "We can make anything; we simply need to adapt the measurements."

This marked the first contact with the nautical world and the emergence of the second generation. Sara began collaborating with her mother during adolescence, around age 16 or 17, before establishing the workshop in the marina when she was approximately 26.

Contemporary Leadership

Today, Sara serves as the creative force behind Franchini Mare, working alongside her husband Davide, who manages accounting and coordinates a carefully curated selection of premium Italian artisanal accessories. Together, they perpetuate a family tradition that has evolved whilst preserving its essential character.

Authentic Heritage

The company name itself reflects this commitment to [family legacy](#). "It's dedicated to the grandparents. Franchini is named for the Franchini grandparents. Everyone called my grandmother Beatrice 'Bice'," Sara explains. The name represents a sincere tribute to their roots, even whilst looking towards the future.

Future Vision

"I see myself still here in ten years," Sara states with conviction. "There's a return to bespoke craftsmanship, and for us, it represents an enormous opportunity. We're a small enterprise, but this can become our strength: we can establish ourselves within a niche, maintaining tradition whilst embracing the future. I adore this work immensely. And if shipbuilding remains here, we'll be here too."

About Franchini Mare

Franchini Mare demonstrates that authenticity remains one of the highest forms of value in the luxury sector. The company's philosophy centres on remaining true to one's roots whilst conquering international markets, one yacht at a time.

For more information, visit: www.franchinimare.com



Media Contact

Mary Loprete

*****@inyourlife.info

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