

HOME FURNISHINGS

Lladr cofounder dies at 86

October 11, 2019



Lladr's final cofounder has died. Image credit: Lladr

By STAFF REPORTS

Spanish porcelain house Lladr's cofounder Vicente Lladr has died.

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Mr. Lladr was the youngest of three brothers who founded the house in 1953. Following the passing of his older brothers Juan and Jos Lladr, Vicente Lladr died at the age of 86 on Oct. 11.

Final founder

The Lladr brothers started making their pieces in their home in Almssera, Spain. By the end of the 1950s, they had opened their first store in Valencia.

In the following decade, Lladr defined its style, including pastel tones and elongated lines.

As the company grew, the house moved to its current headquarters in Tavernes Blanques in 1969.

Lladr expanded internationally in the 1980s, with the creation of subsidiaries in China and Japan, as well as openings in New York, Russia, Eastern Europe and India.

In 2017, Lladr was acquired by PHI Industrial, which also counts menswear label Boglioli and textile manufacturer Mascioni among its portfolio.

Recently, the porcelain maker has begun a new chapter, introducing new categories such as lighting fixtures and home accessories. Partnerships and pop-ups have been key to introducing the heritage brand to new audiences, as well as expanding beyond traditional porcelain pieces ([see story](#)).

According to Europa Press, Juan Lladr died at the age of 91 in 2017, and Jos Lladr passed away in June 2019, when he was also 91.

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Hoy ha fallecido Vicente Lladr, el pequeño de los tres hermanos fundadores de esta empresa insignia del mundo de la porcelana artística. Junto con Juan y Jos dedicó su vida a la investigación de la porcelana y de todas sus capacidades y virtudes artísticas, convirtiéndola en una materia, que como él apuntaba, era perfecta para elaborar creaciones artesanales con las que reflejar el lado positivo de la vida. Una vida que Vicente sustentó sobre el amor, la amistad, la familia, el respeto y apoyo a sus colaboradores, y su infinita pasión por la porcelana. Hoy nos unimos al sentimiento de sus familiares y amigos con reconocimiento a una gran vida y con gratitud Vicente Lladr, the youngest of the three founding brothers of this flagship company in the world of artistic porcelain, passed away today. Together with Juan and Jos, he dedicated his life to researching porcelain and all its artistic capabilities and virtues, turning it into a subject that, as he pointed out, was perfect for making handcrafted creations to mirror the positive side of life. A life that Vicente sustained on love, friendship, family, respect and support for his collaborators, and his infinite passion for porcelain. Today we join the sentiment of his family and friends in recognition of a great life and with gratitude.

A post shared by Lladr Official (@lladro) on Oct 11, 2019 at 8:24am PDT

Instagram post from Lladr

In a statement, Lladr said, "Together with Juan and Jos, [Vicente] dedicated his life to researching porcelain and all its artistic capabilities and virtues, turning it into a subject that, as he pointed out, was perfect for making handcrafted creations to mirror the positive side of life. A life that Vicente sustained on love, friendship, family, respect and support for his collaborators, and his infinite passion for porcelain.

"Today we join the sentiment of his family and friends in recognition of a great life and with gratitude," the company said.