

Vista Alegre Partners with Oma Living After Exiting Shree Sharda JV to Strengthen Presence in India

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New Delhi, September 2025 — Portuguese luxury house **Vista Alegre**, celebrated worldwide for its porcelain, crystal, glassware, earthenware, and textiles, has announced a new partnership with **Oma Living**, India's largest home and decoration retailer.

The move comes just months after Vista Alegre **sold its 50% stake in its Indian subsidiary**, previously held in partnership with the **Shree Sharda Group**. The restructuring underscores the company's renewed focus on Asia, where it sees India as a high-potential growth market.

India: A Strategic Market for Expansion

In a statement, Vista Alegre Atlantis's Portuguese management emphasized:

"Its expanded network of luxury stores in this segment, in the main cities of India, will allow an increase in the exposure of Vista Alegre brand products, an increase in brand awareness and growth in sales in that country."

The company added that India is viewed as an **"absolutely relevant market"** for its growth strategy across Asia.

Cristiano Ronaldo's Backing

The luxury brand is owned by **Visabeira Group** and counts **Cristiano Ronaldo** as one of its key investors. The global football icon acquired **10% of Vista Alegre's parent company** and **30% of its Spanish subsidiary**, further strengthening its international ambitions.

Earlier in 2025, the brand reported an **8.4% year-over-year drop in profits to €3.6 million**, largely due to a 35% surge in energy costs. Still, international sales remain robust, making up **76% of Vista Alegre's revenue**, with strong performances in Germany, Spain, France, Asia, and the Middle East.

Expanding Horizons

- **Asia & Middle East** added €4.7 million in sales in H1 2025, prompting Vista Alegre to create a **new subsidiary with Ronaldo** to accelerate growth of its Vista Alegre and Bordallo Pinheiro brands.
- In India, the shift from Shree Sharda to Oma Living ensures the brand a **premium retail presence across top cities**, aligning with its luxury positioning.
- Beyond tableware, Vista Alegre has successfully diversified into **textiles (scarves, blankets, silk accessories)** since 2020 and continues to collaborate with creative names such as **Claudia Schiffer, Christian Lacroix, and**

Oscar de la Renta.

A 200-Year Heritage Meets Modern India

Founded in **1824 in Ílhavo, Portugal**, Vista Alegre is the **oldest porcelain manufacturer in the Iberian Peninsula**. Over two centuries, it has built a reputation for exquisite craftsmanship, from fine porcelain and crystal to fashion collaborations and even unique watchmaking projects with **Franck Muller**.

Now, through its partnership with Oma Living, Vista Alegre aims to bring this heritage closer to Indian consumers who value **timeless luxury, design innovation, and artisanal excellence**.

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