

Media release
June 2025

V-ZUG explores time and beauty at 3daysofdesign 2025



Swiss perfection for your home. Since 1913.



This year, V-ZUG proudly returns to 3daysofdesign in Copenhagen, embracing the festival's 2025 theme KEEP IT REAL – a celebration of individual expression, authenticity, and conscious design. Across three distinct locations, V-ZUG presents curated experiences that explore timeless design through unique perspectives, while remaining true to the brand's philosophy of enduring quality, innovation, and Swiss excellence.

"We've created three unique spaces where visitors can truly experience V-ZUG's dedication to enduring design, meticulous craftsmanship, and pioneering innovation," explains Alberto Bertoz, Chief International Officer for V-ZUG. "Our 'KEEP IT REAL' theme this year guides us in honoring authenticity – in the materials we choose, the designs we create, and the experiences we offer – all to stay true to our goal of making every moment meaningful."

Enduring Beauty at the V-ZUG Concept Gallery

Location: Esplanaden 2,
1263 Copenhagen
Dates: 18–20 June 2025
Opening hours: 09:00–18:00

At the V-ZUG Concept Gallery, visitors will experience Enduring Beauty – an exploration of design reduced to its essence. V-ZUG appliances reflect a distinctive blend of beauty and performance, drawing on timeless aesthetics and evoking emotional

connections. By distilling our appliances to their purest forms, we highlight how true design transcends trends, remaining quietly present as surroundings evolve.

In collaboration with Senso and Please Wait to be Seated, the gallery undergoes a radical, minimalist transformation, emphasizing shared values of materiality and design integrity. Inspired by Yves Klein's vision – "Blue has no dimensions; it is beyond dimensions..." – the space invites contemplation of abstraction and form.



Time Signature at File Under Pop Studio

Location: Frederiksgade 1,
1265 Copenhagen

Dates: 18-20 June 2025

Opening hours: 10:00-18:00

In partnership with File Under Pop, Agape, Davide Groppi, and Garde Hvalsøe, V-ZUG presents Time Signature – an exhibition celebrating timeless design through honest materials, refined craftsmanship, and the fusion of tradition and innovation. This collaboration embodies a design philosophy that resonates deeply with V-ZUG: creating spaces and experiences that foster connection, beauty, and wholeness.

Engineered with Swiss precision, V-ZUG appliances empower users to reclaim time in the kitchen and focus on what truly matters – creating memorable moments with their guests.

A dynamic composition of sculptural cubes in varying sizes and proportions transforms into a long table, forming a striking visual centrepiece. Atop these geometric elements, handmade plates and trays – crafted specifically for the event – highlight the beauty of artisanal detail. Throughout the day, curated culinary tastings by the V-ZUG Gourmet Academy will be served at the table, offering guests a sensory journey through texture, flavour, colour, and form.



V-ZUG Gallery at File Under Pop Studio

Location: Bohrsgade 32,
1799 Copenhagen

Dates: 18-20 June 2025

Opening hours: 10:00-18:00

A third chapter of V-ZUG's presence unfolds at the V-ZUG Gallery at File Under Pop Studio, located in Carlsberg Byen. Here, visitors can explore V-ZUG's latest product innovations in a curated environment that bridges elegant design and artistic expression.



V-ZUG home appliances at 3daysofdesign 2025

V-ZUG reliably makes life easier with state-of-the-art, easy-to-use household appliances that never compromise on sustainability or environmental responsibility.

Product highlights include:

▪ The Supreme Line Cooling Range

Offering a new dimension in cooling, the Supreme Line ensures perfect food preservation while blending elegant aesthetics with generous space and premium materials.

▪ The CombiSteamer Grand

A statement piece for bespoke kitchens, the CombiSteamer Grand combines steam with perfectly distributed hot air and a full-surface grill to achieve chef-level results.

▪ The CombiCookTop

The centrepiece of the modern kitchen: this cutting-edge hob with an integrated extractor fan delivers precise, efficient performance, sleek design, and easy maintenance. Powerful source extraction contributes to a more open and comfortable kitchen environment.



About the V-ZUG Group

V-ZUG is Switzerland's leading brand of household appliances and markets its products in Switzerland and selected international markets. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years, offering comprehensive service in all its markets. The SIBIRGroup, which provides all-brand servicing across Switzerland and retails household appliances, is also part of the V-ZUG Group. The Group currently employs around 2,100 people.

V-ZUG Holding AG is listed on the Swiss Reporting Standard of the SIX Swiss Exchange in Zurich and is represented in the Swiss Performance Index (SPI)
(Securities number: 54 248 374 | ISIN: CH0542483745 | Ticker symbol: VZUG)

Contact media office

Gabriele Weiher

Head of Investor and Media Relations

+41 58 767 86 19

media.office@vzug.com

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