



## V-ZUG opens its own studio in the elegance capital

Following new studio spaces in Munich and London, the V-ZUG Studio Paris is another step in the premium brand's global footprint. The space will provide boutique experiences and support for retail partners and clients from across France.

Global studios share a refined sense of design and interior architecture that align with the local context and incorporate bespoke details to reflect their location. The Paris space will provide boutique experiences and support for partners and clients. As you enter you can touch and feel the brand's unique design language with an inspiring colour palette, beautiful textures and customised lighting, creating a special environment to showcase the V-ZUG range.

### An architectural, designer experience

The décor boasts a modern Parisian style of architecture and design that fits with V-ZUG's position as a unique and key player in the premium appliance market. The clean, seamless lines and beautiful mirror glass of the Excellence Line are the inspiration behind the Studio's minimalist palette, which is designed to enhance the space. The use of soft contrasts in colour, texture and shape, serve to showcase the products and creates a cohesive flow.

The distinctive horizontal architecture of the V-ZUG Studio Paris is fully visible from the street, extending along 25 metres of light filled windows, inviting you into the space.

Although contemporary in feel, the Studio retains much of the traditional Parisian touch with a blend of natural materials like glass and metal, from its original structure. There is a nod to its immediate surroundings, be it the internationally renowned Le Bon Marché department store opposite or the legendary Lutetia that pre-dates the modern day city of Paris. The clean and simple design of the V-ZUG range ensures that it blend seamlessly into the décor from any era.

A highlight is the beautiful furniture and lighting selection, curated from the very best of modern design. Of particular note are the tables from Patricia Urquiola, the armchairs by Piero Lissoni and the chairs by the famous French duo Erwan and Ronan Bouroullec. Pendant lights by Arik Levy and the sofas in the lounge space from Ludovica and Roberto Palomba complete the interior. Signage, the work of Swiss architect of Peter Zumthor, is also noteworthy.

The colours add to the sense of soft luxury, with extensive use of a muted Warm Stone shade on the walls as well as the furniture. The contrasting Black Earth ceiling is reminiscent of the familiar cosy feel of many Parisian restaurants, boutiques and homes, accentuating the feeling of space. The black extends to the walls in the active kitchen and laundry space, clearly defining these areas and emphasising V-ZUG's personal touch.

The use of various materials and textures is subtle but effective, with the signature V-ZUG mirror glass reflecting light into the space, where the walls are painted with a deliberately ultra matt finish.

The dining area forms the heart of the studio, taking centre stage and providing a sense of real living. Here, a deliberately rounded feel offsets the straight lines in the showroom space. With legs reminiscent of the black gowns from one of the great Parisian fashion houses, the statuesque dining table sits beneath two pendant lights adding softness to this more intimate space.

## **A layout designed like a luxurious apartment**

From the showroom area designed like a vast entrance hall, the visitor is invited to stroll through the studio's street-level interconnecting spaces. The feel is, like one of the capital's beautiful Haussmann-style apartments. Skirting round the glass divider that marks the end of the showroom, without affecting the flow of light or the effect of depth, we move into the active kitchen, followed by the dining space and eventually into the lounge area.

Just as inside a home, the working area is slightly set back from the living rooms taking full advantage of the peaceful atmosphere and the view across the courtyard filled with lush greenery, typical of the Haussmann period.

The laundry space is concealed behind handle-free doors, seamlessly discreet and functional.

The flow is smooth and simple using sculptural screens and textured curtains with a flawless drape to enhance the building's historic pillars which date back to its time as the former Sèvres-Babylone post office. Made from sustainable fabric and designed by Doshi Levien, these curtains enable the space to be instantly reconfigured to suit the various types of events that could be hosted in the Studio.

## **A space that showcases experimentation and visualisation**

At the entrance, the showroom area sets the tone with its full-height furniture that highlight's the proportions of the space, whilst its large glazed frontage overlooking the street creates a sense of perspective.

The kitchen offers several zones showcasing the premium kitchen product range. Gas and induction hobs are sunk into a sculptural granite top on a statement monolithic island and the surrounding joinery is home to the Supreme Cooling range including the CombiCooler, Freezer and the truly elegant WineCooler.

The kitchen configuration offers the client an opportunity to visualise their own future kitchen design as well as a space to experience boutique culinary demonstrations and events.

Designed like a sophisticated dressing room, the laundry space is home to the unique RefreshButler as well as an Adora washing machine and dryer. Discreetly located behind the kitchen, this unique full-width space invites discerning visitors to explore these beautiful Swiss Made products that boast exceptional efficiency credentials.

## **About the V-ZUG Group**

V-ZUG is Switzerland's leading brand in household appliances. Located in the heart of Switzerland, V-ZUG has been developing and producing kitchen and laundry appliances for over 100 years and offers a comprehensive service as well. In Switzerland alone, there are over 300 technicians working in the service business. As market leader in Switzerland, the V-ZUG Group also markets its products in selected premium markets abroad. The V-ZUG Group currently employs around 2,000 people. V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).

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High resolution images available

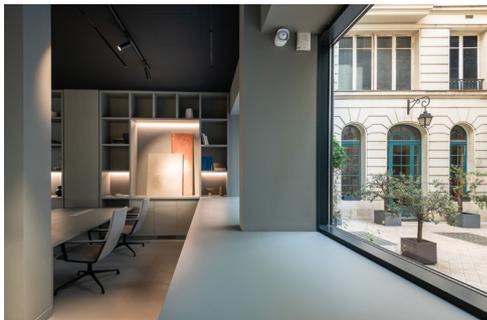
SHOWROOM



ACTIVE KITCHEN



WORKING SPACE



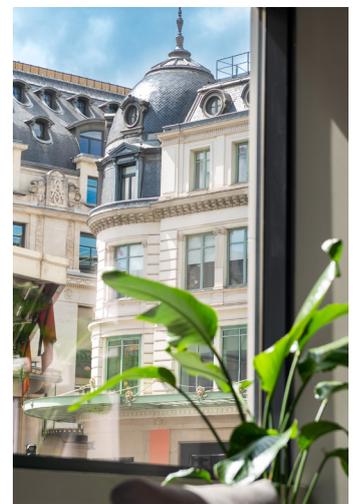
DINING



LAUNDRY SPACE



OUTSIDE



## SHOWROOM PERSPECTIVE



SHOWROOM TEAM



## SHOWROOM DETAILS

