

SWISS PRECISION

Angeline Yap, the managing director of V-Zug Southeast Asia, shares more about the Swiss appliance brand's new showroom, and why its streamlined design and steam technology are a perfect fit for modern homes

The “Swiss-made” label is typically associated with watchmaking or dairy products, but premium home appliances purveyor V-Zug hopes to change that with its steady expansion in Asia. Headquartered in the picturesque Swiss canton of Zug, the family-owned manufacturer has more than a century of history since its inception in 1913.

Over the years, V-Zug has been steadily building up its engineering know-how and integrating innovative technological advancements into its appliances; their streamlined design fits beautifully into any modern interior, too. The brand's most notable products, which include steam cookers and laundry appliances, integrate steam technology and smart features into the cooking and cleaning functions. With its Singapore showroom set to open this year, Angeline Yap, the managing director of V-Zug Singapore and Southeast Asia, shares more about the brand's local flagship and the kitchen trends to watch.

LEFT TO RIGHT
V-Zug's ovens fit seamlessly in any modern kitchen; the Refresh-butler laundry appliance; V-Zug Southeast Asia managing director Angeline Yap



BY HONG XINYING IMAGES COURTESY OF V-ZUG



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What shaped the decision to open a Singapore flagship?

Whenever a customer buys an appliance from V-Zug, we see it as the start of a relationship that we hope to build over the years. This starts with a complimentary pack of recipes upon the purchase of any appliance and an apron personalised for the customer, followed by regular educational and cooking demonstrations that share how our appliances can be used. Additionally, we will localise recipes especially for the Singapore boutique and adapt them for a complimentary cookbook—this book will feature Asian dishes created by chefs at our gourmet academy in Singapore, using V-Zug products.

Tell us more about the V-Zug Singapore showroom.

Slated to open in the third quarter of 2018, our new showroom will feature a gourmet academy and

the Zugorama cafe-restaurant; it's a continuation of the existing culinary programmes in the China, Hong Kong and Switzerland showrooms. The academy features chefs in training, some of whom have been recommended by V-Zug's Singapore brand ambassador, chef-owner Ryan Clift of Tippling Club, as we hope to nurture the next generation of culinary talent.

Chefs from Michelin-starred restaurants will also visit the V-Zug Singapore showroom every quarter of the year to train the chefs at our showroom; these famous chefs will also conduct culinary classes for designers and consumers who use V-Zug appliances. Bookings for these classes can be made on our website.

What are some of the most popular products from V-Zug?

We see ourselves as “the masters of steam”—the brand has utilised steam technology since the launch

of its Combi-Steam oven in 2001. The water tank of this best-selling oven can be used for up to 48 hours without having to be refilled. It features a smart function that measures and monitors the amount of steam required, and pumps it into the cavity only when it is needed.

Another popular product is the Refresh-Butler, a machine that's able to clean and care for your garments. As the laundry appliance uses UV light and steam technology to remove germs and odours, it's a gentler solution to dry cleaning, which uses strong chemicals. Each part of the Refresh-Butler has to be hand-assembled and is tested approximately 600 times before it's delivered to a showroom.

How have interior trends shaped the design of home appliances?

As the average size of the home decreases, the kitchen and laundry areas are now in close proximity to the living and dining areas. Because of this, the noise produced by the washing machine becomes very apparent. That's why V-Zug's washing machines are among our bestsellers. Its vibration absorption system reduces noise levels by using water to counter the rocking effect of the washing machine—water is pumped slowly into the system to gradually minimise the motion and noise produced by the appliance when it's in operation.

Secondly, the kitchen also functions as an entertainment area within the home. As such, appliances have to be streamlined to fit seamlessly within different interior schemes and lifestyles—such as the open-concept, minimalist kitchen for apartments, as well as the separated wet and dry kitchens for bungalows. 📍



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