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Falper Studio Bruxelles

Falper as Manufacturers

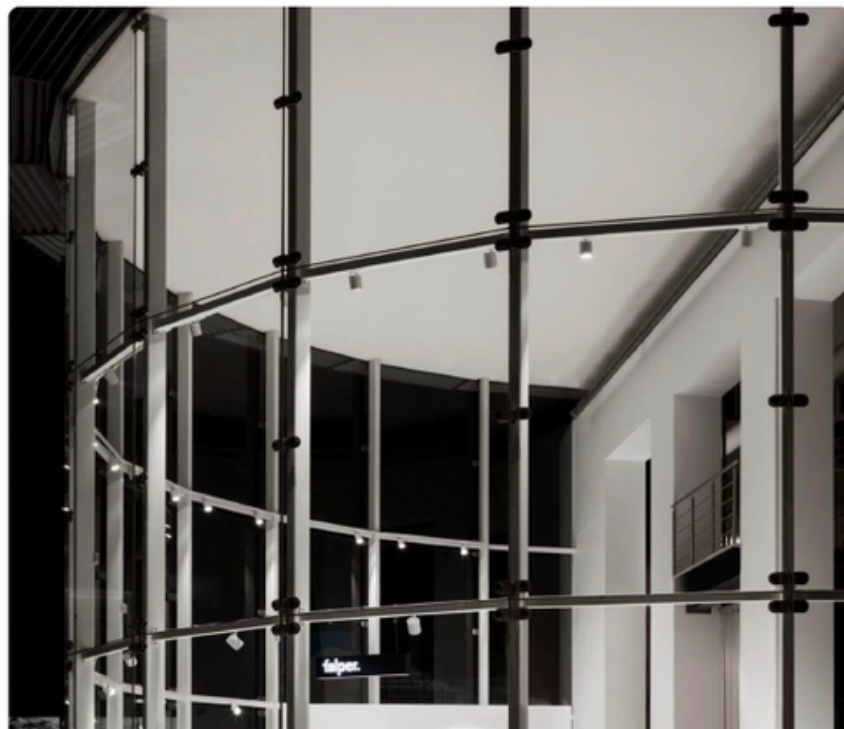


Falper bolsters its retail strategy with a dedicated, specialized, widespread presence, inaugurating the new Falper Studio Bruxelles, a shop-within-a-shop in Zaventem, on the outskirts of the Belgian capital. The new Falper Studio Bruxelles strengthens and recharges a partnership with Van Marcke, a leader in the bathroom furnishing

sector in Belgium and Luxembourg.



The space dedicated to Falper covers a surface of 100 sq.m., completely occupying the imposing showcase window of Van Marcke's Brussels showroom. The display was designed by Falper's style department to represent and highlight the brand's aesthetic and to suit the particular characteristics of the place, the market and the partner's specific needs.



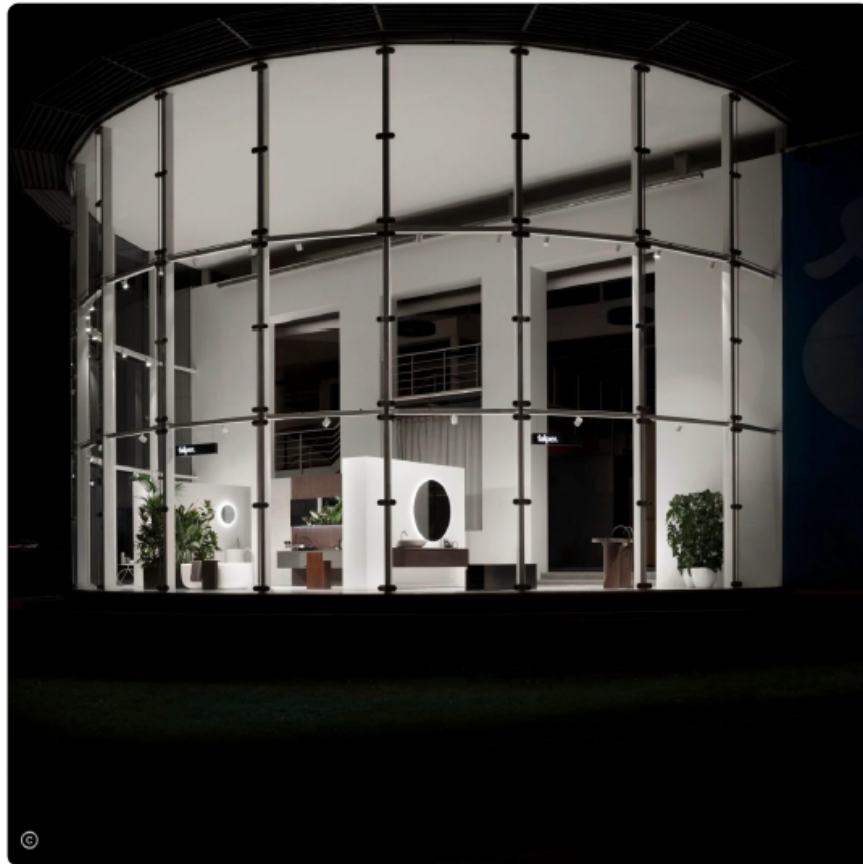


The products chosen for display include the brand's latest collection – comprising the Minim collection of furniture and washbasins; the Cilindro family of accessories and new tap holders, all designed by Victor Vasilev; and the Butler cabinets and storage units by Andrea Federici. The showcase also includes some of Falper's iconic products and best sellers, like the Eccentrico, Pure, Fontana collections, and the 4.0 collection designed by Metrica, as well as several additional items and accessories by young designers, like the Lancetta bathtub by Lucia Carlomagno and the Homey collection designed by Simone Bonanni & Attila Veress.



Completing the display are two of Falper's tap and fitting collections, Acquifero and Cilindro, both designed by Victor Vasilev. Falper Studio

Bruxelles thus further expands the retail network of the brand, which is structured in Falper Store, Falper Studio and Falper ID. Falper Stores are dedicated single-brand stores designed to fully represent the company's philosophy. They offer our customers a unique experience, a place to discover our Living Bathroom with the assistance of our team of knowledgeable professionals.



Falper Studios are shops-within-shops, showcases dedicated to the brand, with large spaces in our dealers' stores. A place where customers can discover and see the collections first-hand and experience the new concept of the Living Bathroom. The brand also has a presence in authorized retailers' stores, including Falper ID brand corners with dedicated mini-settings that showcase our products and collections.







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