

# dealership program

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**Being a Falper dealer means being the brand's ambassador in your market. As our dealer, you can count on a sophisticated, impeccable image to elevate your market positioning.**

Falper's aesthetic and products create outstanding value that sets our dealers apart from competitors. The brand's sophisticated style and philosophy are well-known, making our stores a go-to source for high-end customers and professionals.



**We build our spaces around people. In keeping with the brand's aesthetic, store interiors are designed to harmonise with the specificities of the location, the market and our partner's needs.**

Falper is selective in choosing its dealers. We prefer to have just a few, so we can give each one ample attention and maximum support. Our strategy is to protect their investment and foster their success.



In our stagings, each product is the star of its space. Layouts are thoughtfully designed to enhance the perception and value of individual pieces as well as the overall look of a Falper bathroom environment.

Stagings designed by our styling department aim to give each product an illustrative, sumptuous but minimalist space, with a few distinctive elements.

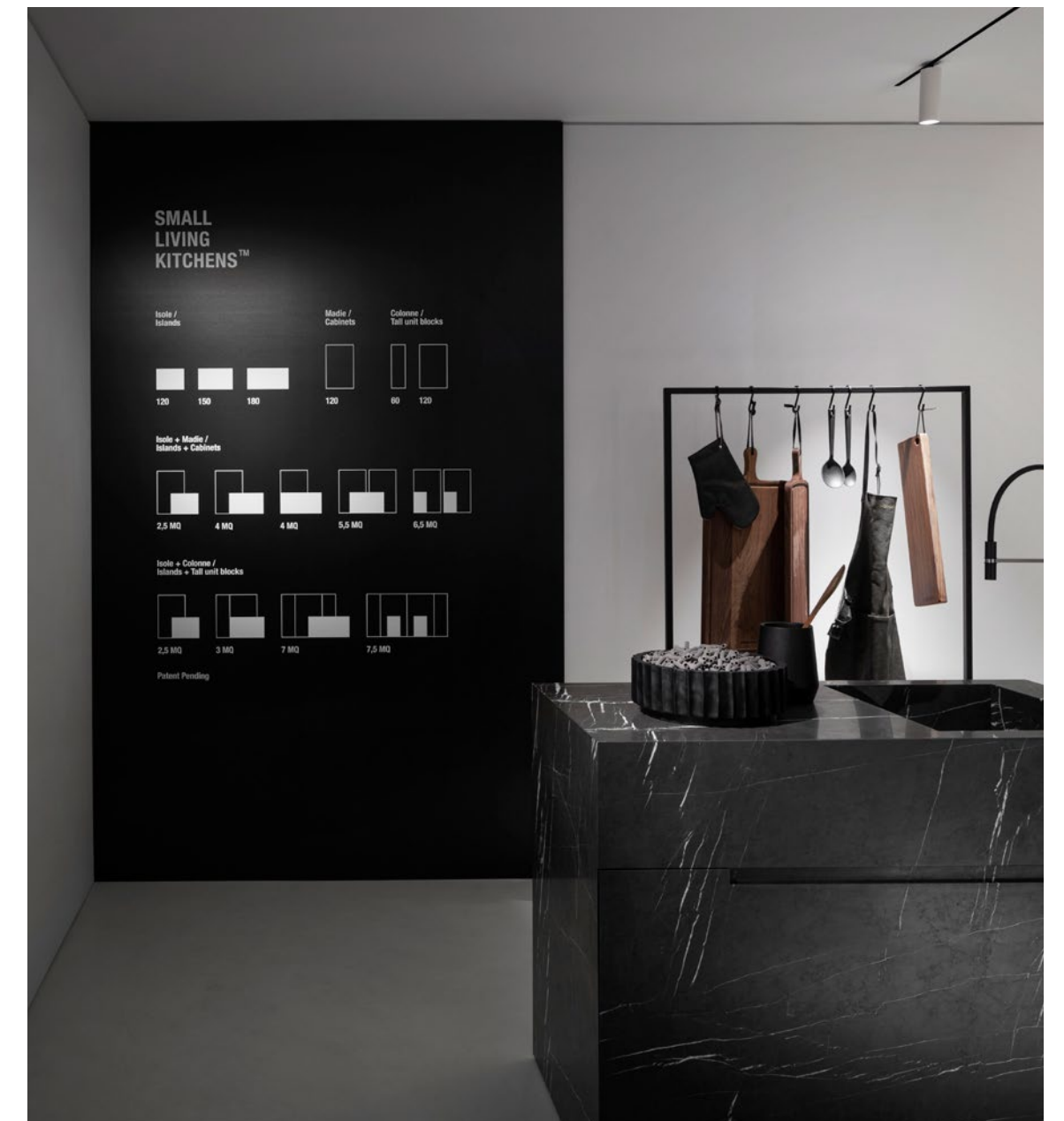




In the Falper Store design process, our partner can count on the expertise of Falper's styling department to get every detail right.

The Falper team will handle not only the staging of products, but also of public areas, meeting rooms and service spaces, offering customers an immersive, engaging experience that's consistent with the brand philosophy.





Falper Store and Falper Studio designs also include furniture and decorative elements that complement, contextualise and personalise the products.



**Falper products and collections are a powerful sales asset for our partners. Clean-lined, iconic forms meet authentic, exclusive materials in a varied, extensive range of products.**

The brand's aesthetic transforms bathroom furnishings and fixtures into objects of desire for discriminating high-end customers who recognise the value of design, craftsmanship and luxury materials.





**Our dealers are also the brand's official representatives for design-world professionals like architects, developers and designers.**

- FOUR towers** – Frankfurt – Residential
- Villatura** – Algarve – Private villa
- Scenic Eclipse II** – MKM – Nassau, Bahamas – Yachts
- Niccolo Hotel** – Suzhou, CN – Hotel
- Infinity Living** – Kirchberg, Luxembourg – Residential
- Mkm Yachts – Scenic Group** – Rijeka – Croatia – Luxury cruises
- Hotel Tagawa** – Bruxelles, Belgium – Residential
- Hotel La Perla** – Montenegro – Hotel
- Infinity Living** – Kirchberg, Luxembourg – Residential
- Alte Landstrasse** – Kilchberg, Switzerland – Residential
- Big Fish** – New Zealand – Yacht
- Cantieri Sanlorenzo** – Italy – Yacht
- Waggon road** – Barnet, UK – Luxury Residence
- Casino de Valencia** – Spain
- Centra Immobilien** – Wiesbaden, Germany – Residential
- City Life** – Milan, Italy – Residential
- Gallia Hotel** – Milan, Italy – Hotel
- Palace Hotel** – Maranello, Italy – Hotel
- Palazzo di Varignana** – Bologna, Italy – Hotel
- Deep Water Bay Drive** – Hong Kong – Residential
- Pecher Sky Apartment** – Kiev, Ukraine – Residential
- La Minotte** – Paris, France – Guest House



Store  
Studio  
ID



The most complete and exclusive brand presentation formula.

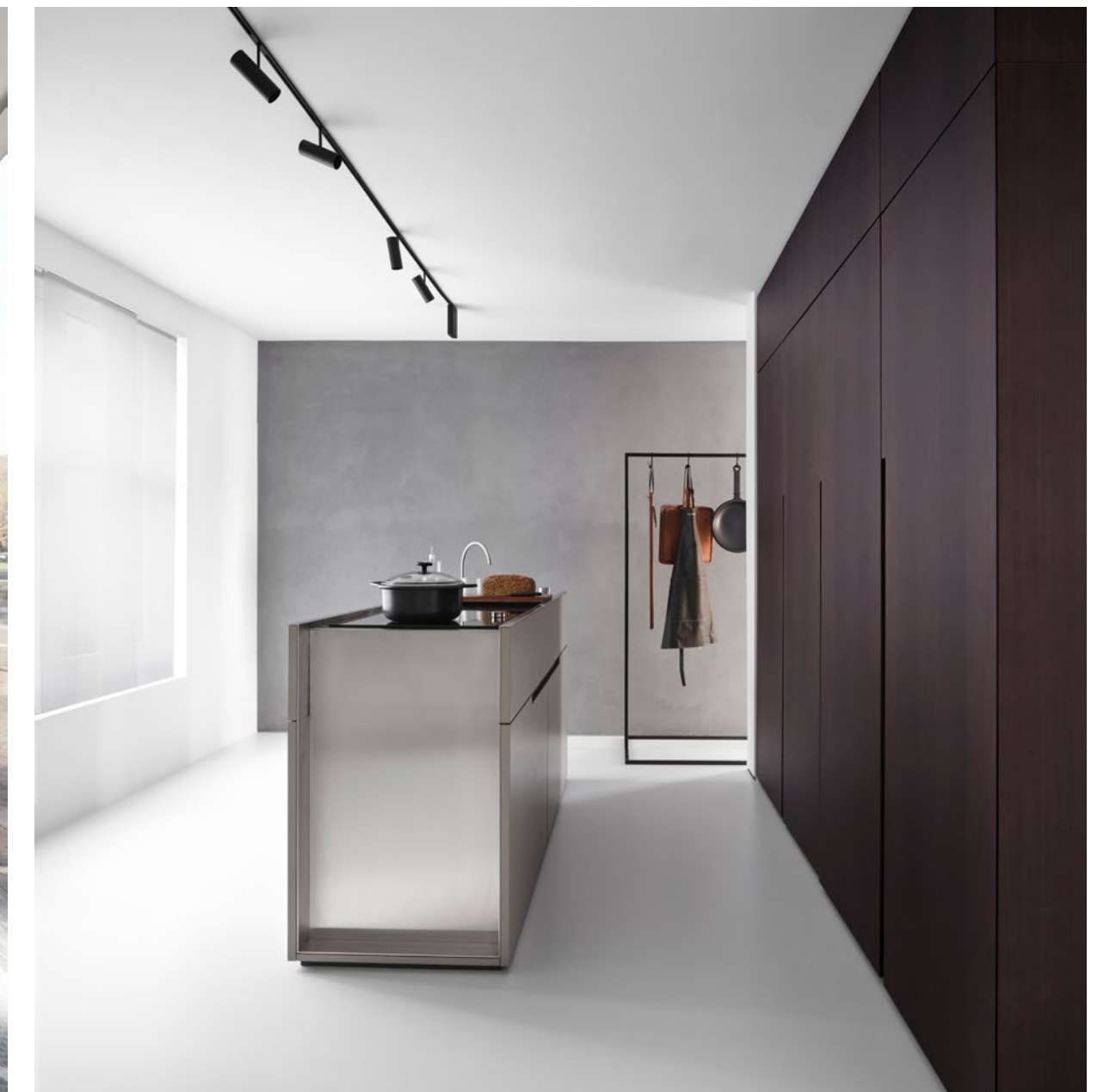


## **Falper Store Berlin**

**Friedrichstrasse, 115 – 10117 Berlin**

Falper Store Berlin is in the heart of the German capital's central Mitte district, not far from the Brandenburg Gate, Checkpoint Charlie and the Cathedral. Over 150 square meters of space on one of the city's most fashionable streets, where Falper joins the showrooms of the most important design and interiors brands.





## **Falper Store Frankfurt**

**Reuterweg 93, 60322 Frankfurt**

After Berlin, Paris and Milan, Falper came to Frankfurt, the financial capital of Europe and cultural hub of Germany. The new Falper Store Frankfurt is in the heart of the city at Reuterweg 93, on one of downtown's main streets, a stone's throw from the Frankfurt Opera House. The store's interior, by Victor Vasilev, is the ultimate expression of minimalist design in a 270-sq-metre space.

## Falper Store Milan

Via Pontaccio, 10 – 20121 Milan

Opened in 2020 and designed by Victor Vasilev, Falper Store Milano is the company's most recently-inaugurated store. The 200-sq-metre two-level space is in the heart of Brera - the arts district, home of the Pinacoteca -, which has always been the epicentre of Milanese design and a focal point during Fuorisalone week.





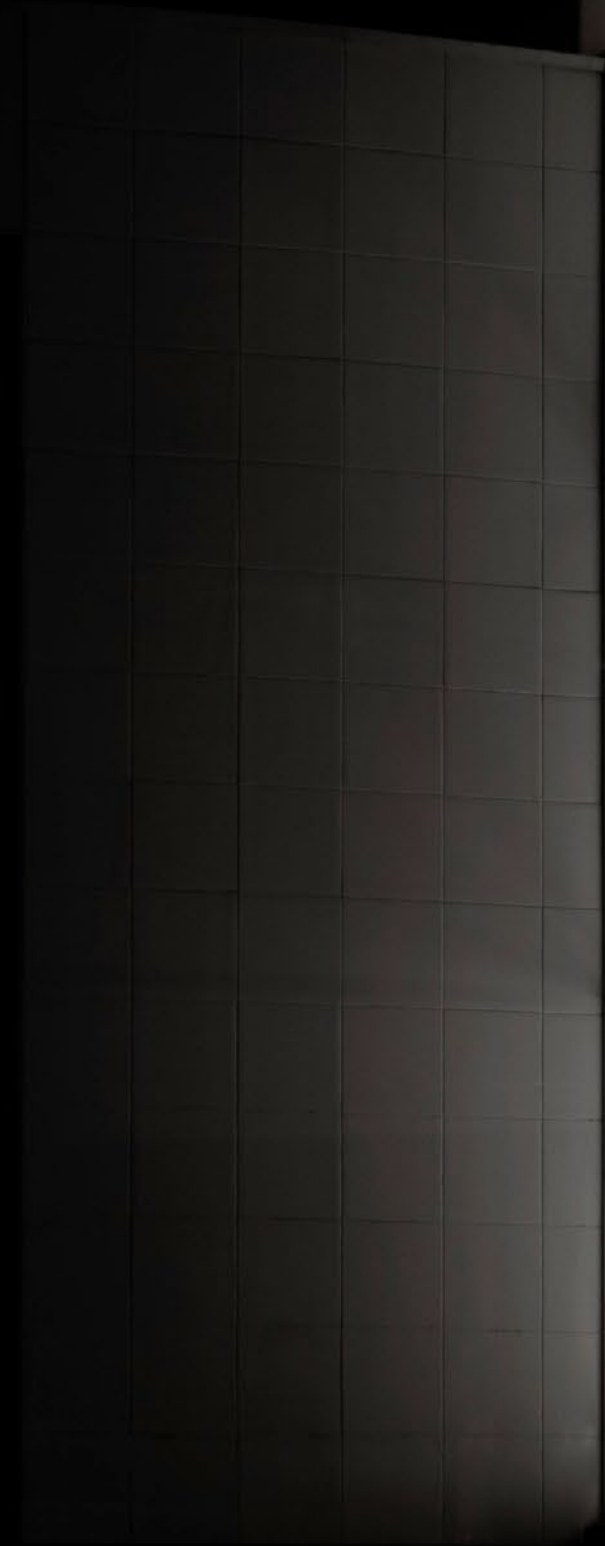
## **Falper Store Paris**

50, Rue de l'Université 75007 Paris

Falper Store Paris is in the Latin Quarter, Saint-Germain-des-Prés, home to many of the most important design and interiors brands on the Rive Gauche. It features over 300 sq metres of showroom space just a stone's throw from the Musée du Louvre, the Musée d'Orsay and the Arc de Triomphe, in one of the French Capital's most captivating central streets.



Store  
Studio  
ID



Exclusive shops-within-shops dedicated to the Falper brand.



## **Falper Studio Aachen**

Karlsgraben, 28 D-52064 Aachen – Germany  
55sq m

## **Falper Studio Auckland**

23 Davis Crescent, Newmarket – New Zealand  
45mq





## **Falper Studio Bruxelles**

Leuvensesteenweg 390, 1932 Zaventem – Belgium

100sq m

## **Falper Studio Bologna**

Via Santo Stefano 110, Bologna – Italy

30mq







## **Falper Studio Hohenems**

Lustenauerstr. 117, 6845 Hohenems – Austria  
120mq

## **Falper Studio Kiev**

Zlatoustovskaya str. 50 01135, Kyiv – Ukraine  
40sq m





## **Falper Studio Kriens**

Grabenhofstrasse 2, 6010 Kriens – Svizzera  
180mq

## **Falper Studio Lausanne**

Rue du Centre 136 1025 St-Sulpice, Lausanne  
Switzerland – 43sq m



## **Falper Studio Redfern – Sydney**

18 Danks Street, Redfern NSW 2016 – Sydney, Australia  
30mq

## **Falper Studio Taipei**

No. 98, Sec. 2, Ren Ai Rd. Zhongzheng Dist.  
TW-100 Taipei City - Taiwan – 45sq m





## **Falper Studio Rouen**

320 ch de la Côte Pierreuse 76230 Bois-Guillaume,  
France – 40sq m

## **Coming soon**

The list of Falper Studios is soon to lengthen  
with new international partnerships.

# Store Studio ID



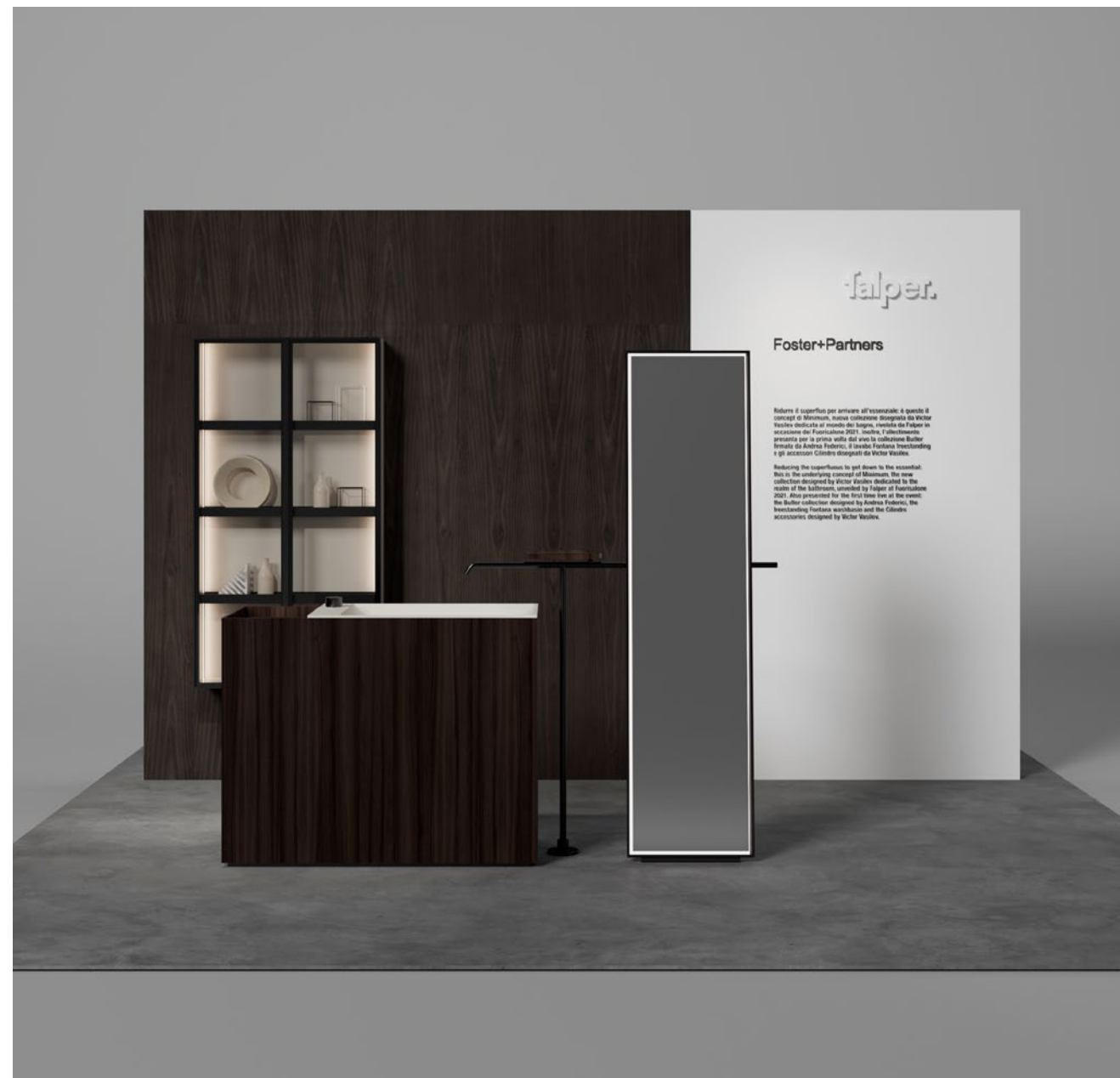
falper.

THERE'S  
SOMETHING  
NEW.

Falper è sempre più attenta all'ecosistema e questo è il segno di un nuovo modo di concepire il bagno. Falper è sempre più attenta al mondo del bagno, infatti da Falper si ricavano gli Elementi 2021, inoltre Falper è sempre più attenta per la prima volta del suo ecosistema Falper, infatti da Falper si ricavano il nuovo Elemento 2021 e gli Elementi 2021 Falper.

Realizing the SuperHouse to get closer to the essential. In the underlying concept of Minimalism, the new collection designed by Victor Kertész dedicated to the world of the bathroom, unveiled by Falper at Fagnola 2021, also presented for the first time the world of the SuperHouse designed by Andrea Pedersoli, the new Elemento 2021 and the Elemento 2021 Falper.

Individual spaces and corners that represent the brand.



**Falper ID is an opportunity for dealers who want to begin discovering the world of Falper. It reproduces the brand's stagings - and the benefits they bring - on a smaller scale.**

Falper ID includes a product positioning and display design plan and an ID dealer listing on the company's web site. Falper ID can be installed in customary Falper format or, in exclusive retail contexts, as a simple display of our products and logo.

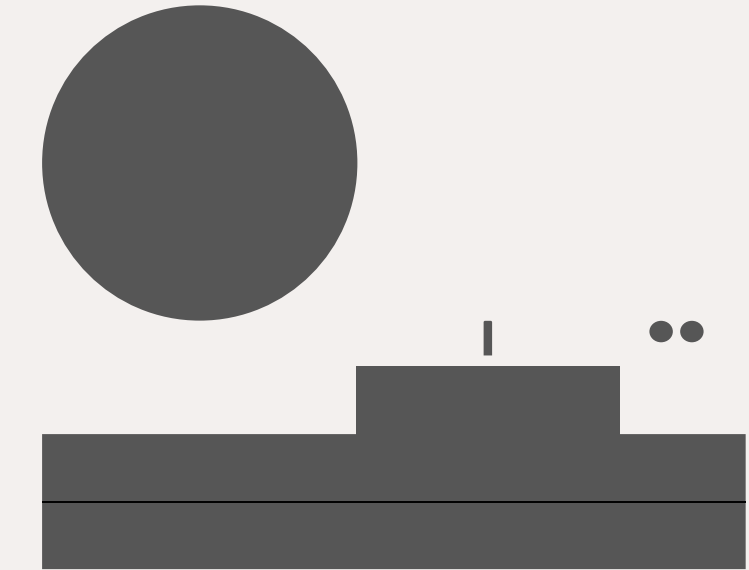
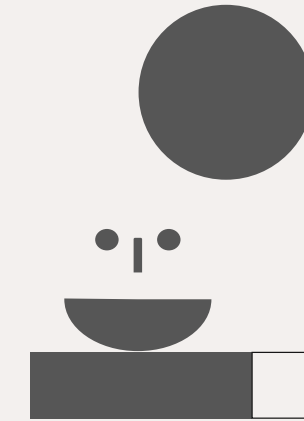
# Product portfolio

Living Bathroom™ Collections  
Living Bathroom™ Complements  
Small Living Kitchens™

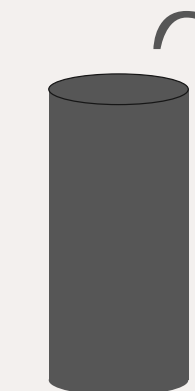
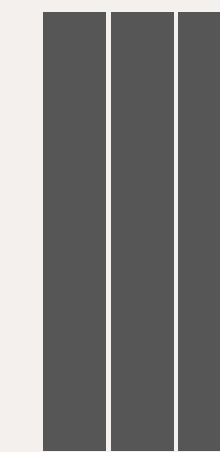
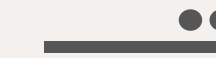
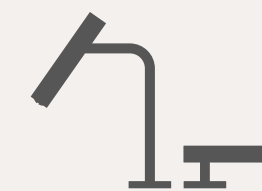
Our catalogue presents an array that covers **various product categories** for bathroom and kitchen spaces, to offer partners greater business opportunities.

The collections – cabinets, washbasin stands, tall storage units and wardrobes for bathrooms – are divided into price categories. White, Exclusive and Black are intended to meet different space requirements, levels of customisation and lifestyles. Each one has its own unique characteristics while staying faithful to the company's principles in terms of aesthetics and quality.

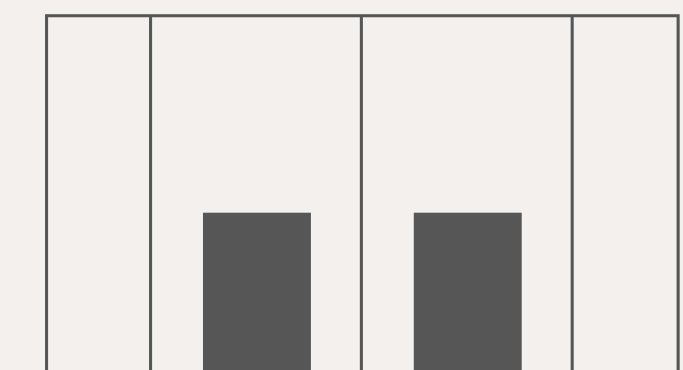
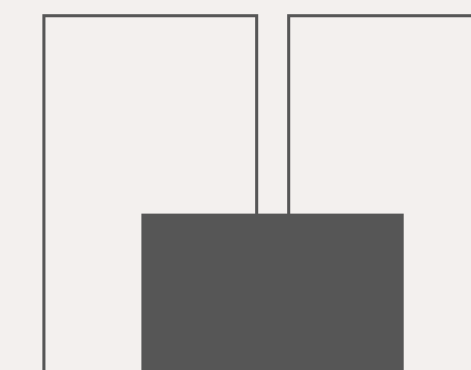
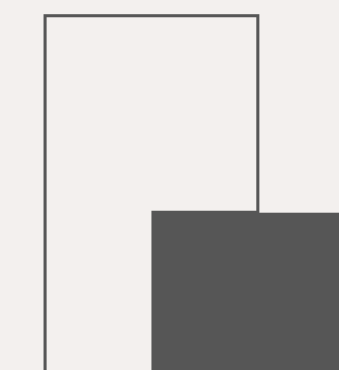
Living Bathroom™  
Collections



Living Bathroom™  
Complements



Small Living  
Kitkens™







## LIVING BATHROOM™

The White category includes collections that share a distinctively minimalist style, ideal for compact bathrooms.

Designed with particular attention to detail, these collections offer all of the extraordinary functionality of a Falper design with more accessible price positioning.





## LIVING BATHROOM™

The collections in the **Exclusive** category comprise superior designs that are completely customisable: exceptionally detailed craftsmanship, sartorial precision in assembly, and custom sizes and configurations based on each customer's needs.

Oil-treated natural woods, lacquered surfaces, glass shelves, composite materials made from plant resins. The collections in the Exclusive line express a sophisticated ethos through a lifestyle bathroom built around products of uncompromising quality and refined, contemporary design.



## LIVING BATHROOM™

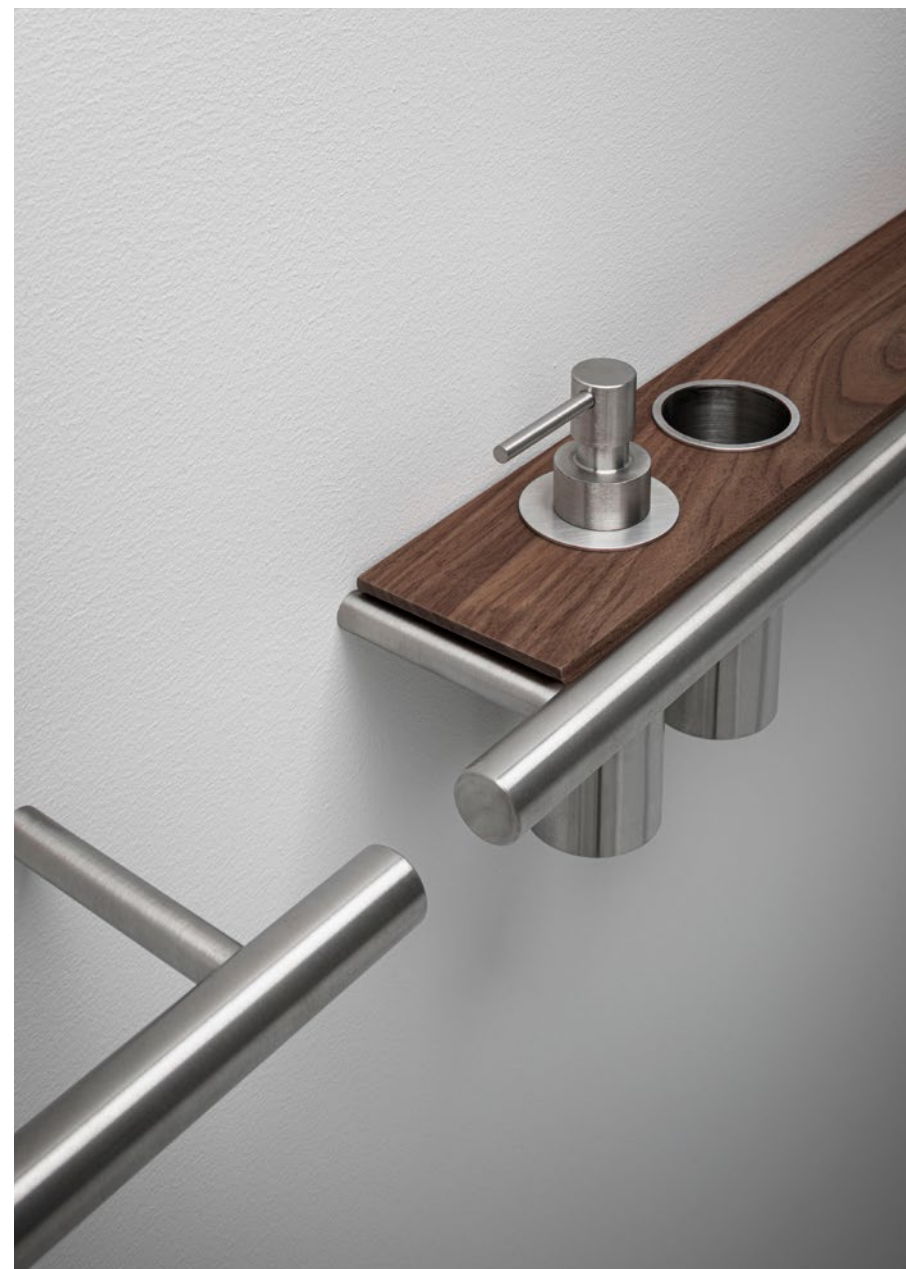
The **Black** category presents unique products for an iconic, sculptural, luxurious bathroom. Designed for truly distinctive spaces, **Black** includes eye-catching furnishings and elements that make a true style statement.

Marble, wood, metal and other sumptuous materials offer the most discerning customers exclusive products, along with a vast range of optional features and customisable elements.

## LIVING BATHROOM™

Along with furniture and décor items, the Falper catalogue also includes a vast gamma of accessories and fixtures to offer our partners a full range - a Falper “total look” for the bathroom.

The Falper lifestyle bathroom includes washbasins, bathtubs, mirrors, mirror cabinets and stainless-steel taps.





## **SMALL LIVING KITCHENS™**

**Islands + Storage units**  
positioned in the space as if they  
were furnishing a living room.  
**Display-worthy objects that flow  
effortlessly into a sophisticated  
living area or hotel suite.**



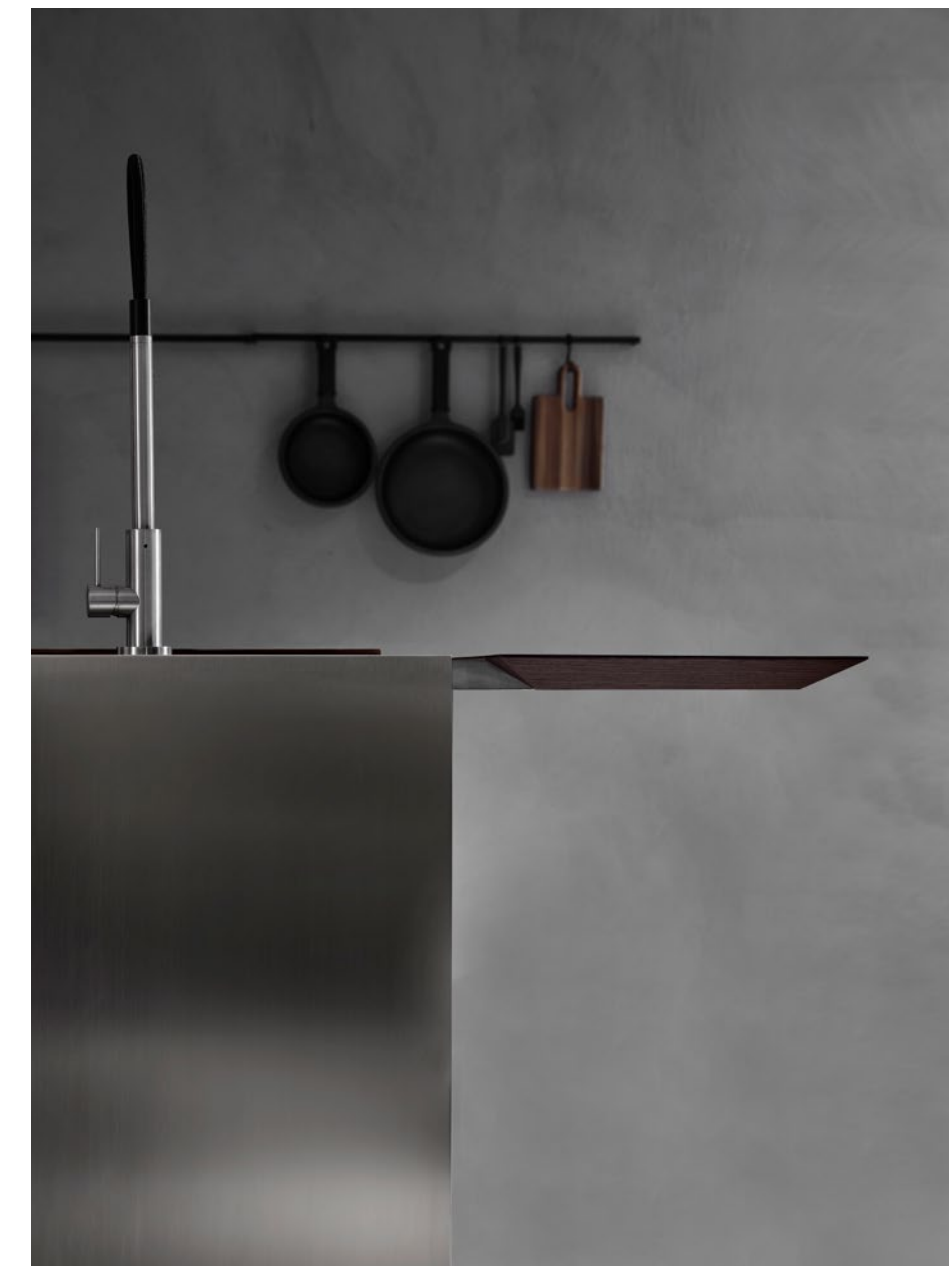
The Islands come in three models, available in three sizes, 120 - 150 – 180 cm. The Storage Unit, flawlessly finished on all sides, is a true décor element that can be positioned against a wall, in a niche, or semi-fitted. Available in eleven different configurations, the Storage Unit is doubly patented, for its design and its 45°-opening system.



## **SMALL LIVING KITCHENS™**

### **Islands + Tall units**

are elements designed to speak the language of the living room: refined, convivial, prestigious. Materials, treatments, finishes and crafted details are all conceived to transcend the typical image of a kitchen.



A complete kitchen, with the possibility of creating a wall system, starting from just 2.5 sq metres. The Islands come in three models, available in different sizes. The Tall Units are modular elements that can be combined as well as configured internally in various functional ways. These elements are 60/64cm or 120cm wide, and can be completed with customisable-height Above-Tall units.

# Marketing tools

We support our partners through  
communication initiatives and events

Falper communications reach thousands of qualified users, contributing to our dealers' growing success



720.000

Views at Falper.it



160.000

Instagram  
Facebook  
Pinterest  
followers



25.000

Profiled contacts  
registered for our  
Newsletters



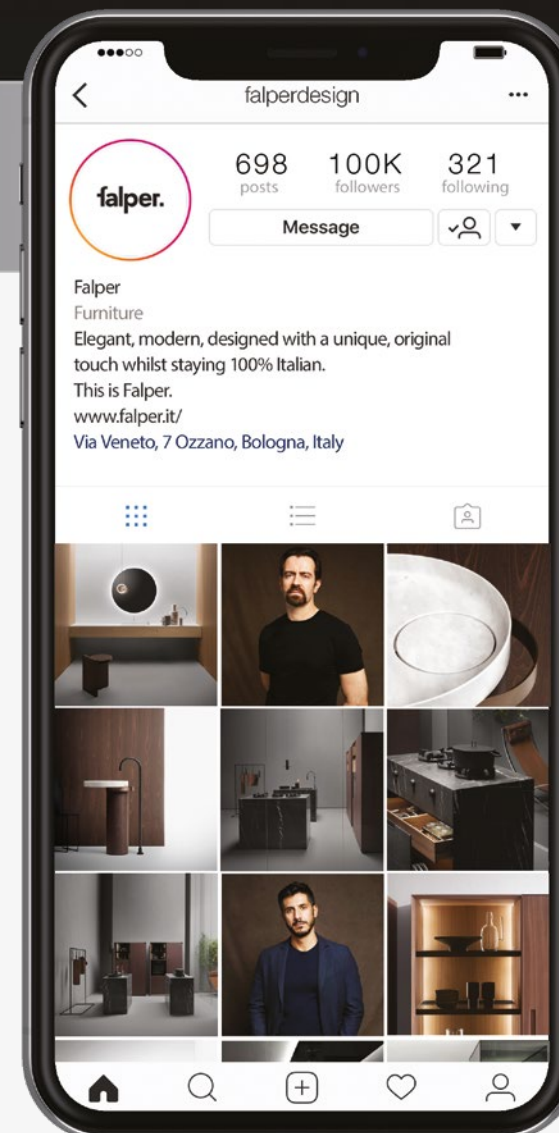
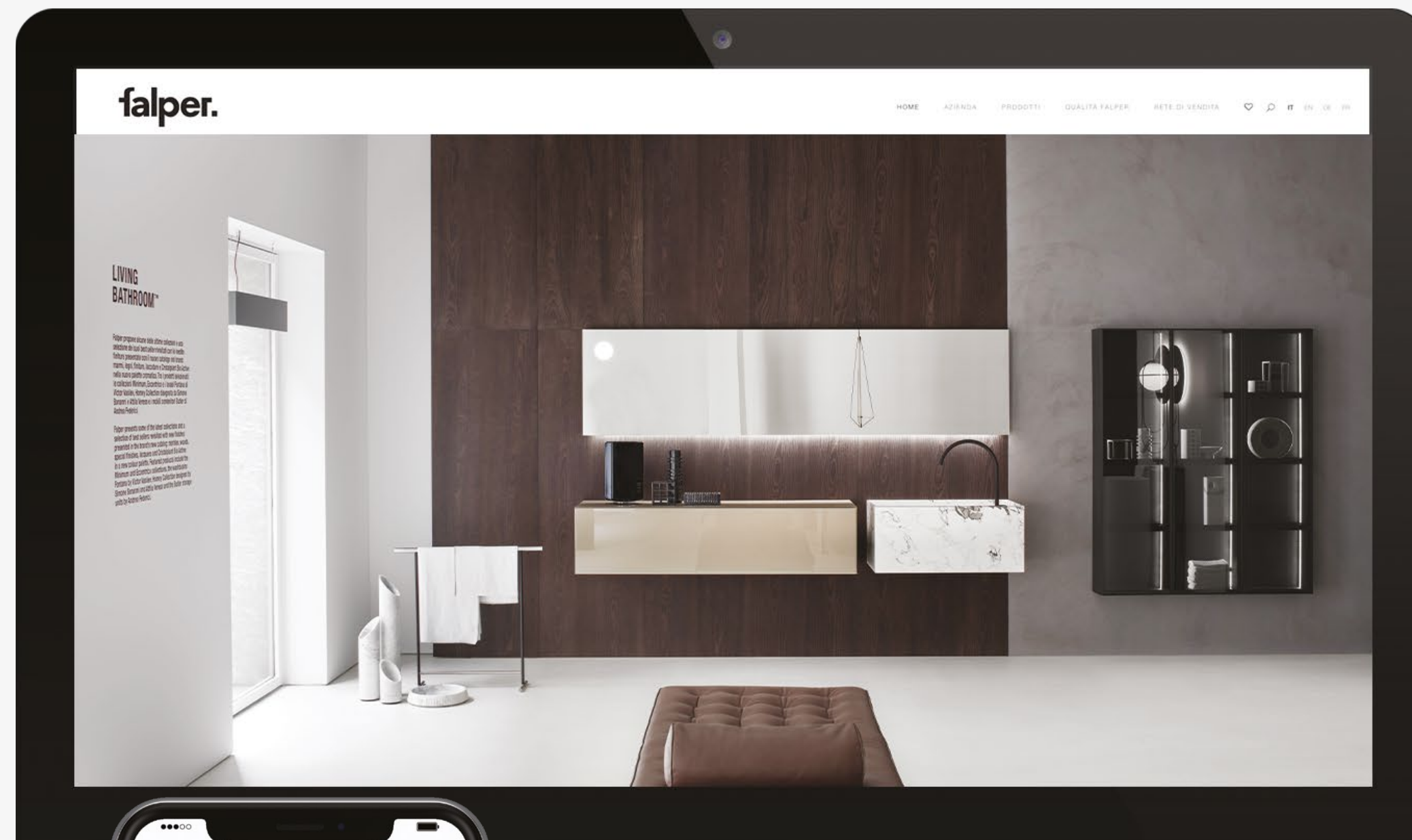
4.000.000

Geo-located users  
reached though social  
media campaigns  
dedicated to retail  
dealers



20.000.000

Impressions:  
Views by geo-located  
users of Falper  
campaigns





# Dealership solutions

We offer three different brand presentation packages.



**Falper Store**  
Falper Studio  
Falper ID

**Falper Store is the option that guarantees our partners our full, comprehensive support in a single-brand store completely dedicated to the brand.**

The company handles the store's architectural design, staging and styling and also provides dedicated communication, including an official photo shoot, website, event invitations, dedicated digital campaign and staff training.

The entire store is put together with Falper images, products and signs. 150 / 400 sq. m



Falper Store  
**Falper Studio**  
Falper ID

**Falper Studio is a portion of the store staged as a window display, designed to offer partners many of the advantages of a structured dealership.**

The Falper Studio option includes on-site staging and styling of dedicated areas, photo shoot and spotlighting on the Falper web site, invitations for opening events, a digital marketing campaign and staff training.

A portion of the store with Falper images, products and signs. Display windows on a main street or in the store interior. 50 / 150 sq. m.



Falper Store  
Falper Studio  
**Falper ID**

**Falper ID is an option for dealers who want to begin discovering the world of Falper – a small-scale version of the stagings and benefits offered by the brand.**

Falper ID includes a product positioning and display design plan, and listing as an ID Dealer on the company web site.

Interior stagings created with Falper products and signs.

# Retail Design Pack

## 1. Architectural design

Our retail office assists our dealers in selecting a location and carrying out an architectural design plan for the space, handling every detail, inside and out, including offices.

## 2. Staging design

Each product is designed into the space and visualised via photographic renderings. The product mix takes into account local area style and sales trends.

## 3. Styling

Our professional staff handles the design and on-site placement of decorative objects for the staging of furniture and the exposition space in general.

## 4. Photo shoot

A photo shoot is done by Falper's official photographer.

## 5. Signs, logos, graphics

Exterior signs and interior graphics are provided free of charge by Falper.



# Visibility Pack

## 1. Dedicated web site

To increase the dealer's visibility, a mini web site dedicated exclusively to the store is created and provided by Falper.

## 2. Listing in the Falper Dealer Locator

A dedicated listing in the Dealer Locator on the Falper website.

## 3. Marketing tools

The store is provided with colour samples, catalogs and price lists, giveaway gifts for customers and architects, shopping bags and office supplies.

## 4. Graphic support for invitations and campaigns

Graphic support and creation of invitations, campaigns, and sponsorships for events.

## 5. Sales training

Store staff receive on-site training and continuous support from our staff throughout the entire partnership.



” IN THEIR ENTIRETY THE EFFECT IS LIKE A CONSTELLATION OF CELESTIAL BODIES, A WORK OF ART. “



**THE SPACES BETWEEN THE ELEMENTS**  
The new bathroom furniture collection by Foster + Partners for Falper is based on "MA," that interim space which plays an important role in Japanese art and culture. The fundamental principle is to create a harmonious balance between the various elements and the space – the interstices – which lies between them. The series is composed of a variety of primary components, bathtubs, wash basins, faucets, fittings and mirrors which in their overall sum comprise a pure geometric volume. A particularly decorative eye-catcher: the slender filigree jet at the same time wholly functional wall-mounted water conduits which interconnect the individual objects.

In their entirety the effect is like a constellation of celestial bodies, a work of art. Water flows through a system of stainless steel run-offs which is adaptable and accommodative to a host of diverse functions. This includes coming into use as mounts and supports for an illuminated mirror or suspension assembly for garments and towels. Contrasting with this, massive wood drawers embodying a clearly defined room interior concept can be individually planned according to preferences or whims. To this galaxy is then added the vanity-wash basin of marble or Cristaplan® Bio Active, adding complementary aesthetic power to the ensemble.

**KONTAKT / CONTACT**

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STREIFUSO KITZBÖHEL



<b>Retail Design and Visibility Pack</b>	<b>Full</b>	<b>Studio</b>	<b>ID</b>	<b>STD</b>
Architectural project	●			
Layout project	●	●	●	
Styling project	● Selection and first set-up	● Selection and first set-up	● Styling guidelines	
Photography service	●	●		
Signage, logos, graphics	● Internal signs, logos and graphics	● Internal signs, logos and graphics	● Logos and graphics	
Dedicated website	●			
Inclusion on the Falper website	● Mention in the Dealer Locator, with images	● Mention in the Dealer Locator, with images	● Mention in the Dealer Locator	● Mention in the Dealer Locator
Stationery, Shopper, Gadgets	●			
Graphic support for invitations and campaigns	●	●		
Catalogs and Price Lists	● 5 sets of catalogs and price lists	● 3 sets of catalogs and price lists	● 2 sets of catalogs and price lists	● 2 sets of catalogs and price lists
Catalogs for architects	● 30 catalogs for architects	● 30 catalogs for architects		
Color palettes	● 5 color palettes	● 2 color palettes	● 1 color palette	● For Expo orders higher than 5K
Staff training at Falper	● Advanced Training, including meals and accommodation	● Advanced Training, including meals and accommodation	● Training supervised by the Area Manager	● Training supervised by the Area Manager



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MAU WITZ

100 GESCHENKE

CUO



Confident that we've sparked your interest,  
we will be glad to meet you in person and work  
with together with you to create a successful,  
lasting partnership.

**falper.**