

Press release  
**COMPANY**



Design Contract **Lighting**





#### A HAUTE COUTURE SIGNATURE

Established since 2005, Designheure is a French publisher of decorative contemporary lighting. Driven by the desire to innovate and create the link between the French industry and designers, the company strives to represent the French chic elegance. Each year Designheure launches new collections that are simple, elegant and ingenious, meeting the needs of private clients as professionals.

#### A FRENCH MANUFACTURING

A particular focus on the values of quality and quick manufacturing, service and advice to the clients, drives the team. By a constant listening to the market, Designheure is a force of proposition for new decorative lighting ingenious solutions. Its creations seduce beyond our borders: Designheure generates more than 50% of its business internationally, in 70 countries.

#### AN INNOVATIVE SPIRIT

Designheure stands out in the market by:

- The modularity of its lighting creations that are adjustable to fit the space,
- The tailor made of the collections and highlighting the textile cable as a decorative element,
- The complete variations in the range,
- The timeless design of its pure forms,
- The innovative work of the shade,
- The French manufacturing: Designheure holds values of French creativity and elegance by signing creations 100% Made in France.



Jean-Baptiste Collod, Président & Bénédicte Collod, Directrice générale



### DESIGNHEURE is now ETL certified and launched on the American continent !

After having achieved the Russian certification last winter, the company has engaged in a US certification to set up its positions on the US Contract market. Designheure is now able to provide the ETL certificates required by the US and Canadian administrations for projects located in public spaces.

This deployment is based on the opening of an office in Miami for DESIGNHEURE brand, that will manage an agent network in each major state and especially in a first step in areas of Los Angeles, San Francisco & Sacramento, Miami, Atlanta, New York, Toronto. During all the august month, the managers have visited all these states to make presentations and trainings and meet the teams triggering a great enthusiasm for the French brand.

The couture signature and French editorial line of Designheure collections represents a strong asset in America, where the brand image of France is a great value.

Designheure already generates 50% of its turnover abroad and has already completed major projects in 80 countries since more than 10 years. Its characteristic is to have had early a very important export share (up 60%) and a very large number of countries which could smooth the impact of various local crises, and helped the company to continue its growth over the years.



Made in France

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