

Press Release

Embargo until January 18<sup>th</sup> 2020**"KONG" Descends on Paris****CAMERICH Shines at MAISON&OBJET PARIS**

Paris—On 17 January 2020, the 25<sup>th</sup> MAISON&OBJET PARIS (M&O PARIS, the lifestyle and home design trade show) opened its doors, bringing together over 3,000 brands and buyers from around the world and showcasing the latest fashion trends of the year ahead. Chinese top furniture brand CAMERICH is joining for the first time, under the theme of "KONG", to communicate its brand values and determination to develop the European market.

The Charm of "Kong"

Video Link: <https://youtu.be/jlAvsPrDI-8>



The 330m<sup>2</sup> CAMERICH pavilion features a creative space exploring China's culture of courtyards and hutongs as well as a selection of the brand's flagship products and new products. Designed with a contemporary Chinese lifestyle, the pavilion revolves the theme of "KONG": **A modular approach to spatial minimalist design that uses emptiness and cross-connections to achieve layering in space with the overall effect of giving viewers a sense of freedom, as there's space to breathe, a spot to dream, room to be oneself, and a place for living.**



ELAN SOFAS, PUZZLE CHAIRS



QING CHAIR



EASYTIME SOFA



ZING TABLE, BALLET CHAIRS





PIXEL CABINET



EMBRACE CHAIRS, VARY TABLE



RUBIX SOFA

The trade show also saw the debut of CAMERICH's BAIANA CHAIR, which also marked the start of the chair's global sales. Designed by Portugal's venerated architect and 1992 Pritzker Architecture Prize laureate Álvaro Siza, the chair attracted lots of visitors with its simplicity, sturdiness, and lightness.





BAIANA CHAIRS

Siza expressed that when he accepted CAMERICH's invitation to design a piece of furniture, a light chair swept through his brain: to fuse Chinese design with the wisdom of Chinese craftsmanship. The resulting chair is no longer heavy and doesn't need a strong person to move. Rather, it is made from light materials, which makes it easy to lift with one hand only. Yet, the slim structure is strong enough to support and offers a comfortable sitting experience.



Xu Jicun, Operation President of CAMERICH, said: "To develop the international market, we must first become the best of ourselves. For CAMERICH, good designs and good products should be able to weather the test of time. We have the courage to innovate and the wisdom to look far ahead. We

are confident that we can offer sophisticated products for better lifestyles to consumers around the world.”



Xu Jicun, Operation President of CAMERICH





Be open to the world and creativity centered. Bringing together Oriental aesthetics and global trends, CAMERICH hopes to explore the future and present more varieties of modern, premium lifestyles at M&O PARIS, thus nurtures a new spiritual world. Further details on CAMERICH at M&O PARIS are given at: <http://mom.maison-objet.com/en/brand/12068/camerich>

**CAMERICH booth location:**

I112-J111-I122-J121, Hall 6, Paris Nord Villepinte

Address: Paris Nord Villepinte Exhibition Centre

CD 40 ZAC Paris Nord 2

93420 Villepinte

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**About CAMERICH:**

As a high-end furniture brand with an international vision, CAMERICH is committed to building a premium modern lifestyle. It offers products through the living room, bedroom, study and dining room product lines, and maintains a business network with over 100 stores in major cities across the world. CAMERICH believes in the "people-first" principle in every aspect of its product design, and continues focusing on the emotional appeal of the consumers. For more information, please visit: [www.camerich.com](http://www.camerich.com), or follow us on Instagram: camerich\_official.