

LUXXU
MODERN DESIGN & LIVING

PRESS RELEASE

DESIGN AS A FORM OF ART



*“Everything we create, we believe in redesigning
your definition of art”*

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LUXXU CONCEPT GALLERY

In pandemic times, all companies suddenly found themselves in a complicated situation with no prediction of when it will improve. With this vision, Luxxu went to work on its own innovative project in order to be able to transmit its essence and ideology even in these less attractive times. We gathered some of the best curated items and combined them to bring the ultimate feeling of a luxurious

Showroom directly to your home. Introducing the Luxxu conceptual gallery where the motto is "Design as a Form of Art". We create design forms that can be seen as authentic art objects. From beautifully crafted lighting fixtures to amazing areas depicting glamorous room corners, travel with us in this breathtaking journey through Luxxu's World.



OUR VIEW OF DESIGN AS A FORM OF ART

The entire project was thought and structured with aesthetics and design in mind, this way we achieved a beautiful interior that is well-appointed with one-of-a-kind designs displayed methodically. Let's start with the gallery's entrance area, the bar. In this environment, we decided to place the Saboteur bar chair blends the functional with the comfortable

while also evoking a feeling of the 50's noir movies. In terms of lighting, we looked for something distinct and luxurious like the Waterfall floor lamp, an impressive presence in every ambiance made by master craftsmen. Perfectly interconnected in this interior design, they convey the idea of a simple yet luxurious bar.





THE FUSION OF MUSIC AND DESIGN

A piano was placed on the stage in the center of the gallery, allowing an intrinsic connection between music and design, both belonging to the field of creativity and inspiration. The idea of art was transplanted to the entire Luxxu gallery.

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MONOCHROMATIC LIVING ROOM WITH A GOLDEN TWIST

The background of the gallery takes the shape of a small living room that brims with highly curated objects and furnishings. Here, you can find the beautiful Saboteur sofa, a comfortable piece that combines velvet and brass to its finest form, merging into a true luxury symbiosis. Furthermore, the alluring Darian II side table with gold plated brass

bars astoundingly complements the stunning Gala Torch wall lamp. The final touch of this space is the amazing Majestic Wall Light Mirror, like the name entails its lighting reflects a fascinating design of the craftsmen, where the glow takes the form of a golden plated brass circle and each of its ribbed crystal glass cylinders evokes a petrifying visual effect.





SIMPLE YET ELEGANT READING CORNER

In this corner, we have created a sophisticated reading area that is further accentuated design-wise by the discreet yet elaborate Anguis armchair. This exclusive piece is made of leather in lighter tones and highlights refined finishes in a dark wood, allowing to match seamlessly with the Darian side table. Lastly, the Vertigo mirror offers a sleek and detailed aesthetic to this space as its frame provides classic appeal.



DESIGN ON DISPLAY

In the living room corner, the Vertigo column strikes a pose and becomes the perfect luxury display for collector items, art, or watches. It is made of gold-plated brass with black marble on top. The golden touches enhance

the fluidity between the column display and the fantastic Gala Torch wall lamp. Paired together, these pieces make an elegant and distinctive ensemble in any corner of a luxury room.





ABOUT LUXXU

LUXXU's Empire is shaping its future by setting trends with timeless pieces and refined elegance. Lighting was the start of a luxury journey stating itself as classic with a modern twist. Today, a new epoch unveils at LUXXU. Daring ambiences are an everlasting aesthetic language shared by every element. LUXXU now allows

you to create those ambiences as the brand uncovers a crucial imperial complement, a Furniture Collection. Offering resembling noble materials and finishing, where customization blossoms as brand capital. Be our guest and get inspired by a distinctive collection of timeless pieces.

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