


LUXXU
MODERN DESIGN & LIVING

PRESS RELEASE

MEET OUR DESIGNER

A top-down view of a person with dark hair, wearing a dark blue patterned shirt, sitting at a dark desk. The person is focused on their work, with their hands positioned over a collection of small, rectangular, light-colored objects, possibly markers or pens, arranged in a row. The desk is cluttered with various items: several sheets of white paper, some with faint sketches or text, and others with the word 'LUXXU' printed on them; several pens and markers of different colors; a small black tray containing more pens; and several small, square, light-colored objects, possibly markers or pens, scattered around. The background shows a light-colored, textured surface, possibly a wall or a large piece of paper, with several dark, irregular shapes that look like holes or tears. The lighting is warm and focused on the desk area, creating a soft glow around the person's hands and the objects they are working with.

*A man of the arts, either fine arts
or music, my art is my creations.
I have always belonged to the arts...*

by João Barros



DISCOVER THE LIFE OF THE DESIGNER BEHIND SOME OF THE MOST EMBLEMATIC PIECES OF LUXURY FURNITURE

We interviewed our Brand Leader and Head Designer João Barros. We tried to decipher how this inspiration machine works, which not only led to the evolution and growth of all our pieces here at LUXXU but also served as support for several sister brand openings.

WHO IS JOÃO BARROS?

João Barros is a man of the arts, either fine arts or music, my art is my creations, I have always belonged to the arts in general, since I was a little boy, thanks to my parents that always instilled art in me. I remember being 3 or 4 years old and playing with clay, Scissors, pencils, pens,

and then music came, hard at first to develop some passion, but as time went on, I began to love it, started studying a few instruments, and sooner than later I as a musician. My parents had a major role in the artistic person I am today, thank you.

WHERE DO MUSIC AND DESIGN COME TOGETHER?

In the beginning, I was really confused, I had two great loves, music and design both for the artistic world. Then I realized that the two of them were connected, they were inseparable... However, there was a time I had to actually choose between them. First, I was really thinking

of going into Music School to study percussion during high school, but then coming to Porto to study arts was also an option and I ended up choosing the last one. Later I made a choice to pursue Design in College and graduated as such.



WHERE DO YOU FEEL THE FREEST WHILE CREATING?

For sure music, because there aren't any constraints, it's just for me, for my family and friends, it isn't tied to money so it gives me more freedom. In design, I have freedom as well but the end of the line is always making a product

that will sell, I have to study the latest trends, I have to follow the market, see what the client wants, so my freedom depends on what I need to deliver. So, music is more like an escape and creative hobby that I love and nurture.



HOW DID YOU MAKE IT TO COVET GROUP?

The story of Covet Group is a peculiar one. At the time I was contacted by the CEO, who was in the USA. I was vacationing in Algarve and Amandio, the CEO, called me and we spoke on the phone for an hour about this project, this Covet Group...After a while I stopped teaching. I was a teacher for almost 10 years, and it came at a time where it was more paperwork than anything else and I was done. So, it was perfect timing to change! A colleague of mine that studied with us in college also worked here and showed me around. We were all colleagues in college so

they knew who i was. Someone who loves design, loves to go to the workshop and goes to war without fear. In the beginning the plan was to launch a show line, because that became a focus after I left teaching, and I also taught shoe design for a while. And the plan was to launch a shoe brand, but after 7 or 8 years, I'm here, I helped the launch of a few brands, Maison Valentina, Luxxu, PullCast, Mysa...we formed a Jewellery Shop, a design studio! Maybe when I reach 10 years in Covet Group, we will finally launch the shoe line!



WHAT WAS JOÃO BARROS'S FIRST DESIGN PIECE?

My first piece at Covet Group was the Empire Chandelier by Luxxu. I guess it was a hit because it was the first big piece and Luxxu's Icon, it's the face of the brand. It's still a bestseller!



WHAT IS THE FEELING OF CREATING BRANDS AND WATCHING THEM GROW?

To see a brand grow...is a very satisfying process. Although in the beginning, it was more pleasurable because I was still looking, I was discovering the unknown. I really didn't know what it was, the branding part. I knew how to draw, I knew what it was to create, what the markets wanted, what the clients wanted. But to develop a brand, a catalog, decide on a name, to build a team, to understand marketing, sales, customer services, the

production part...that's a whole other story. And this was my big learning process in this company, without a doubt. In the beginning...it's like assembling a LEGO! When we buy a LEGO box we have that initial fire to understand the instructions, who to do it, but when it's done, we lose interest. We want another LEGO, sometimes the instructions tell us how to build other things with the pieces, it's a little bit like that.



HOW DOES LUXXU DIFFER FROM OTHER LUXURY BRANDS?

LUXXU differs from the other brands based on the fact that the brand has the most unique designs, eye-catching pieces that have a very exclusive aesthetic. An aesthetic that can be instantly recognized as being LUXXU. High-quality luxurious pieces that can be brought together in the creation of an interior decorated solely with the brands designs.

WHERE DO YOU SEE LUXXU IN THE FUTURE?

In the future I foresee that the brand will reach high-values in sales very superior to those we hit last year. I also see in the future of the brand 2 stores or showrooms fully decorated by LUXXU. I see the Brand side by side with Brands that have inspired us from the beginning, and I also see a solid team with more than 30 people fighting for our goals with all the passion and dedication this brand needs.





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.

For further information, please contact:

ADRIANO TAVARES
press@luxxu.net

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