

Preview September 2023



EDITO

The AP brand, established in Brussels in 2015, introduced a groundbreaking, top-tier art and design concept to the world of luxury.

The genesis of the AP collection can be traced back to a heartfelt love story between A(lexis) and P(auline). Despite the challenges of a long-distance relationship, they exchanged various teddy bears as tokens of affection to bridge the physical gap between them. When they finally reunited, their shared passion led them to embark on their creative journey. This marked the inception of a remarkable tale.

Today, AP creations have traversed the globe, gracing some of the most prestigious locations.

Every AP creation is meticulously handcrafted in Belgium, imbued with utmost care and attention to detail.

«We infuse each object with its own unique emotion, name, and design, ensuring that every piece is one-of-a-kind. Our core values of passion, comfort, emotion, uniqueness, creativity, and quality drive everything we do at AP Collection. We are committed to surpassing our clients' expectations by crafting the extraordinary.»

AP products provide an opportunity for individuals to stand out from the crowd, to embrace their uniqueness, and immerse themselves in a realm of comfort, offering a respite from the stresses of daily life.



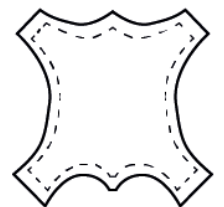
ECOLOGICAL AND CHARITATIVE PRODUCTION

The soft toys are hand made in various parts of the world.
Each has been specially adapted and reinforced for our artistic work.
The stuffing is mainly made from recycled plastic bottle waste. Our supplier allow education to unfortunate people by paying their school fees.. How? by picking up the plastic garbage and bringing it to the factory. This process enables them, at the same time, to be environmentally conscious.



THE FUR

We only use by-product meat furs, meaning that all furs are recoveries of animals consumed only for meat reasons and not from intensive breeding.



THE DESIGN

The bases have been specially designed by AP collection, made in Belgium.
Each creation is handmade in Belgium with our high end craftsmanship. All are limited editions that come with a certificate of authenticity.



BE UNIQUE

We offer our clients the opportunity to customize their own chair with an estimated 3 months production time.

























MAISON&OBJET

Sector: Signature

Hall: 7

Stand: F107

Date: 7th to 11th September

