

AP  
COLLECTION



MAISON  
&OBJET  
PREVIEW JANVIER 2024  
PARIS  
HALL 7 A105

*In the realm of design, where love and distance weave together, a captivating narrative unfolds the remarkable story of AP COLLECTION, a distinguished Belgian brand born from the heart of passion and innovation.*

*The tale commences with two visionary souls, (A)lexis and (P)auline, whose profound connection surpassed geographical boundaries. In their quest to bridge the physical gap, they exchanged endearing stuffed animals—a poignant symbol of affection that transcended the limitations of space and time.*

*Upon reuniting, the couple, now a harmonious fusion, embraced their shared passion for originality and commenced a transformative venture that would give birth to AP COLLECTION.*

*The hallmark of the brand's work lay in the uniqueness of every creation. The delightful postures and expressive countenances of their seats charmed evoking a tapestry of emotions—from tenderness to amusement and even poetry.*

*These exceptional seats effortlessly integrated into diverse interior settings, bestowing a touch of chic, originality, and timeless elegance upon every room they graced. Sofas, seats, poufs, and benches all united in harmony and offering the opportunity to revel in one's uniqueness, and a haven of comfort to escape the stress of daily life.*

*Handcrafted in Belgium with unparalleled care, each creation possessed its own soulful story, infused with passion, comfort, emotion, and creativity a testament to the brand's dedication to surpassing client expectations and conjuring the unexpected.*

*«Our creations provide you with the opportunity to shine and express your uniqueness. Our mission is to forge connections between hearts and transform dreams into vibrant realities.»*









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**SESAME STREET**®









The distinctive charm of our GILBERT Teddy Bear embodies our commitment to the uniqueness of each individual. These bears are not just cuddly companions but personalized expressions of the warmth and affection we feel for ourselves and others.

Giving our loved ones a soft little creature is our way of reminding them that they are deeply loved. It is precisely this sentiment that inspired the creation of the APcollection brand.

Crafted with love and care in limited editions, these bears reflect our belief that embracing our unique qualities is the key to fostering a world where love and acceptance transcend all differences. The uniqueness of each creation in the AP collection symbolizes our commitment to the singularity of each individual, where no person will ever be judged for who they are.

« Unleash the vibrant tones that resonates with your heart. »

Gilbert Teddy bear, Limited edition



























# MAISON &OBJET

18-22 JANVIER 2024

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