VIA LAZARO

PRESS KIT
PARIS DESIGN WEEK 2026

VIA LAZARO
IN PARIS
AT ÉTAT DE SIÈGE

For Paris Design Week, Via Lazaro, a new platform dedicated to design, presents a distinctive selection of contemporary and iconic pieces.

LAUNCH EVENT
10 SEPTEMBER 2026 · 6:30–9:00 PM



VIA LAZARO
AT ÉTAT DE SIÈGE

AN EXCLUSIVE SHOWCASE
OF CONTEMPORARY AND ICONIC DESIGN

During Paris Design Week, Via Lazaro presents its universe at État de Siège, one of its partner boutiques in Paris.

From 10 to 13 September 2026, a selection of remarkable pieces available immediately through Via Lazaro will be presented at the Quai de Conti showroom.

This collaboration brings the Via Lazaro model into a physical space: revealing the distinctive perspective of independent boutiques and providing immediate access to the pieces they champion.

On 10 September, an evening event will mark the official launch of Via Lazaro and the opening of the showcase.

SHOWCASE
10–13 SEPTEMBER 2026

LAUNCH EVENT
10 SEPTEMBER · 6:30–9:00 PM

ÉTAT DE SIÈGE
1 QUAI DE CONTI · 75006 PARIS



Concept visualisation of Via Lazaro at État de Siège — for illustrative purposes only

REMARKABLE PIECES FROM SHOWROOMS, AVAILABLE IMMEDIATELY

A NEW DESTINATION FOR DESIGN

Via Lazaro showcases pieces from independent boutiques chosen for the strength of their curatorial perspective, bringing immediately available design together on a single platform.

Furniture is chosen for the distinctive vision of the designers who conceived it, the excellence of the design houses that produce it and the perspective of the showrooms that know how to present it at its best.

More than a catalogue, Via Lazaro offers an editorial perspective on design: each piece is presented through the eyes of the boutique that holds and showcases it.

A new way to discover and acquire design, guided by expert perspectives and centred on pieces that are already available.

INDEPENDENT PERSPECTIVES
EDITORIAL SELECTION
IMMEDIATE AVAILABILITY



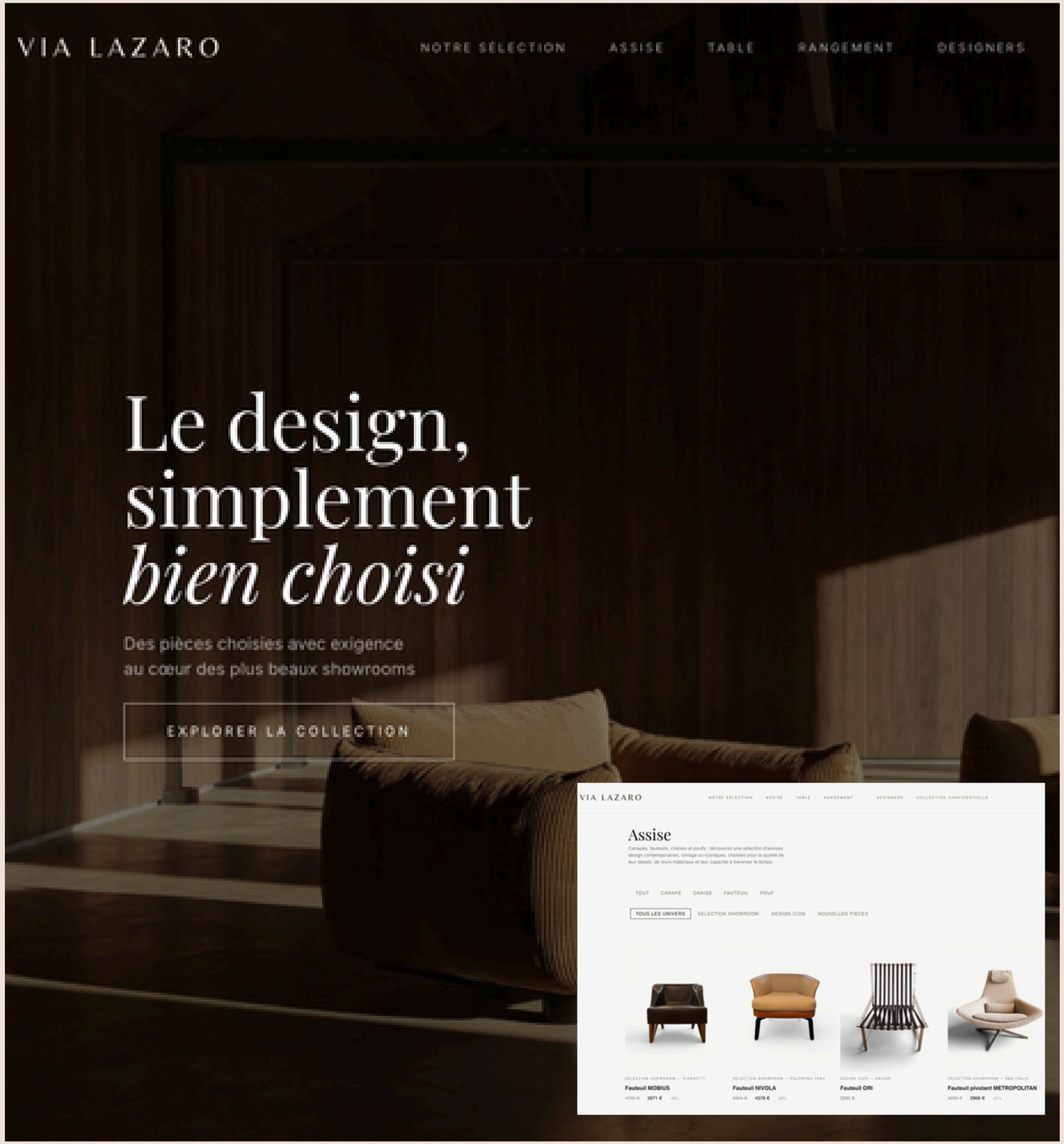
VENTAGLIO — CHARLOTTE PERRIAND · CASSINA EDITION



METROPOLITAN — B&B ITALIA EDITION



WASSILY CHAIR — MARCEL BREUER · KNOLL EDITION



VIALAZARO.COM — A SELECTION OF DESIGN PIECES, AVAILABLE IMMEDIATELY

THE BOUTIQUES' PERSPECTIVE, BEYOND THEIR WALLS

BUILT ON COLLABORATION WITH INDEPENDENT BOUTIQUES

Via Lazaro places independent boutiques at the heart of its model.

The boutiques retain ownership of the pieces, which remain in their showrooms until purchased.

From their offering, Via Lazaro selects the most distinctive pieces, brings them into the spotlight and introduces them to a wider audience.

01 — **SELECT**
Boutiques chosen for their distinctive perspective, expertise and the quality of the pieces they present.

02 — **REVEAL**
An editorial presentation that gives each selection context, a story and greater visibility.

03 — **MAKE ACCESSIBLE**
Pieces already available from partner boutiques, accessible immediately through Via Lazaro.

VIA LAZARO DOES NOT REPLACE THE SHOWROOM.
IT EXTENDS ITS VISION.

A SHARED PERSPECTIVE

TWO JOURNEYS, ONE INSTINCT

Via Lazaro began with a meeting in Puglia and an immediate affinity for objects with presence.

Colombian, with a background in journalism and an eye informed by art history, Estefania Ochoa brings an instinctive, narrative perspective shaped between Bogotá and New York and attuned to cultural contrasts. French with Italian roots, Dan-Jacques Uzan works at the intersection of the social sciences, real estate and hospitality—three fields that have shaped his sensitivity to spaces and to what objects reveal about the places they inhabit.

Their tastes differ, but their method brings them together: one discovers, the other questions, and then the roles reverse. Together, they explore showrooms and collections like treasure hunters, searching for distinctive pieces to bring back into the spotlight. Between Paris, southern Italy and Latin America, they envisioned Via Lazaro as a shared perspective.

PRESS CONTACT

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HIGH-RESOLUTION IMAGES AND ADDITIONAL INFORMATION AVAILABLE UPON REQUEST







ESTEFANIA OCHOA & DAN-JACQUES UZAN
CO-FOUNDERS OF VIA LAZARO