

BRANDVAN
EGMOND

PRESS RELEASE COCO

“Fashion fades
only style remains the same”

Coco Chanel

Design by William Brand



January 2017, Naarden, The Netherlands

The strings of deep black and clear crystals, loosely tied around her wrist and neck, fall in a spontaneous and playful way. Coco brings fashion and design together. Keep your eyes wide shut . . . can you handle a flirt with Coco?



The Coco collection was inspired by Coco Chanel, who was known to be fond of jewellery and often wore necklaces that would catch your attention. William Brand took the basic shape of a traditional chandelier and “dressed it up” with crystal beads of our private label.

We see the Coco applied to dressing rooms, but also beautiful fashion boutiques are known to make use of the collection. For the palace of a Princess we recently made a customised Coco, of almost 10 meters height, with stunning deep black crystals.



William Brands comments on his work:

One of the grandest ladies in fashion, Coco Chanel, always used big amounts of pearls for her appearance. On old black and white pictures of her, you can see her love for decorating herself to perfection. I wanted to use this specific element and translate it into a contemporary lighting sculpture, and name the new piece Coco.



William Brand

designer / owner



William was trained as an artist and an architect. He graduated at the Utrecht School of Arts.

As an award-winning furniture designer he for many years designed buildings and interiors for fashion brands, including the headquarters of BRAND VAN EGMOND. His interior designs are always minimalist, in contrast to his lighting designs which have a powerful sculptural presence. He considers his lighting objects the cherry on the cake.

His way of working is quite specific. Immediately after defining the concept he starts working in the workshop like a sculptor; experimenting and crafting while having the object grow in his hands, often with unexpected results. Therefore the journey is just as exciting and important as the destination.

**BRANDVAN
EGMOND**

BRAND VAN EGMOND - IMAGE DATA BANK

We have created an account for you on our image Data Bank.

Please [click here](#) and login:

Login:

Password:

Project/searchname: **COCO**

BRAND VAN EGMOND B.V.

Nikkelstraat 41

1411 AH Naarden

The Netherlands

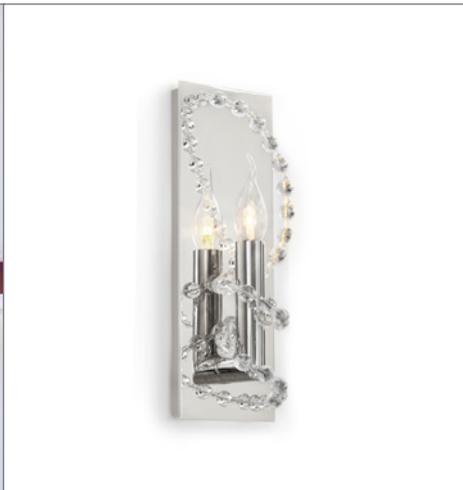
T +31 (0)35 692 12 59

F +31 (0)35 691 17 25

E press@brandvanegmond.com

W www.brandvanegmond.com

For further information please contact: press@brandvanegmond.com or call Jolanda Eijkman for any question you might have or for our high res images.



For images of our collections and much more, visit our **Image Data Bank** and get inspired!