

**BRANDVAN
EGMOND**

PRESS RELEASE LA VIE EN ROSE

“L’amour est la poésie des sens.”

Balzac



Design by William Brand

January 2017, Naarden, The Netherlands

Regardless of our background, we all understand the language of beauty and tenderness. In every corner of the world, the gift of a bouquet of flowers is answered with a smile. What more to ask for, what else to give?



A few years ago William was invited to design a lighting object for the lobby of a theatre. During the visit to the theatre, he saw many beautiful women and imagined throwing each of them a flower to show his affection. This easily was translated into a composition of bouquets of roses merged with a single red rose to illuminate this specific space. Later he added several other possibilities to use.

With her poetic appearance, the La Vie en Rose collection is frequently placed right at the entrance of a residence: as a warm welcome to the guests. Also, other applications as above tables and in staircases are possible.



William Brands comments on his work:

What is beauty, without it being appreciated? I have no hesitation to show my appreciation; it allows for both more pleasure as well as more energy in life!

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.

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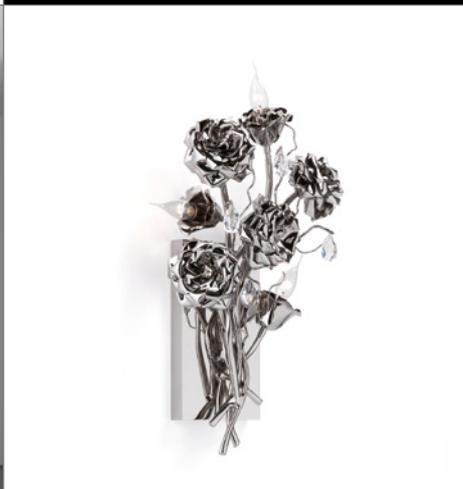
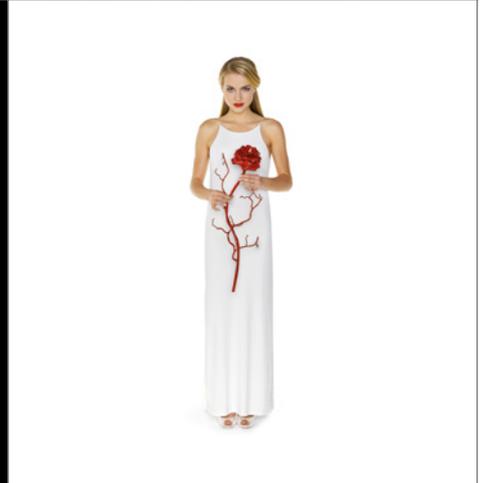
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