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PRESS RELEASE LOLA

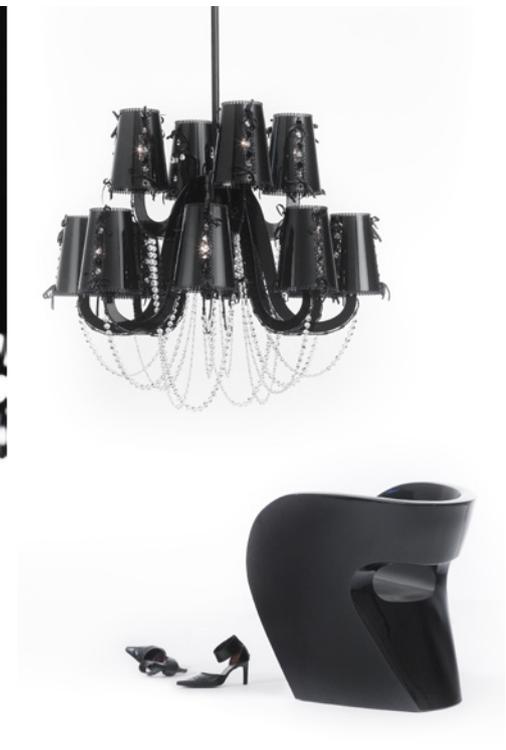


“She wore her smile like lingerie.”

Design by William Brand

January 2017, Naarden, The Netherlands

Staring through a screen of lace into a hidden fantasy. Curvy and tempting lines with layers of firm steel, tied together like a corset on a beautiful lady.



To translate a piece of lingerie into a lighting object is tricky territory. It can be a bit risqué, but should always remain elegant. The collection oozes sensuality, from the laces to the voyeuristic screen. Our minds are easily stirred by hints of uncovered territories; seduction is as much part of life as the air that we breathe...

Not without surprise Lola has been applied in not only in numerous fashion boutiques across the globe but also in Nightclubs, adding a bit of extra spice to the general atmosphere. In residences, we see Lola in many different spaces, including bed- and dressing rooms.



William Brands comments on his work:

I wanted to mix playful sensuality with fashion for this design. The Swarovski crystals are a finishing – and feminine- touch.

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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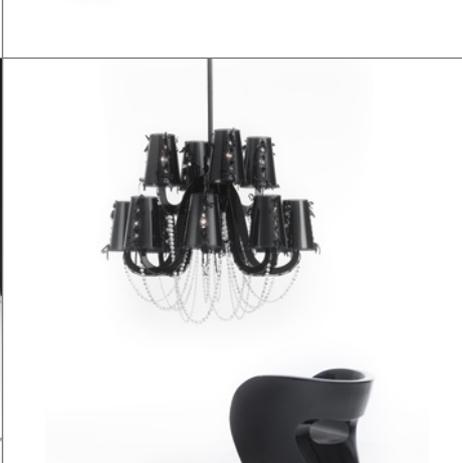
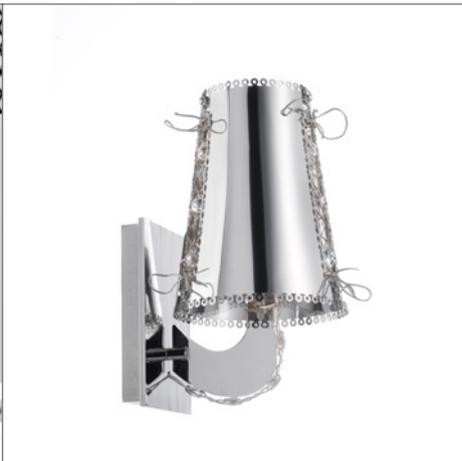
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