

IF

FLAMANT

YOU'RE HOME





This is an ode to ...



You're home

After forty-one years of Flamant, we felt our look was no longer entirely in line with who we've become. That's why we've invited you here today, why you're holding this press folder. Today, we'll introduce you to a revamped Flamant. With renewed branding and the 'You're home' tagline, we're ready for all the new things on our agenda this year.

We may have changed on the outside but inside, we still have the same goal, namely to turn every house into a warm home. We've noticed a continued diversification of our customer portfolio, which is why we travel the world, looking for the most inspiring pieces of interior that can add a touch of Flamant to every room.

In the future, we want to put a bigger emphasis on the stories behind our products. This press kit contains the first

edition of our own interior and lifestyle magazine. From now on, A touch of Flamant will be available from all our stores free of charge.

Want to know what our new Flamant world really looks like right now? Browse our magazine and allow yourself to be immersed in a touch of Flamant.

Today, we also celebrate the opening of our refurbished store at Grote Zavel in Brussels. The rooms are bigger, we have an attractive bar and in-store entertainment. Please drop by to experience this new shopping experience in person. Browse the store and experience what You're home means to us. We hope you'll enjoy yourself.

A person wearing a white long-sleeved shirt is seen from the side, looking out of a window. The window has a grid pattern, and the light coming through creates a soft, blue-tinted atmosphere. The person's face is not visible, but their arm and shoulder are in the foreground.


This is a touch of Flamant ...

This is an ode to beauty
An ode to the **things in life**

That are easy on the eye
That turn the ordinary
Into the **extraordinary**

Average days
into **special days**



A dark, moody photograph of a person's hands holding a glass, with a blurred foreground object.

For people to whom **details matter**
To whom perfection matters

People who can look at faded flowers
And see the **beauty** nonetheless





For those are the people
For whom we **turn drawings**

Into masterpieces







And houses
Into **homes**

This is a touch of Flamant.

Press release

Revamped Flamant reopens at Sablon

BRUSSELS - Flamant interior chain reopens its revamped store at Grote Zavel in Brussels today. This Belgian brand also revealed a new logo during the opening. After forty-one years, the world-famous Flamant label is replaced with modern branding.

“We felt that after all that time, our look was no longer entirely in line with whom we’ve become”, says Chief Creative Officer Alex Flamant. “We thought it was time for a new style. It’s based on our favourite passion, namely to turn every house into a warm home. Flamant may be changing its corporate identity but its philosophy definitely remains the same, which is also underlined by the new tagline, *You’re home.*”

The refurbished Flamant store at Sablon is a clear example of the brand’s future vision. It’s a new shopping experience, with bigger rooms, an attractive bar and in-store entertainment. Also, this autumn, Flamant will be introducing its own jenever and it will be opening three Christmas pop-up shops in Hasselt, Kortrijk and Namur.









About Flamant

Flamant's history started more than forty years ago. Alex Flamant discovered his love for interiors in his father's antiques shop, where he came up with the idea of producing classic pieces of furniture by himself. His keen eye for artisan techniques and high-quality materials helped him in his global search for the right partners. Today, Flamant is known internationally as a specialist in the design and sales of interior in the broadest sense of the word. Furniture, lighting, fabrics, decoration, paint, you can find all of them in the Flamant collections.

In 2007, King Albert II granted Flamant purveyor to the Royal Household status. A recognition of the quality, craftsmanship and design of the Flamant collections. To this day, Flamant is still the purveyor to the Royal Household, also under King Philip.

Belgium's pride has five stores in Belgium and one in Paris. Around the world, it sells products in more than two hundred stores.

See you soon

What reflects the You're home feeling better than the Christmas period? Naturally, we at Flamant are mad about the warm atmosphere of end-of-year parties.

And that's why we're introducing our own jenever this autumn: Ode. Why not come and try it out in one of our stores or at our exclusive Christmas pop-ups in Hasselt, Kortrijk and Namur.

Christmas pop-up shops

7 October
Havermarkt 47
3500 Hasselt

11 October
Grote Markt 19a
8500 Kortrijk

18 October
Rue Saint-Jacques 28
5000 Namur

ANTWERP / BRUSSELS / KNOKKE-ZOUTE / PARIS
SINT-GENESIUS-RODE / SINT-MARTENS-LATEM

AMMAN / BEIRUT / BELGRADE / BERLIN / BIELEFELD / BISHKEK / BODRUM / BOLOGNA
BRATISLAVA / CASTELLETTO SOPRA TICINO / CELBRIDGE CO KILDARE / DEN HAAG
DUBLIN / GHANA / GLASGOW / KAPPELN / KITZBUHEL / KUWAIT / LAREN / LECCE
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