

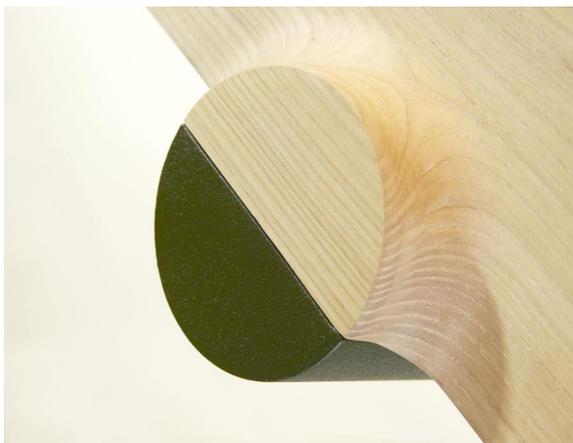
DANIEL TEAMS UP WITH INTERIOR DESIGNER PABLO GOURY TO SHOWCASE ITS EXTENDED OFFER

On the occasion of Paris Design Week, DANIEL presents its collection of lighting, decorative objects and furniture at Le 371. With a scenography thought for the occasion, the collaboration marks the reopening of the boutique as well as the launch of the brand's novelties.

All products available for purchase for the first time.

It has been one year since the official start of the pre-order campaign, which offered a first batch of each piece thanks to crowdfunding. The lucky first participants have been delivered their product of choice, and the entire collection is now available for individuals as well as industry professionals.

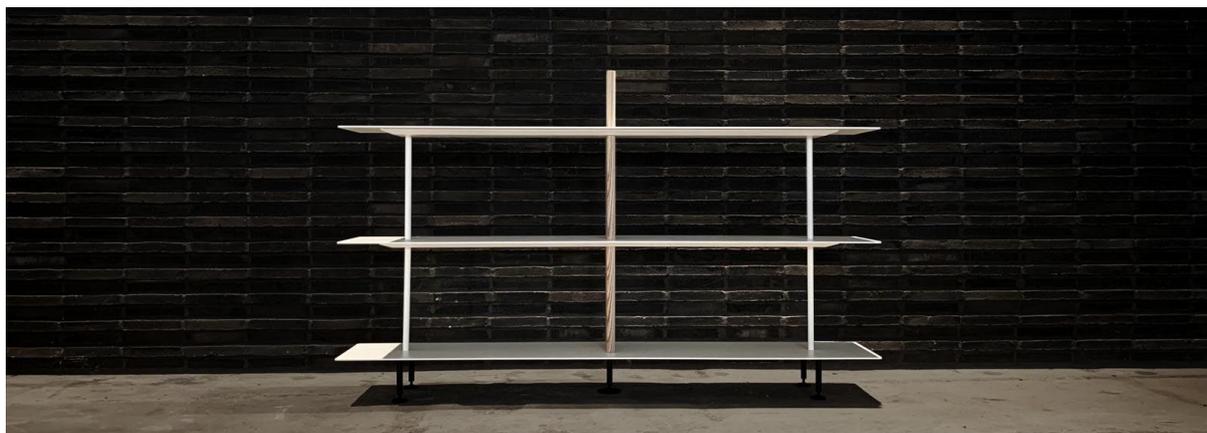
Last year, the five designers' creations could be discovered for the first time in a dedicated gallery near the Picasso Museum. During this year's edition, the collection can be bought directly at Le 371. Rendezvous at 371 rue des Pyrénées, Paris 20th, during Paris Design Week and until the end of the month.

New products cut for the most elegant interiors.

The development of the iconic lamp by Ferréol Babin "Plateau" is finalized and the model has earned a wall version to address the needs of interior designers as well as individuals.

A first piece of furniture was proudly presented in Milan in April, by the name of "Albatross". With its clean lines and the use of solid ash, the shelf, designed by Belgian designer Frédéric Richard fits fully into the brand's DNA. The artisan-designer has been working on new versions of the shelf for the occasion, to be revealed during PDW.

"We want to show the adaptability of our products to attract the right projects", says Etienne Delorme. The founder has therefore partnered with interior designer Pablo Goury this year, who has remodelled his boutique for the collaboration. "The goal was to put DANIEL's pieces into context and allow people to identify the brand universe".



About:

DANIEL

Founded in Paris in 2018 by Etienne Delorme, DANIEL is an interior design brand that offers a range of lighting, decorative objects and furniture. Each piece is signed by a talent in product design or interior design and can be recognized by a minimalist-organic style and the use of noble and durable materials. The company was incubated by 'Le French Design' by VIA in 2018, and by INNOV'INSEEC in 2019.

Le 371

Le 371 is a boutique that sells designer objects, jewellery and other curiosities, open since October 2018 in the welcoming neighbourhood Jourdain. Joan le Bihan Goury is the founder of the customizable jewellery brand JOANWOK. Pablo Goury is a designer and architect who has redesigned and renovated the boutique himself.

Le 371 is also a reseller of other brands and exhibits young creators and photography.



Press contact:

Etienne Delorme

press@daniel-edition.com

+33 6 79 02 12 69

<https://www.daniel-edition.com/>

https://www.instagram.com/daniel_edition_design/