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EGMOND

PRESS RELEASE LOUISE

“For Louise, simplicity is the ultimate sophistication”



Design by William Brand

Naarden, The Netherlands

A sun soaked weekend afternoon, leisurely evolves into a small party. Laughter in the garden is mixed with the smell of summer, glasses are filled and stories are shared. While the sun sets, the lanterns are lit. Laughter changes to soft whisper, blue-purple skies fade into star-soaked darkness.



Louise, dressed in a simple yet elegant summer dress, is the quiet centre of attention. For her, simplicity is the ultimate sophistication. The summer wind blows, gently rocking the candle lit lanterns.

With almost carefree delight, William designed his latest collection: Louise. A simple frame, decorated in a pleasing rhythm with glass lanterns. A hint of chaos, never far away in designs from William Brand, is present: the different colours and positions of the glass lanterns have a joyful effect.

Shying away from a purist interpretation of geometrics, the free flowing constellation of glass lanterns are after all not the result of a design guided by the head, but by the heart.



William Brands comments on his work:

"In the summer, evenings are my favourite part of the day; when the heat has subsided, and the setting of the sun offers the most magical of skies. Candles are lit, and glasses filled: people have a natural craving to gather around the freshly lit lights.

It was the pleasure of this moment that I tried to capture with Louise."



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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