

KOKET

LOVE HAPPENS



BLOOM
CHAIR

*Stunning Chair Designed by First Class of KOKET's
New Intern/Mentorship Program*

FOR IMMEDIATE RELEASE

Stunning Chair Designed by First Class of KOKET's New Intern/Mentorship Program

Tasked with Designing a Chair for the Brand's Seductive Upholstery Collection, KOKET's Summer 2018 Interns Created a Perfectly Alluring Addition



During the summer of 2018 KOKET welcomed young students from around the world to the first- ever session of its 8-week internship/mentorship program. The four interns, eager and ready to be challenged, were thrilled when they were told one of their main creative tasks of the summer would be designing a chair for the company. The chair will be included in the brand's main collection and will be showcased to visitors for the first time at the London-based trade show Decorex in September 2018.

Under the guidance of KOKET's experienced product designers, the interns accomplished and successfully completed the process of designing a chair. The group first created several sketches and moodboards to come up with ideas and inspiration for the chair. The main inspiration behind the design was the shape of a blossoming Calla Lily flower. Its gentle, elegant and smooth curves personify youth and freshness; the first moments of the birth of a flower, which was the main reason they named the chair "Bloom." This name symbolizes a deeper meaning for the interns as they too have bloomed and grown during their experience as students at KOKET. The next stage of development was selecting the color, fabric and details for the chair. After the design was finished, the interns oversaw all of the steps of production by visiting the framing and upholstery factories. The final stage was to design and develop the packaging and transportation for the chair.

“This entire process has been extremely rewarding to see our work come to life and bloom in front of our eyes. All of the hands-on experience has taught me more than I ever imagined. I’ve learned skills that I could never learn in a classroom,” said one of the interns.

All of the funds earned from the Bloom chair will go directly to the internship program for the next class of interns in the summer of 2019 who will be given a similar task for those in 2020!

KOKET - The brand

Daring design aesthetic, high impact events, lavish presentations, notoriously risqué ad campaigns and inspiring editorial, have an uncanny way of conveying KOKET’s mission to inspire love and empower through its statement pieces and unique design driven experiences and content.

The innate desire to seduce and entice its devotees is perfectly illustrated in the Guilty Pleasures and Exotic Opulence Collections composed of dramatic case goods, luscious upholstery, exquisite lighting and decadent furs; all of which mesmerize with their magical mineral medleys, lux metallics, vibrant jewel tones and exotic peacock feathers.

KOKET’s savoir faire is intoxicating! The line is manufactured by master artisans and jewelers who leave no detail or element forgotten. KOKET’s principal designers are a group of exceptionally artistic and well-rounded product designers who are led by Janet’s creative eye and almost fanatic strive for perfection. The brand is managed by an elite staff of highly skilled individuals who strive to create moments of design seduction while seamlessly selling the collection worldwide through a selective network of interior designers and luxury retail stores.

Natália Vilaca
public relations & press director
natalia@bykoket.com
Skype at nataliavilaca101