

création **baumann**

Création Baumann:

New Showroom in New York

Despite the difficult economic situation, renowned textile manufacturer Création Baumann continues to invest in the future by opening a new showroom in New York.

New York: Langenthal textile manufacturer Création Baumann to open the company's first showroom in the American metropolis, New York.

In the heart of Manhattan, near Bloomingdales and only a few blocks away from Central Park, the Création Baumann and Living Line products will be presented across a space of 100 square meters.

The new showroom is to serve as a source of inspiration for interior decorators and architects. End customers are also welcome to inform themselves and receive advice there. Création Baumann CEO, Philippe Baumann explains the company's decision as follows: „We wish to achieve greater visibility of our brand.“ To date, the company was represented by independent showroom partners in New York - direct distribution is now to help ensure greater market presence and help Création Baumann establish itself as an innovative solution provider on the highly competitive U.S. market.

It is in the famous D&D Building that designer Benjamin Thut has created a calm atmosphere for an eclectic presentation that is simultaneously puristic and sensual. Focus will be placed on brand communication, experience, and staging - thereby offering visitors the possibility to orientate themselves according to colours, products, and possibilities of use of the different fabrics. The new showroom will be home to the presentation of over 400 different designs, in a myriad of different colours, on large panels.

The new Création Baumann showroom has set the stage for customers to come in close contact with the brand and its products. According to Philippe Baumann: „We have been waiting for space to become available in the D&D Building for years now. Finally, we can present our products to the public in New York. We wish to grow in the United States and therefore decided to take this step - even if times are difficult.“