




Villeroy & Boch

Kitchens

1748 
BIRTH OF A TRADITION

1809 
GROWTH AND
INDUSTRIALISATION

1836 
COMPETITORS
BECOME BROTHERS

1866 
VILLEROY & BOCH
CONQUERS THE WORLD

1899 
HYGIENE FOR ALL

1975 
DESIGN TO THE FORE


TODAY 
DIVERSITY AND ORIGINALITY

A PREMIUM BRAND WITH TRADITION

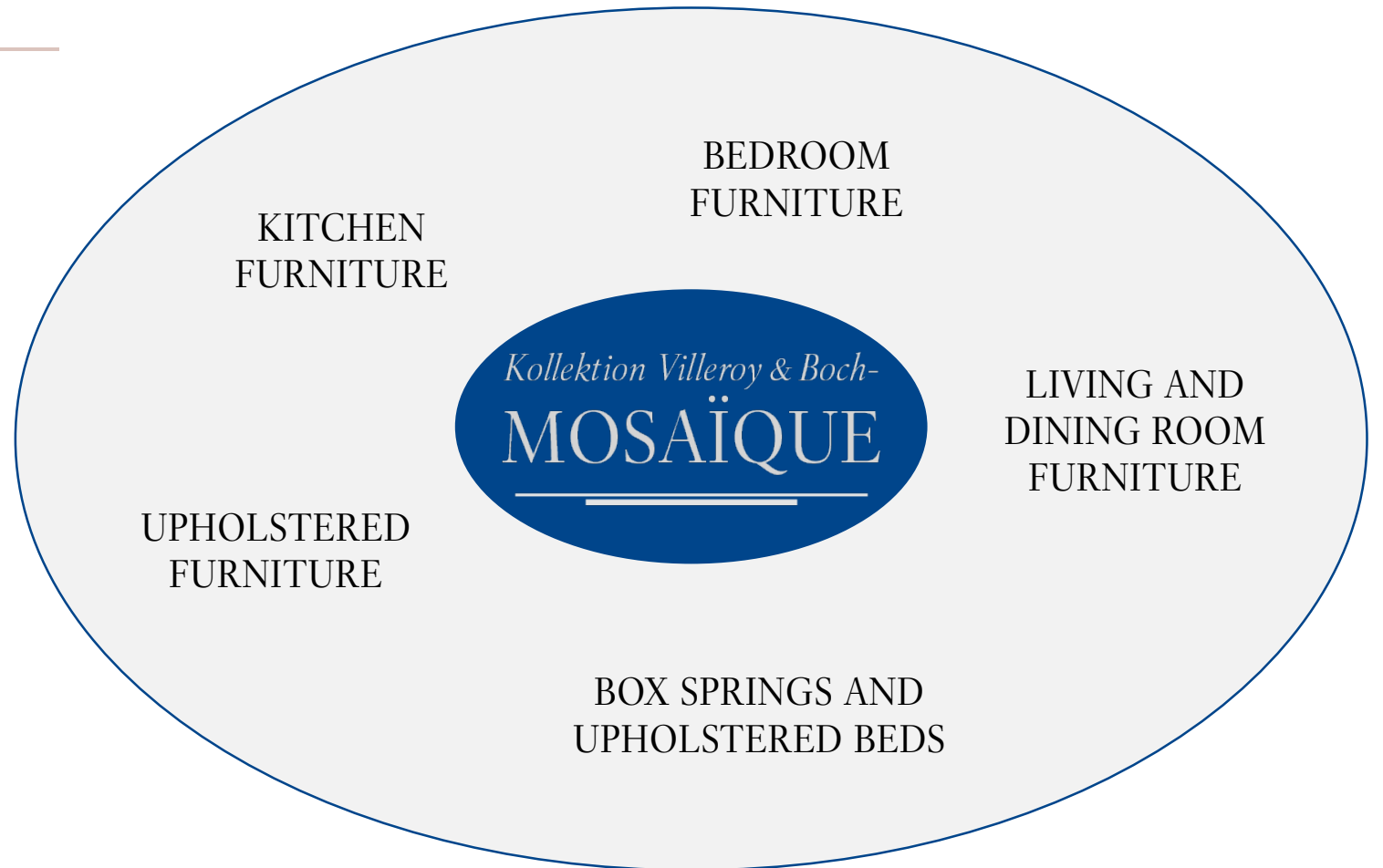
Villeroy & Boch as one of the oldest and best-known European brands was already present in Russia, China and America beyond Europe in the middle of the 19th century and made a significant contribution to the democratization of table and bathroom culture. However, the significance of this brand lies not only in its tradition. From the very beginning, Villeroy & Boch has been a pioneer in innovative materials, manufacturing techniques and, above all, design, one of the most important brand attributes. For Villeroy & Boch, the interplay of tradition and modernity is an essential motor for creating something new.

VILLEROY & BOCH FURNITURE

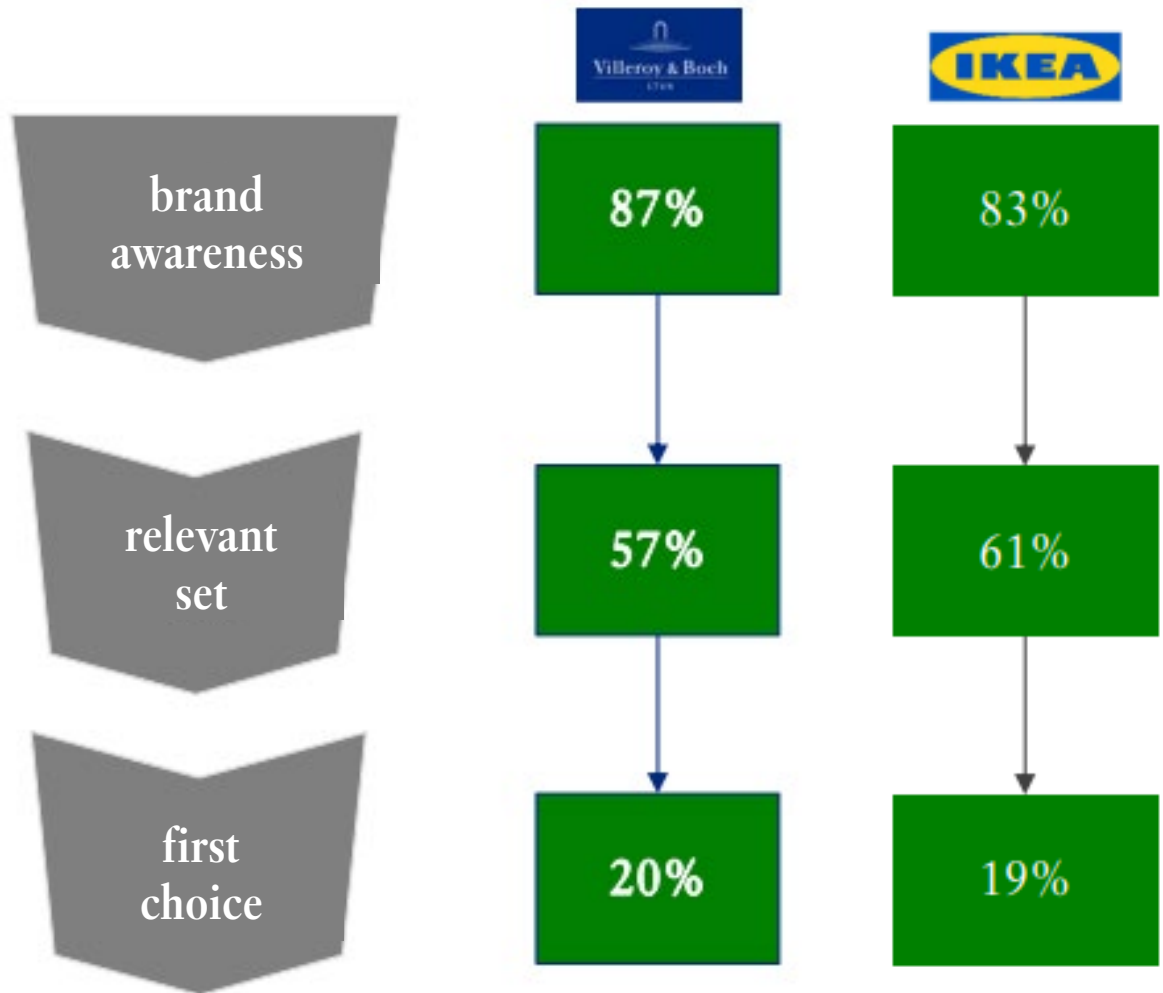
Nowadays, life takes place more and more within one's own four walls. The home is not only used as a retreat, but also for social activities such as cooking and eating together with friends. In addition to the bedroom and bathroom areas, the living and dining areas in particular are growing together to form a common area. The kitchen area integrates seamlessly into this area with open concepts. Villeroy & Boch already offers the equipment for the living and dining area with a coordinated range of home furniture consisting of upholstered and boxed furniture. Kitchen furniture is now added to complete the furniture concept.



VILLEROY & BOCH FURNITURE



BRAND RECOGNITION



Brand awareness measures the ability to remember a trademark (brand recall) or to recognize it after acoustic and/or visual support (brand recognition) and to assign this knowledge to a product category.

The *relevant set* refers to a selection made by the consumer from a certain product range that would be suitable for him personally for a purchase.

The *First Choice* is a consumer's choice from a certain product range that would be the most suitable for him personally to make a purchase.

Style is something very personal. But how does your individuality come across perfectly in the kitchen? Discover the unmistakable style of Villeroy & Boch and choose from the "Villeroy & Boch finest" - a carefully curated recommendation of individual materials, handles, finishes for surfaces and exclusive colours, specially selected for Villeroy & Boch kitchens.

 **FINEST**





DIFFERENTIATION

The »Mettlacher Platte« is an essential part of the success story of the Villeroy & Boch brand. Around 1850, the first model was mass-produced in Mettlach. The famous tile design with the model number 1 consisted of small rhombuses of five by five centimetres, which together formed a mosaic. This model of the first hour was characterized by the so-called "trompe l'oeil" effect: The small rhombuses, in interaction with each other, create a spatial effect through perspective representation. In a modern way, this tile pattern can now be found as a design element in Villeroy & Boch furniture, giving it a very individual touch.

»Mettlacher Platte«

*special carré pattern
»Mettlacher Platte« as kitchen door front*

 FINEST



DIFFERENTIATION

 FINEST



ESTATUARIO SILK



ZAHA STONE SILK



PHEDRA



CALATORAO SILK



NERO ZIMBABWE
RIVERWASHED



IRON GREY



STRATA ARGENTUM
RIVERWASHED



PIETRA
DI LUNA SILK



IRON COPPER

*ceramic door fronts
for Villeroy & Boch kitchens*

DIFFERENTIATION



	EICHE NATUR		SEIDENBEIGE		SEIDENBEIGE		NERO INGO		PLATINGRAU
	EICHE VENETO HELL		OLIVE MATT		OLIVE MATT		GRIGIO LONDRA		SNOW WHITE
	EICHE VENETO SILBER		MIDNIGHT BLUE		MIDNIGHT BLUE		CACAO ORINOCO		NERO GRAU
	ESTATUARIO SILK		ANTHRAZIT		ANTHRAZIT		VERDE COMODORO		SCHWARZ
	EICHE VENETO ANTHRAZI		LIGHT GREY		LIGHT GREY		GRIGIO EFESO		MOCCA
	ESTATUARIO SILK		CEDAR WOOD		CEDAR WOOD		BIANCO MALE		TOPASBEIGE

*real wood
/ veneer*

*lacquered
wood*

*velvet
lacquer*

*Fenix
NTM*

glass

DIFFERENTIATION



pull grips coloured

G112 G114 G115 G127

aluminium profile for handle-less kitchen

- LG-A aluminium
- LG-G aluminium gold-coloured
- LG-K aluminium copper-coloured
- LG-S matt black
- LG-W matt white

classic

G69 $\phi\text{-}\phi$ 160 mm G155 $\phi\text{-}\phi$ 160 mm

country style

K17 G144 $\phi\text{-}\phi$ 64 mm

modern

K18 G183

recommended handle selection for Villeroy & Boch kitchens

DIFFERENTIATION

CONSISTENCY

Interior glass shelves in smoked glass as standard for all cabinet types and interior finishes.



Villeroy & Boch style worlds - Positioning

METROPOLITAN

Reduced to pure aesthetics



CLASSIC

Simple elegance, modern setting

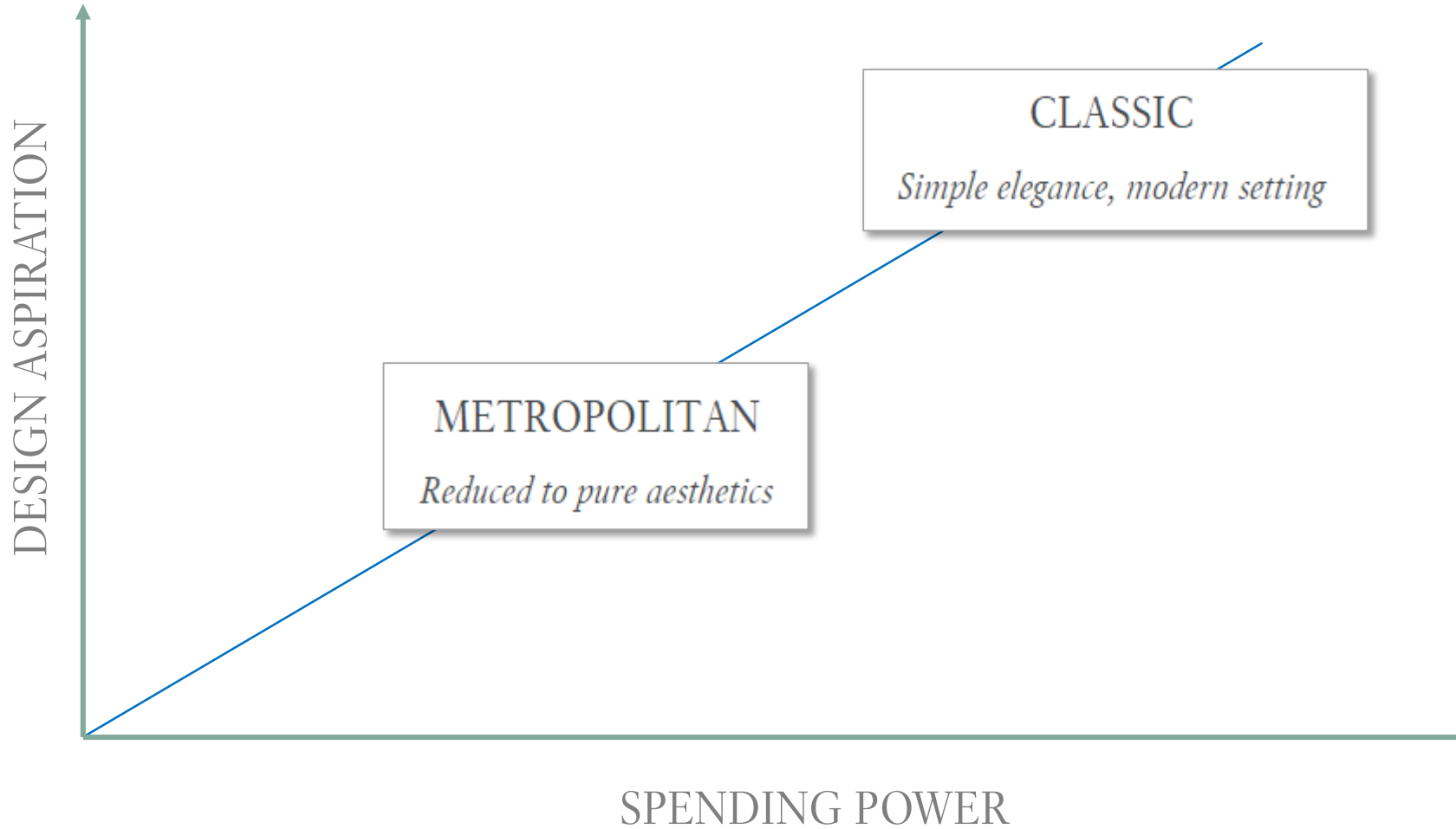
METROPOLITAN addresses "open performers".

They enjoy life and take things lightly. They are very interested in fashion. Preferred fashion magazines: Joy, Cosmopolitan, OK, Vogue. Modern clothes and shoes of trendy brands as well as accessories such as jewelry and handbags can be found in their apartment. They are very interested in new furnishing trends, living and furnishing is a hobby. Physical activities are very important to them (especially "trend sports" like yoga etc.). They spend a lot of time, often with a large circle of friends, e.g. by cooking and eating together with them. They are interested in art and culture (music, exhibitions, museums etc., but also television, magazines and radio.

The target group of CLASSIC - in keeping with the times - includes the absolute performers.

Wealthy businessmen, ambitious and successful. They like to afford expensive things and want to show their success to the outside world. They are interested in the latest fashion and furnishing trends and are explicitly looking for exclusive brands. In their home you will find accessories such as hip business clothes of expensive brands, very expensive watches/jewelry, cosmetics of well-known premium brands, etc.

Villeroy & Boch style worlds - Positioning





Metropolititan



METROPOLITAN

- modern
- progressive
- courageous
- unconventional
- iconic
- surprisingly
- unusual







mood board



*Spüle: Subway 50 S Flat,
Farbe Ebony*



*Armatur: Finera
Anthracite*



*Möglicher Grau-/Braunton für
Fronten*



*Bei Integration von Nussbaum: Abstimmung
des Bodenbelags auf Holzton der Fronten
(anhand von Mustern)*

Laminat: z.B. Meadow Teak (VB 1206 - ER)





Metropolititan



Colour of the Year
2020

Pantone

Color of
the Year
2020

PANTONE®

Classic Blue
19-4052

TM

Colour of the Year
2020

Pantone







Metropolitain





Colour of the Year
2019

Pantone

Color of
the Year
2019

PANTONE®

Living Coral
16-1546



AMERICANO

ESPRESSO

CAPPUCINO





Classic

CLASSIC



- historical cultural and botanical quotations
- precision
- fine dining heritage
- love of detail
- stylish
- architecturally inspired
- filigree, fine
- skilled forms
- if plastic sculpture, then historical quotations
- also international, cultural influences possible







mood board



*Spüle: Subway 50 S Flat,
Farbe Fossil*



*Armatur:
Umbrella Gold*



Frontfarbe: Verde Comodoro



Farbakzente durch Deko/farbige Tischkultur



Laminat: Bradford Oak (VB 1008 - AF)





PRODUCT FEATURES

Kitchens

1) laser edged
melamine doors

2) additional sealing
of selected doors with
nano-fluid for higher
water resistance

3) carcass material with high
water resistance & low
emissions

thicknesses: 16 mm vertical,
19 mm horizontal, 8 mm
back panel

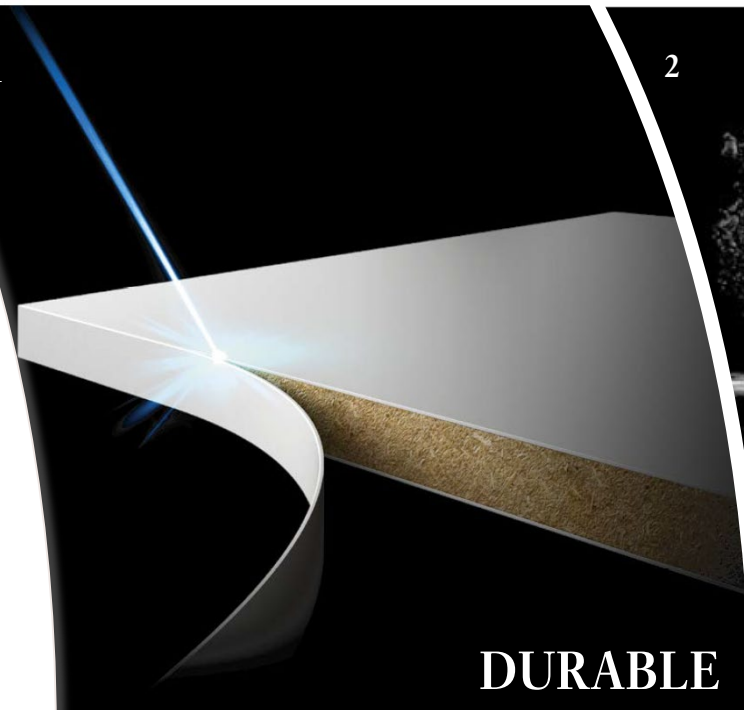
EcoPro

minimum emission – maximum protection

PRODUCT FEATURES

Kitchens

1



DURABLE

2



RESISTANT

3



SOLID

COMFORT



*titanium coloured metal
hinges by SALICE*

DESIGN



*optional glass sides
for pull-outs*

QUALITY



*drawers & pull-outs
by GRASS*

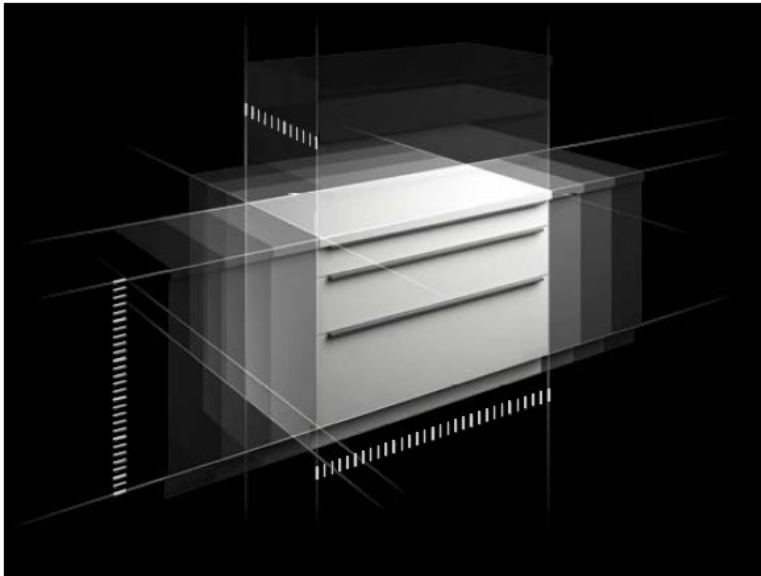
PRODUCT FEATURES

Kitchens

PRODUCT FEATURES

Kitcheng

FLEXIBILITY



*special measurements
& constructions
available*

RESISTANCE



MDF plinth panels

STABILITY



*hidden hanging
bracket for wall units*

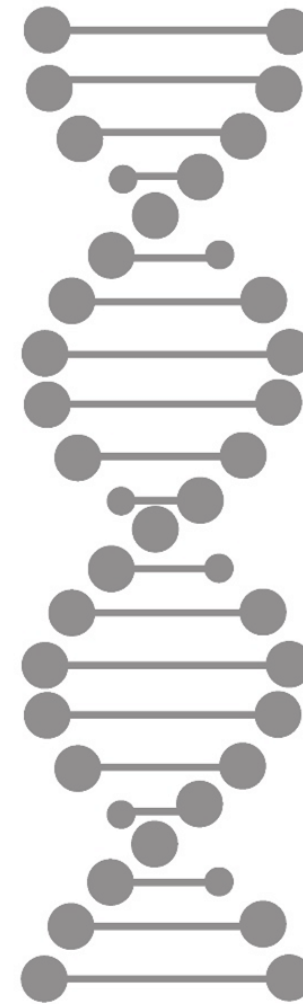
DIFFERENTIATION

As with the home furniture in the Villeroy & Boch-MOSAÏQUE collection, elements from the V & B DNA are integrated into the design of the kitchen furniture:

Transfer of V & B brand DNA into kitchen furniture via use of ceramics in the fronts and worktops and / or carré pattern in the fronts + integration of V & B kitchen sinks and fittings + Integration of tiles in the niche rear wall.

Colour and material schemes matching the V & B home furniture range.

Brand communication and branding / brand labels.



EXCLUSIVITY



Villeroy & Boch kitchens will be available through select trade partners around the globe.

The cooperation of a kitchen specialist manufacturer together with a world-renowned brand name such as Villeroy & Boch, high-end point-of-sale presentation and fascinating products and features allow trade partners to sell on a premium and luxury level.

rank	brand	Category
01	Montblanc	watches & accessories
02	Leica	optical instruments
03	BMW	cars
04	Poggenpohl	kitchens
05	A. Lange & Söhne	watches
05	SieMatic	kitchens
07	Kaldewei	bathroom equipment
08	Walter Knoll	furniture
09	Burmester	audio electronics
10	Bulthaup	kitchens
11	Schramm Werkstätten	furniture
12	Occhio	lights
13	Mercedes	cars
14	Miele	home appliances
15	Glashütte	watches
16	Villeroy & Boch	porcelain / furniture / sanitary
17	Dedon	furniture
17	Iris von Arnim	fashion
19	Maybach	cards
20	Robbe & Berking	cutlery

top 20 luxury brands 2018, survey by EY, INLUX and Keylens consultants)

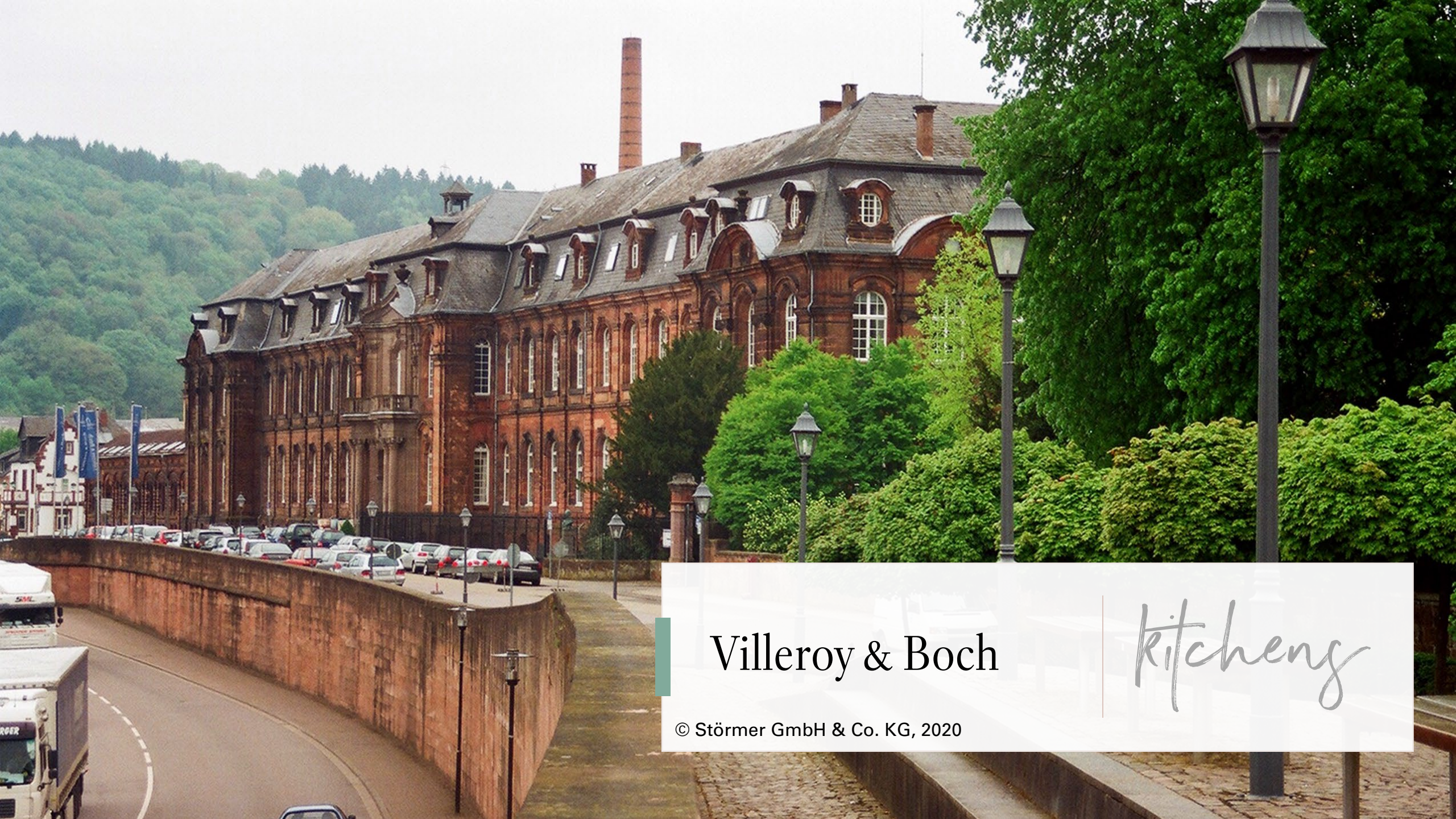


VILLEROY & BOCH

Kitchens - Made in Germany

We think and live quality and guidelines - Made in Germany. We act holistically and with a love of detail - this is how we optimize our products every day and adapt them to the wishes of our customers in the best possible way.





Villeroy & Boch

Kitchens

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