

## SHOWROOMS

# Luminaire Opens 21,000-Square-Foot Los Angeles Showroom on Beverly Boulevard

West Coast designers have a new resource for international furniture and lighting

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Miami-based design retailer *Luminaire*, known for showcasing avant-garde international brands, has opened its first Los Angeles showroom at 8840 Beverly Boulevard. The 21,000-square-foot West Hollywood space is the brand's first market expansion in over 30 years. In addition to featuring furniture, lighting, and design objects from influential brands—many of which have never before been retailed in Los Angeles—in livable vignettes, the showroom will play host to a regular lecture series. Founder Nasir Kassamali says he chose Los Angeles because it's "such a vibrant city, with no strict rules and people who have their own style."

The Los Angeles showroom is a particularly personal achievement for Kassamali. After opening Luminaire's Chicago showroom 30 years ago, his wife and business partner, Nargis Kassamali, received her first cancer diagnosis. She would receive four additional diagnoses before finally beating the disease, about a decade ago. During this period, the Kassamali family shied away from further expansion to instead focus on Nargis's health and local philanthropic efforts in their existing markets. With renewed health and a recent partial acquisition by Haworth, in 2017, Nasir planned to open new showrooms across the US, beginning with the Los Angeles space. Together with seven in-house architects and local Los Angeles firm MAKE, he designed the Beverly Boulevard showroom with a similar vision of how he designed his residence, filled with natural light through large windows and skylights and laid out as a large loft.

The new showroom is also the first place where customers can see and touch Luminaire's new line of kitchens, created in partnership with Italian brand Minimal. Three full kitchens are on display, with a variety of finishes and materials including titanium, glass, marble, reclaimed wood, and others. Additional firsts for the new outpost are brands including Sollos by Jader Almeida, which is launching at the new space, as well as Established and Sons, Maruni, Zanotta, and others new to the Los Angeles market.

Beyond exploring design objects—and shopping for furniture and accessories in a retail environment that's staffed by design-school-graduate salespeople and a resident interior architect—the space will welcome design and architecture talents for regular lectures and exhibitions. As Nasir Kassamali puts it, they want to welcome everyone with an interest in design, from professionals and customers to scholars and students. "Over 80 of the world's top architects have given lectures in our spaces, and everyone is welcome to attend," he says. "We want to share the story behind the designs, to tell and not sell."