



## Luminaire in Los Angeles

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The exclusive multibrand design store has opened its first showroom on the West Coast, West Hollywood, California

The famous American multibrand design retailer [Luminaire](#) has opened its first **showroom** on the West Coast, in the **West Hollywood** district of **Los Angeles**, California.

With an area of about **6000 m2**, *Luminaire Los Angeles* offers the products of some of the most important design brands, including [Cassina](#), [Cappellini](#), [Living Divani](#), [Moroso](#) and [Porro](#). Among the new developments, there are collaborations with the Brazilian brand [Sollos](#) by **Jader Almeida** and **Minimal** kitchens. Besides the furniture, the store presents a wide assortment of **accessories** and **lighting**, including pieces by [Ingo Maurer](#) and [Davide Groppi](#).



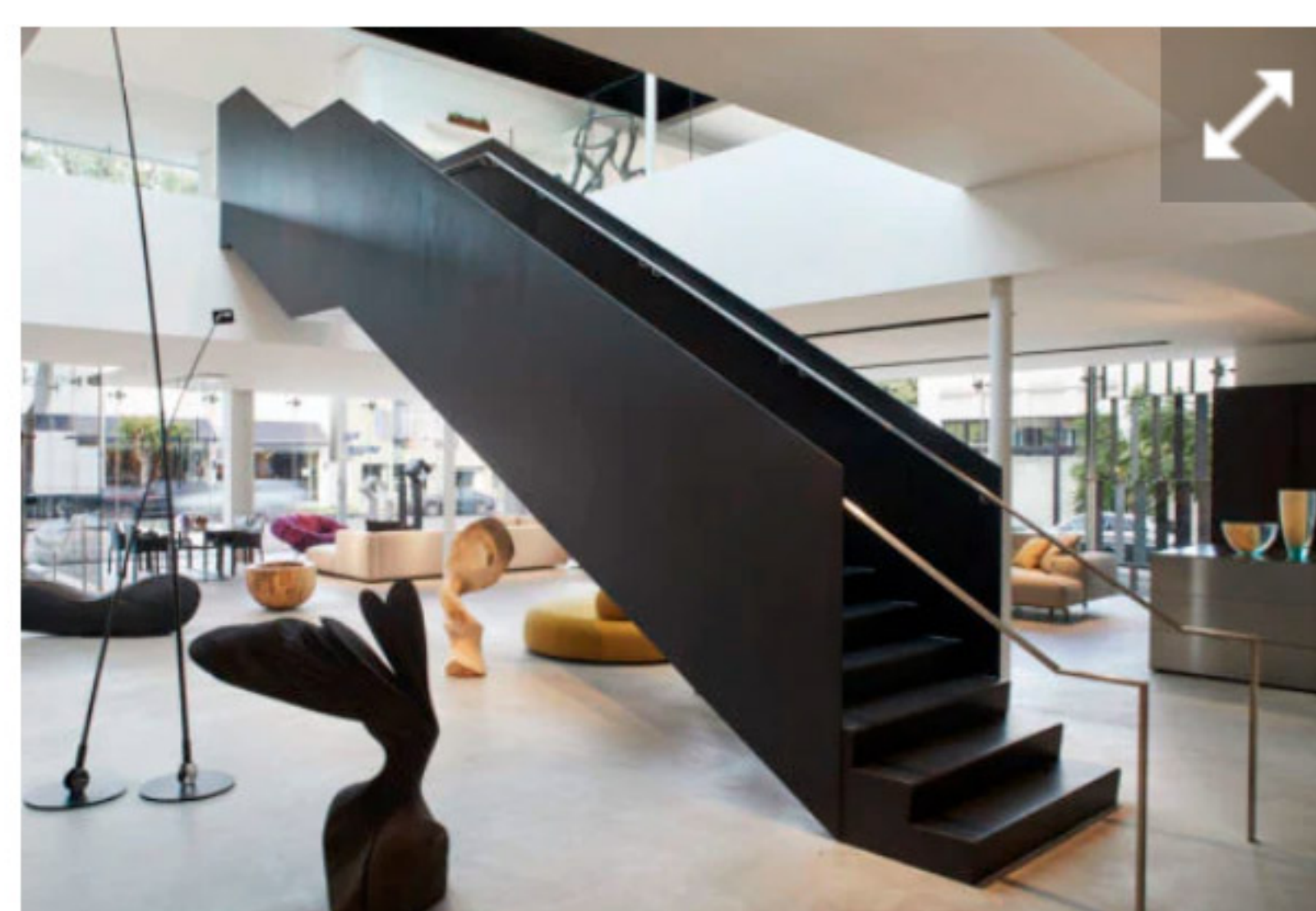
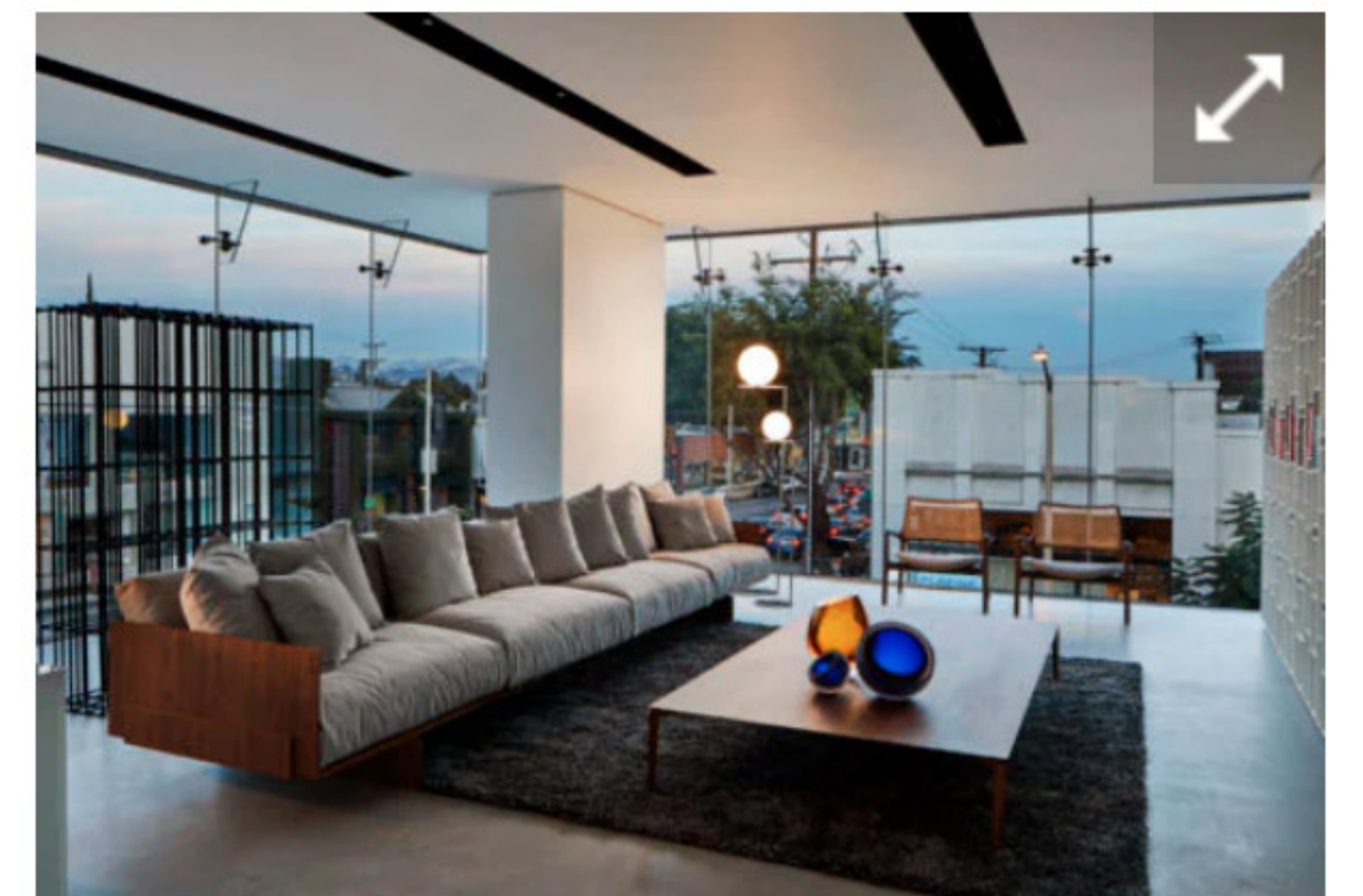
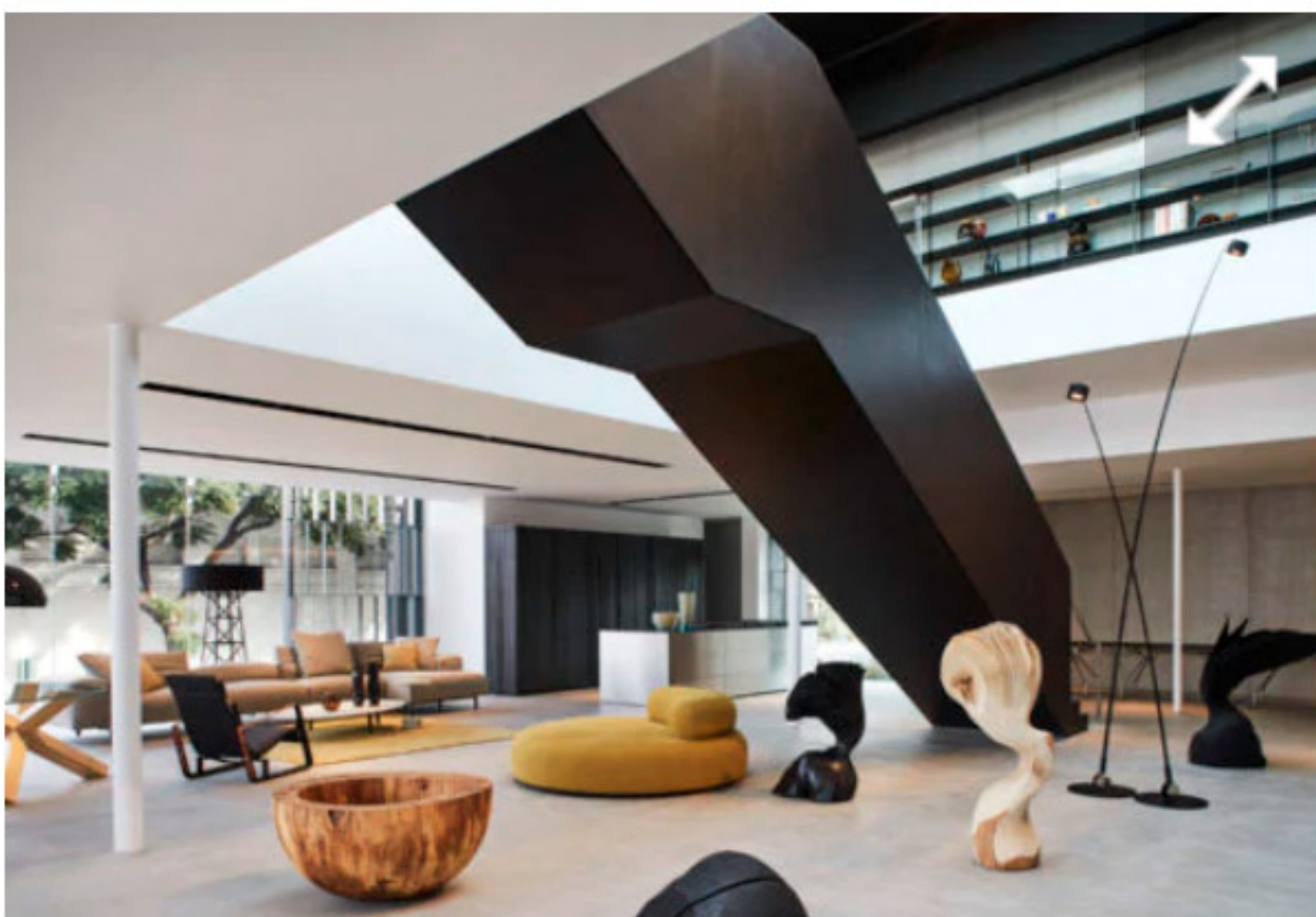
Founded in **1974** by **Nasir and Nargis Kassamali** in **Miami**, Florida, for over 40 years Luminaire has been the main importer, distributor (and educator) of European avant-garde **design** in America. The opening of the showroom in Los Angeles, at **8840 Beverly Boulevard**, is an important step for the brand, expanding in a key US market and boosting its worldwide presence after the recent acquisition by **Haworth**.

The founders of Luminaire have played a fundamental role not only in the choice of products, but also in the **design of the space**, collaborating with the studio **Make** of Los Angeles. Nasir Kassamali has imagined a facility – in a two-story structure originally built in the **Sixties** – that reflects the **Miami** roots of the brand, incorporating the iconic metalwork on the facade.

*Luminaire Los Angeles* offers a wide range of furnishings, accessories, lamps, systems and cabinets of many brands, including **Cassina, Moroso, Cappellini, JoV Carpets, Kinnasand, Agape, Objects**; as well as a number of **exclusives** like **Sollos by Jader Almeida, Kitchens Minimal+Luminaire, Quilt Chair by Ronan and Erwan Bouroullec, Olos Table by Chi Wing Lo**.

The idea of working with Sollos came after an encounter between Nasir Kassamali and his wife Nargis with Jader Almeida, art director and designer of the company, during Milan Design Week 2018. The Brazilian firm is thus involved as “premium exposure” at *Luminaire Los Angeles* in a large section on the second floor, featuring historic and iconic products alongside new creations.

The space also contains a **design bookshop** opened in collaboration with ArtBook.



Jader Almeida, Nargis e Nasir Kassamali