

SWM is delighted to unveil its latest collaboration with Laurent Lighting, purveyors of the world's finest lighting design. To mark the beginning of this exciting partnership, we had the privilege of an exclusive Q&A with the brilliant mind steering the brand, Nancy Georgs.

In this special feature, Nancy shares the inspiration behind the brand, offering an exclusive insight into the ethos that distinguishes them in a saturated market. From meticulous craftsmanship to innovative design, join us as we delve into the world of Laurent Collection.

**What inspired you to start Laurent Collection, and what is the overarching vision you have for it?**

I was inspired to start this high-end lighting brand from a deep-seated passion for melding art with functionality in items we use every day. I saw a distinct gap in the market for exclusive, designer lighting that resonates with the unique styles of The Laurent Collection's clientele. My appreciation for unparalleled, timeless design, coupled with a desire to craft products that transcend the traditional role of lighting solutions, drove me to establish this brand.

My overarching vision is to redefine how lighting is perceived and utilised in luxurious spaces. I aim to transform ordinary rooms into extraordinary experiences with lighting that is not just a functional element, but a central statement piece, elevating the ambiance and mirroring the unique personalities of our clients.

**What makes your company and its products so unique?**

What truly sets Laurent apart in the lighting industry is our unwavering commitment to uniqueness and exclusivity in design. Each piece in our collection is a testament to bespoke craftsmanship, tailored to resonate with individual tastes. Unlike our competitors, we don't simply manufacture lighting; we create bespoke art pieces that bring illumination to spaces in a way that is both distinctive and exceptional.

The key differences lie in our approach to design and materials. We meticulously blend luxurious materials in ways that have never been seen before in the lighting industry. Our designs are a harmonious amalgamation of rare woods, precious metals, and innovative, sustainable materials that not only provide a unique aesthetic but also ensure longevity and timeless appeal.

Furthermore, our exclusivity is not just in our designs but in our clientele. We cater to a niche market, which allows us to focus intensely on the intricate desires and personalised needs of our customers. This level of attention to detail is

something our competitors simply cannot match.

**Can you share insights into the design philosophy behind your products?**

Our design philosophy at Laurent is rooted in the belief that lighting should be as aesthetically pleasing as it is functional. We approach each design with the idea that lighting is not just a utility but a central piece of art that defines the space it inhabits. Our designs draw inspiration from a blend of contemporary art, timeless elegance, and futuristic concepts, ensuring that each piece is not just a light source but a statement.

In balancing form and function, we adhere to a meticulous process where aesthetics and utility are given equal importance. Our design team works closely with engineers to ensure that the beauty of our products is matched by their performance. We use cutting-edge technology to ensure that our lighting solutions offer the best in terms of illumination, energy efficiency, and longevity.

"THE LAURENT COLLECTION OFFERS AND CREATES THE ULTIMATE EXPERIENCE OF OPULENCE..."

**How does your brand prioritise the customer experience, from the browsing stage to post-purchase support?**

Fostering a strong connection with our customers is at the heart of our brand's philosophy. From the moment a customer encounters Laurent, we aim to offer an unparalleled experience. During the browsing stage, our focus is on creating an engaging and informative journey. Our website and showroom are designed to not only showcase our products but to tell their stories - the inspiration behind each design, the craftsmanship that goes into their creation, and the unique materials used. We provide detailed information, high-quality visuals, and immersive content to help our clients visualise how each piece could enhance their spaces.

Once a customer decides to purchase, we ensure the process is seamless and personalised. We offer bespoke services where clients can customise aspects of their lighting to suit their preferences.

Our team is always available to provide expert advice, helping customers make informed decisions that align with their style and needs.

As part of our offerings, we provide white glove service delivery, ensuring an unparalleled level of care and attention that surpasses standard services, delivering a meticulous and personalized experience to our customers with utmost precision and professionalism.

Post-purchase, our commitment to our customers continues. We provide comprehensive support, from safe and timely delivery to installation assistance. Our after-sales service includes a dedicated customer care team ready to address any queries or concerns. We also offer maintenance advice and services to ensure the longevity and optimal performance of our products.

**Looking ahead, what exciting innovations or developments can we expect from your Laurent in the near future?**

As we look towards the future, Laurent is committed to continuous innovation in both our designs and technology. One exciting development is our venture into smart lighting solutions. We are working on integrating smart technology into our designs, allowing our clients to control and customise lighting through voice commands and mobile apps. This will bring a new level of convenience and customisation, enabling our clients to adjust lighting to their mood and occasion with ease.

Sustainability remains a key focus for Laurent. We are investing in research and development to source and utilise more eco-friendly materials and production methods. Our aim is to reduce our carbon footprint and offer products that are not only luxurious but also responsible choices for our planet.

Moreover, we are looking to expand our collaborations with renowned artists and designers. These partnerships will bring diverse perspectives to our collections, ensuring that Laurent continues to offer innovative and unexpected designs that set new trends in the lighting industry.



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OPULENT BESPOKE LIGHTING