

COMBINING FORCES

Niklas von Bueren of Lotus Arts de Vivre and Antoine Bakhache of Bakhache Luxuries share with Bryna Kaur, details on their recent partnership

LOTUS ARTS DE VIVRE, a Thai-based luxury house has joined forces with Bakhache Luxuries in a step to strategically position itself in Kuala Lumpur. By combining forces, the two have jointly set up the private retail boutique themed 'The House

of Lotus Arts de Vivre' and developed a local marketing strategy, showcasing their respective international positions and standing. Initiated in January, the House of Lotus Arts de Vivre will feature the latest collections of jewellery, home decorations, accessories and co-creations with artists.

What inspired the collaboration between Lotus Arts de Vivre and Bakhache Luxuries?

Von Bueren (V): Well, my family and I have been bringing our business to Malaysia for many years now, primarily for events and Antoine and I have known each other for a while. We recently ran into each other and started a conversation about doing something together and I have been looking to become more permanent here, so that's how it came about.

Bakhache (B): From our perspective, we're all here because of Mouawad. It was the first brand we started, and the extension was to serve more Mouawad clients. Bakhache Luxuries began when we brought in other brands such as Christoffe. With our clients' interest in mind, we thought about how else we can cater to them, and I have always loved the Lotus brand, so we got together and decided to form a partnership.

Would the collection from Lotus Arts de Vivre in any way serve as competition

to the brands under Bakhache Luxuries?

B: Honestly, no. Mouawad is more of an established jeweller of classic jewellery. The same applies to Christoffe but Lotus focuses more on the art and design elements. What they do and provide is completely different from us, so to find a brand that sells jewellery and home decorations that does not compete with us was fantastic.

How will existing and new clients benefit from this partnership?

B: New and old clients will benefit because Lotus Arts de Vivre will now be available to them as and when they want it. We are turning this house, 216 Jalan Maarof, into the House of Lotus Arts de Vivre. Thus we can serve them better as we now have a place for them to come to. The house will be opened to the public, so instead of waiting for events to take place, clients can always walk in. What's really interesting about this partnership is that Nicki's family will still be very much involved with the business. It is a great relationship that we

have and we are looking forward to offering our clients more services along the way, such as silver polishing, for now.

What are some of the highlights we can expect from 'House of Lotus Arts de Vivre' this year?

V: We will be offering pieces from both our jewellery and home decorations line. This house we are setting up will be the perfect environment because we get to place our products in the right elements. The House of Lotus Arts de Vivre will create a new experience for existing and future clients, as it will provide visual interpretations of where they would like our products in their own homes. Of course we will also have launches of new collections every now and then but as our clients know, our strength is really in our design and most of our pieces are single pieces because we work with natural materials and no two pieces of wood are exactly the same. Each has its own character and it will come to life in the House of Lotus Arts de Vivre.



DYNAMIC DUO Niklas von Bueren and Antoine Bakhache present the House of Lotus Arts de Vivre