

Luxurious HIMACS & Brass Perfumery Island for Maison Olfactif



Maison Olfactif, renowned for its bespoke fragrances, has unveiled a breathtaking new addition to its mall boutique in Bucharest, setting a new standard for elegance and functionality in retail design. Designed by **Atvanguard Design Team**, the perfumery island is a masterpiece of craftsmanship, featuring a seamless blend of HIMACS solid surface material and authentic brass accents.

Ioana Marinescu, the visionary behind Maison Olfactif, had a clear vision for the perfumery island – she desired a show-stopping centrepiece that would not only captivate customers but also withstand heavy foot traffic and require minimal maintenance. To bring this vision to life, Marinescu turned to the Atvanguard Design Team, known for their expertise in creating high-performance and durable furniture solutions.

"Atvanguard Design Team proposed HIMACS Solid Surface in the iconic Alpine White shade, skillfully fabricated to create a grooved textured surface, as the main material for the perfumery island, coupled with softly curving brass matte sheeting for accents," explained Marinescu. "This combination not only exudes luxury and elegance but also ensures durability and longevity, meeting the strictest requirements for a retail environment."

HI·MACS



Created with meticulous attention to detail, the perfumery island features a monolithic, one-piece design that seamlessly blends into its surroundings, creating a sense of fluidity and sophistication. LED lighting systems illuminate the exquisite niche fragrances, presented on long, thin-legged stands reminiscent of champagne glasses, further enhancing the boutique's allure.

"Atvanguard Design Team has distinguished itself with its spectacular design concepts for mall furniture, offering integrated solutions in design, engineering, high-performance materials like HIMACS, and technologies," commented Marinescu. "Their expertise and dedication have transformed our vision into reality, elevating the Maison Olfactif experience for our discerning clientele."

The stylish perfumery island showcases the potential of HIMACS solid surface material for the retail sector and its ability to be combined with other materials to create aesthetically pleasing and enduring brand experiences.



HIMACS

PROJECT INFORMATION

Location: Bucharest, Romania

Design: Atvanguard Design Team

Fabrication: Atvanguard

Material: HIMACS S028 Alpine White [ixhausys.com/eu](https://www.ixhausys.com/eu) | [@himacseurope](https://www.instagram.com/himacseurope)

Photography: Atvanguard



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High resolution images available: <https://www.ixhausys.com/eu-en/case-studies>

HIMACS

The shape of your ideas

www.lxhausys.com/eu/himacs

HIMACS is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high-performance wall cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering many advantages over conventional materials.

HIMACS provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HIMACS.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First, **HIMACS Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation in the history of Solid Surface since its inception in 1967. And now, **HIMACS Intense Ultra** combines the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

HIMACS uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades – exhibits a special translucency when exposed to light. Although HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is made using a next-generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser surface that is even sturdier, more homogeneous and more durable, and with better resistance and superior thermoforming results.

HIMACS does not absorb humidity, is highly resistant to stains and is easy to clean, maintain and repair.

Countless internationally recognised certificates attest to the quality of HIMACS in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for the Alpine White S728 colour.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.

For more information and to stay connected, visit our [EU WEBSITE](#), [UK WEBSITE](#) and our [newsroom](#).

Let's connect!



HIMACS is designed and produced by **LX Hausys (formerly LG Hausys)**, a world leader in the technology sector and a subsidiary of LX Holdings Corp.

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