

German Manufactured Luxury

By Michael Bush, ASID FWC Industry Partner

German manufactured furniture has been described as the ‘best of Italian design married with superb German craftsmanship’ . With luxury brands like COR, Interlubke, Rolf Benz, Walter Knoll, Draenert and Dedon, among others, German manufacturers are in the forefront of design awards around the world. And for your clients, these brands represent luxury, attention to detail and individuality.

COR and Interlubke have been consistently recognized by Brand Ranking consultants and WirtschaftsWoche Magazine as one of the top twenty luxury brands of German, within the same group as Gaggenau, Porsche, and Escada. Produced in two small plants in central Germany, these sister companies have been producing furniture for over 60 years.

The cornerstone to the COR/Interlubke brands is that their manufacturing process have been designed for adaptability and individuality. For a designer, this is a dream come true. For instance, the Conseta sofa by COR has the option of 5 arm styles, 7 leg styles, 3 seat depths, 2 different seat heights, and 6 different foam densities along with the different lengths, fabrics and leathers to chose from. COR enables the designer to respond to the clients requirements and customize the product for the right solution..

Interlubke is known as the world leader in high quality lacquer finished furniture for living, sleeping and working. “The claim ‘serial uniqueness’ sums up our characteristic qualities and strengths,” explains Managing Partner Leo Lübke. “Whether it is wardrobes, wall systems, sideboards, or bedroom groups, our expertise allows us to produce excellent pieces of furniture and coherent furnishing concepts that are custom tailored for designer and their demanding clients”.



Draenert, based in southern Germany, has been recognized by WirtschaftsWoche Magazine as a “luxury brand to watch’ because of their expertise in stone top extension dining tables. And for



the discriminating client, there is nothing more individual than selecting a stone table from Draenert. Each stone is “natures piece of art” which the client not only selects, but also selects the characteristics of the stone for their table top, the extension mechanism, the shape and length of the stone top and the legs. A designer can be confident that their client will never find their table in any other household.

Lastly, Dedon, the world leader in luxury outdoor furnishing, has been producing woven products for over 20 years. The attention to detail has been a trademark of Dedon. They have spent years on testing the high density polyethylene used in their products for extraordinary stability against cold, sun, heat, pool and sea water and color fading. This level of attention has set them apart from other manufacturers and provides a client with the comfort that their furniture will last for years.

The design community will certainly please their clients with German made furniture that represents quality, attention to detail, and superb design.