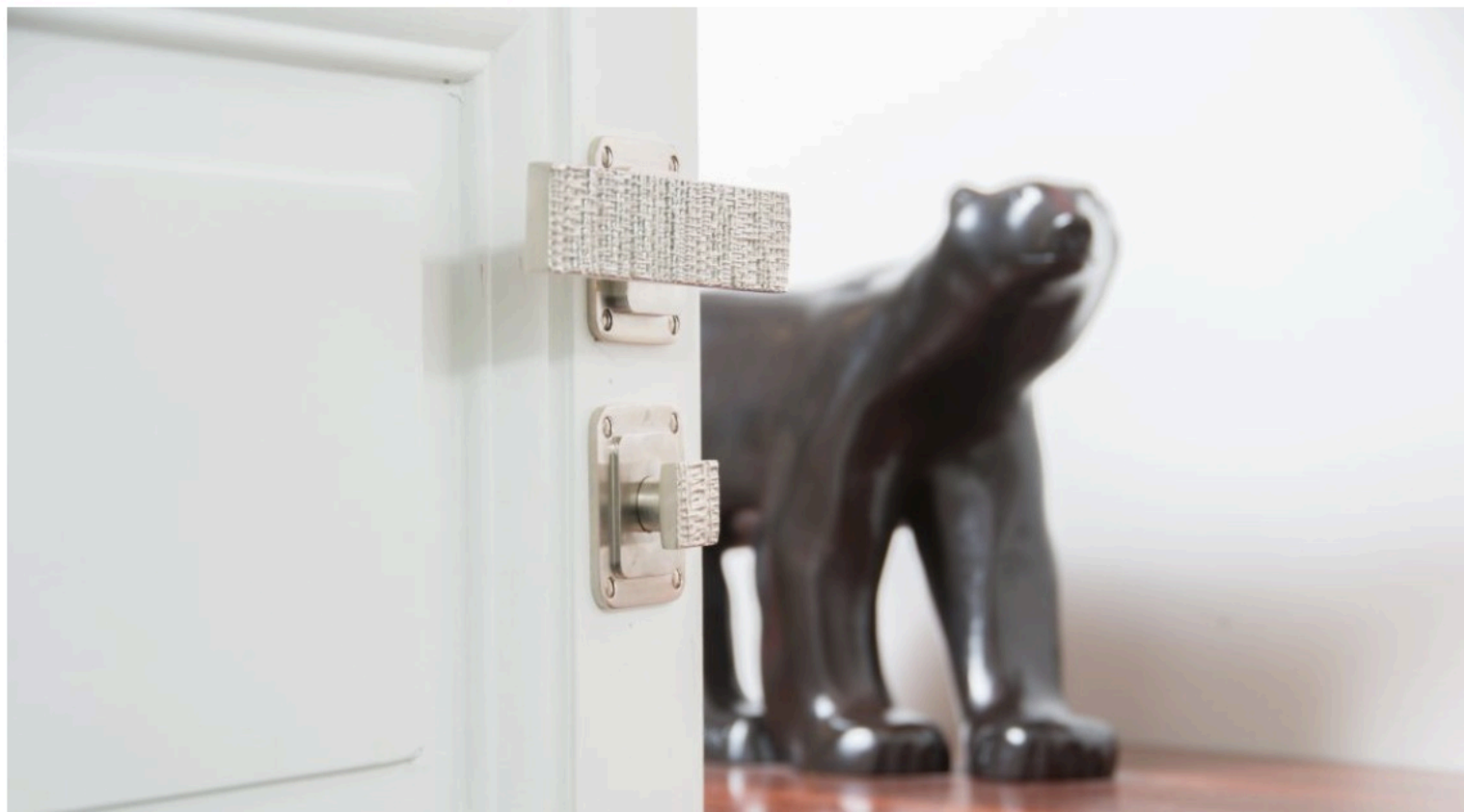


The multi-generational workforce and mainly the millennial generation is the big influence of reshaping the workplace designs in the UAE. By 2020, millennials will form 50% of the global workforce and the UAE is the top emerging market destination for young professionals looking to further their careers. “This millennial generation who are formed of an ambitious group of employees with a high interest in technology require the different working styles and preferences. They place much higher value on the office environment and workplace culture. Designers, architects and workspace experts have started to introduce these principles into their projects to increase user satisfaction and productivity,” feels Dietrich. Dietrich plans to expand in the GCC area as well. He further adds, “Ours is a Germany based company, we have started our business in the European market. The GCC area is a growing market when it comes to creating office designs that engage sustainability, wellbeing and employee engagement. Next to our expansion in the European market, our aim is to further establish our business in the GCC area.”

Haute Deco

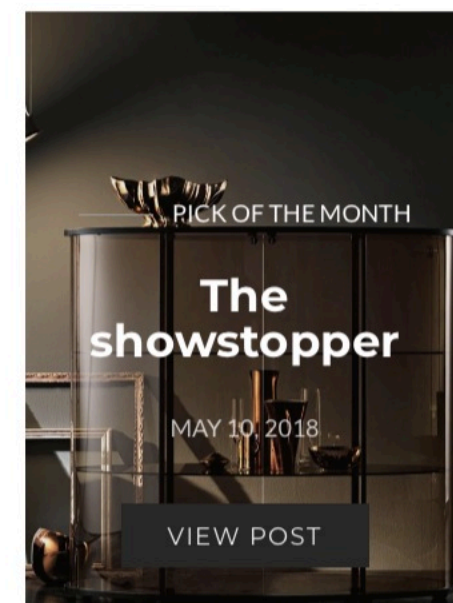
Haute Deco is one of the leading door knob, handles, and hardware specialists. The London-based brand is exhibiting for the first time at the INDEX. Marie- Véronique Swannell, founder and creative director, Haute Deco says, “At INDEX, the public would want to see as large as possible a selection of our couture handles, so we have designed our stand to be a light version of our London showroom and to showcase a substantial selection of our coordinated handles. Amongst the many products on display will be the new Fleur doorknobs as well as the Aether cabinet knob series.” The brand now wants to pro-actively develop exports, starting with Dubai and the Middle East, and then the US where they will exhibit at ICFF later this year. “From INDEX, our expectation is twofold: we know that many interior designers in Dubai are aware of Haute Déco through our website but have never seen our handles in the flesh. We see this as an opportunity for them to check out the quality and craftsmanship of our handles and to have the confidence to specify us. Further we are hoping to introduce our brand to the many who have no notion that such handles exist, and to the potential they have for adding a touch of style to residential interiors,” shares Swannell.



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Editor's Pick



Haute Deco

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