



Meet

our 7 conf

SCHONBEK

1870

Our Icons

Our timeless classics all have a story to tell. Iconic moments and memories shared across generations.

Throughout centuries our icons have transformed and enlightened homes and spaces with ambience and vibe. From design to functionality and use of materials, everything we do is made to last.

Innovation by combination, in everything from raw materials to design, to push the boundaries of what a classic piece can bring to elevate the experience of a contemporary home. It's about the art of continuous improvements.

With a passion for craft and a commitment to timeless beauty and lighting over trends – *since 1870.*

Our Iconics Collection

The Iconics Collection brings focus to the essence of Schonbek's distinctive approach to the art and craft of lighting. It encompasses product lines of the existing portfolio, each fixture representing the craftsmanship and attention to detail that is at the heart of Schonbek.

Throughout this collection, new product variations are infused into the product lines, creating fresh perspectives and adding a modern touch to classic designs.

Purpose and Goals

Brand Building – this is the first tool that will be reflecting our ‘classic yet cool’ mission through and through – classic product in cool context and a more modern and premium presentation of our most iconic products.

New Imagery – on brand in the new look and feel (2 additional lifestyle image for every product line; shared with our partners and communicated through all relevant channels)

New Target Groups – our Iconics Collection will be a great introduction for new target groups that do not know Schonbek yet, or potential customers that have never considered Schonbek as a relevant brand for them. At the same time we believe that this collection will be relevant for current customers and partners.

Media Relevance – we have high expectations for this collection to be picked-up by media and have the team ready with a PR pitch for all industry relevant publications.

Sales tool – the Iconics collection will NOT be a separate ‘smaller’ version of our catalog and focus on the line extensions. Therefore it will be used in combination with our current catalog.

Product Selection

The Milano Product Line

Named in honor of the Italian origin of its ornate baroque castings, Milano is a celebration of the great chandeliers of 17th century Italy. It marked the first time Schonbek designed an all-cast chandelier rather than one with crystal columnware. Milano's castings are all hand-finished with intricate details and the delicate open lacework elements of the metal body are complemented by heavy crystal pendants.

A large, ornate chandelier with multiple tiers of crystal pendants and gold-colored metalwork hangs from the ceiling. The room features dark wood paneling on the walls and a staircase with a metal railing on the right. The floor is made of light-colored wood in a herringbone pattern.

Milano

The Esteracae Product Line

Esteracae is a reimagination of Schonbek's Orion chandelier, which, when it was launched in 1977, was described as having 'glorious spherical simplicity'. That essential character, inspired by the head of a dandelion, remains at the heart of the new interpretation that was introduced in 2019. Today's Esteracae has an airy quality with hand-finished metal florets featuring faceted crystals pinned to the ends of stems emerging from the center of the orb.

A photograph of two Esteracae chandeliers hanging from thin wires in a room with brick walls and a concrete floor. The chandeliers are spherical, made of metal florets with faceted crystals pinned to the ends of stems emerging from the center. The lighting creates a soft glow and some rainbow-like refractions on the floor and walls.

Esteracae

The Rivendell Product Line

First introduced in 1995, Rivendell is a signature Schonbek design founded in a spirited motif of leaves, flowers, fans, and buds. The emotional appeal of Rivendell arises not only from its natural motif and feminine aspect, but also from the level of craftsmanship involved in the fixture's intricately designed, heavily textured, hand-wrought metal and the thousands of tiny crystal jewels that adorn its leaves and flowers.



Rivendell

The Sarella Product Line

Sarella illuminates interiors of all shapes and sizes with an imaginative balance of contemporary lines and traditional ornamentation. From chandeliers and pendants to sconces and bathroom bars, it offers elegant adornment for practically every room in the home. Signature decorative elements of Sarella fixtures include a waterfall of metal disks with brilliantly faceted heavy crystal beading.

A large, ornate crystal chandelier hangs from a textured, vaulted ceiling in a room with arched windows. The chandelier features a central column of crystal disks and multiple arms with lit candles. The room has a rustic, aged feel with stone walls and a wooden floor. The word "Sarella" is written in a large, elegant, black script font across the bottom of the image.

Sarella

The Century Product Line

Originally designed in 1960s by Arnold Schonbek, Century is the quintessential heirloom chandelier. Regal and refined, it is a masterpiece of cascading crystals and hand formed scrolls adorned with Fleur-de-lis, a symbol of French royalty representing light, life, and perfection. It is the ultimate lighting for a ballroom or a formal dining room in a grand residence.



The Vesca Product Line

Taking its name from the Latin word for strawberry flower, Vesca marked a departure from the usual for Schonbek with its minimalist profile and very light use of crystal. Its gracefully curved metal arms evoke the petals of an open flower when seen from below. Delicate crystal chains draped between the arms create a lyrical quality, and single, large drop pendants add an elegant detail.



Productline Extensions

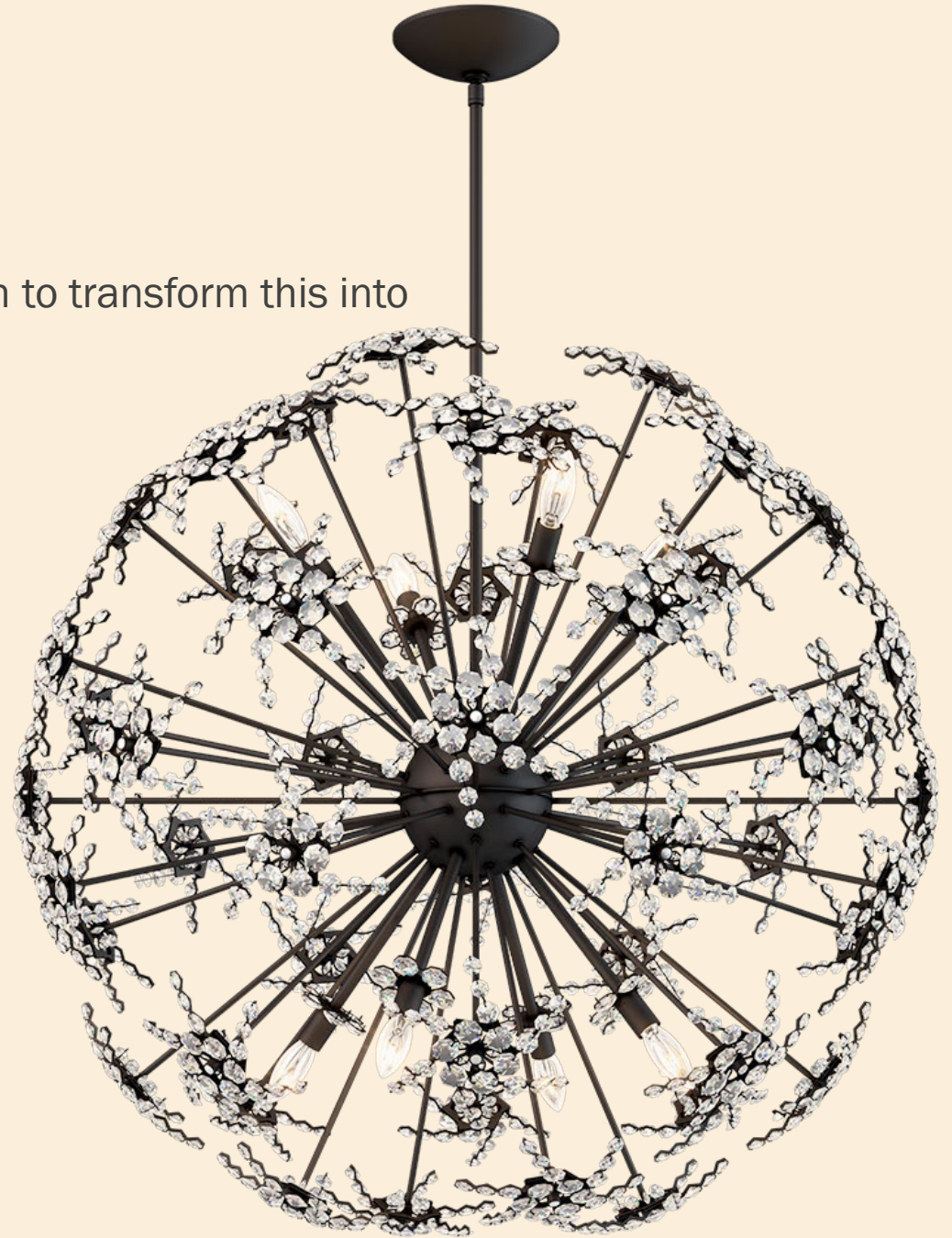
Milano

To be available in a new Royal Pewter hand detailed finish, to transform this traditional favorite into a rustic and timeless piece.



Esteracae

To be available in Matte Black finish to transform this into
a sleek, modern offering



Rivendell

To be available in French Lace and Black finish to transform this traditional favorite into a rustic and timeless piece.



Sarella

To be available in Matte Black finish which will highlight the classic silhouette and accent in a modern way.



Century

To be available in new finish option Moonstone representing a natural, organic finish tone with this classic chandelier.



Vesca

To be available in a modern, on-trend bi-color option with Matte Black and Gold (-22) combo.



Communication and Tools

Communication and Tools

Launch Date – July 9th 2020

Communication Tool – digital brochure

Sample Tools – new finish samples and updated sample rings

Website Update – www.schonbek.com/iconics-collection

Social Media – [@schonbekofficial](https://www.instagram.com/schonbekofficial)

Updated Marketing Toolkit

- Iconics Collection pdf brochure

- Imagery and Stories

- Press Release

- Finish Sample Ring Guide

- Updated Com Tool Order Form

Sales
Promotion

Sales Promotion

1. Rivendell in French Lace finish and Matte Black
2. Vesca Bi-color (matte black and gold)
3. Milano in Royal Pewter
4. Sarella in Matte Black finish
5. Century in Moonstone finish
6. Esteracae in Matte Black finish

- Choose any combination of new Iconics Collection **pieces in the new finishes** for display
 - **Orders over \$2500 (\$3500 CDN) choose one free display fixture from below**
 - Century 1705-25 in new Moonstone finish (net \$475 US \$625 CDN)
 - Century 1705-40 in Polished Silver (-40)
 - **Orders over \$3500 (\$5000 CDN) choose one free display from below**
 - Century 1707-25 in new Moonstone finish (net \$682.50 US \$897.50 CDN)
 - Sarella RS8341N-51H Pendant in matte black (\$617.50 US \$965 CDN)
 - **Orders over \$5000 (\$7000 CDN) choose one free display from below**
 - Vesca in Bi-color (Black/Gold) VA8335H (net 952.50 US \$1250 CDN)
 - Sarella table lamp RS8301N-51H (net \$992.50 US \$1302.50 CDN)
 - Sarella wall sconce RS8331N-51H (net \$997.50 US \$1310 CDN)
- Only one free fixture per order and one order per store
- Terms: Net 90 on orders over \$2500 US, \$3500 CDN
- **Promo Ends Monday August 31, 2020**

Thank you

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