

**SERAX**



# THE STORY RY

ABOUT SERAX

Serax makes your home look more beautiful, adds personality to your interior, and creates unforgettable moments at the dining table. We only work with passionate designers all over the globe. From Vietnam through Antwerp to Portugal, our products are manufactured exclusively by skilled craftsmen who respect the basic idea of each design. Our collections are unique in shape, material and style. For me, Serax is a daily search for beauty, for good things that add value to living and create a home that brings happiness. To experience, to share, and to discover. Welcome to our world, welcome to Serax.

*Axel Van Den Bossche*  
CEO & FOUNDER SERAX





Working with well-known and lesser known designers is built into Serax' DNA. In 1990, the brand started a tentative collaboration with Peter Arts, which was quite revolutionary in the florist design industry. One year later, Serax achieved international fame, thanks to the collaboration with floral artist Daniel Ost, who designed 'The Flower Booth' for the French design fair Maison & Objet. The seed was planted. Since then, Serax has entered into dozens of partnerships that have resulted in renowned collections and success at an international level.

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**WE CHERISH DESIGNERS**



**WE HONOUR OUR FAMILY ROOTS**

Serax is the brainchild of SERge and AXel Van Den Bossche. Two brothers who were brought up amidst the flowerpot trade in their mother's business. Over the past thirty years, the small-scale business that started up in a garage in 1986 has grown into a multinational with over 65 employees and a head office in Antwerp. Today, the company is led by Axel. Axel's wife - Marie Michiels - is Serax' house designer. She is the creator of, amongst other things, the famous 'Cactus Vase'. Serax is a family business where passion runs through the veins.

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**WE HAVE A TABLEWARE LOVE STORY**

When founder Axel met ceramic artist Roos van de Velde in 2009, he wasn't aware that this encounter would change the future of his company forever. After the launch of her tableware collection, starred restaurants from all over the world suddenly lined up to order from Serax. Today, Serax is the number one reference for Michelin chefs to provide them with the necessary creative porcelain or ceramics that enhance the aesthetics of their dishes.

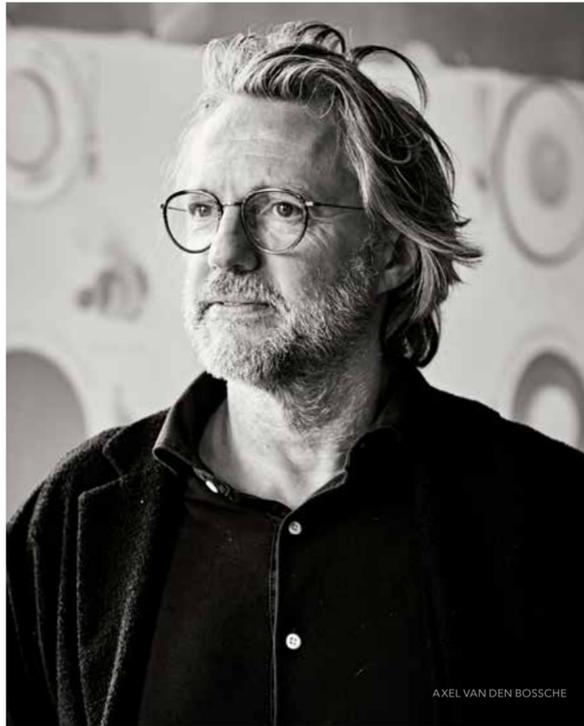
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SERAX IS A FAMILY BUSINESS WHERE PASSION RUNS THROUGH THE VEINS

4

WE DESIGN  
HAPPINESS

All Serax collections - from tableware, glass, and furniture to flowerpots and lighting - are all carefully chosen for the purpose of creating interiors that bring happiness. The interior of a home is the mirror of the personality of the people living in it. Therefore, Serax and its team of designers only selects and edits products that have soul.



AXEL VAN DEN BOSSCHE

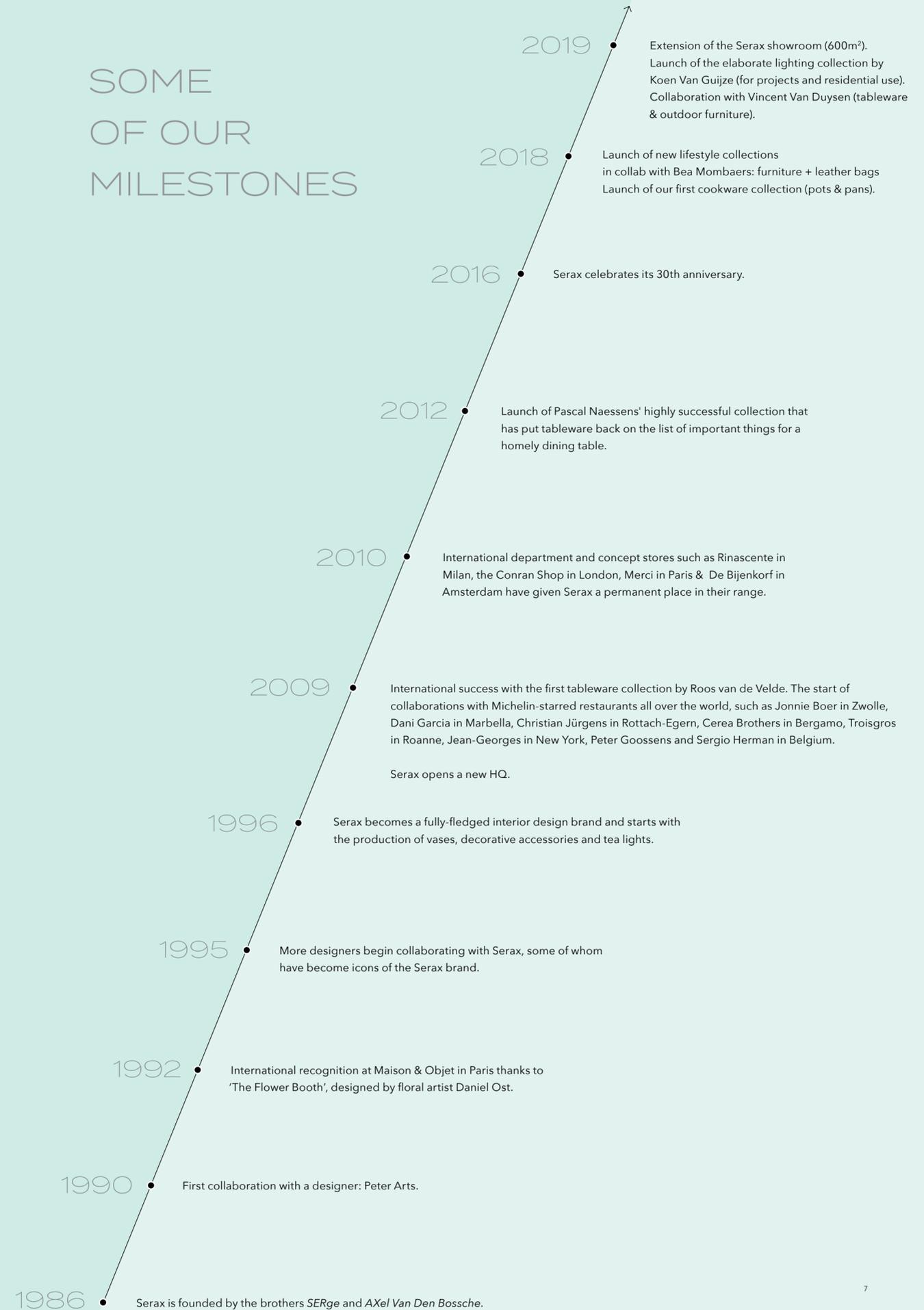
SERAX HAS  
NEVER LOST  
TRACK OF  
ITS BASIC  
PRINCIPLES

Over the past thirty years, Serax has been growing at a very fast rate. Yet it has never lost track of its basic principles. Therefore, every collection is crafted traditionally. Serax travels the globe with selected prototypes from designers to find the right craftsmen to manufacture on a larger scale. From Vietnam through Antwerp to Portugal. Always in line with the creator's design and philosophy.

WE BELIEVE  
CRAFTSMANSHIP  
IS THE ONLY WAY

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## SOME OF OUR MILESTONES



# COLLECT LECTIONS



## CHARLES KAISIN

S. Pellegrino

The sky is the limit. Top designer Charles Kaisin, Michelin-starred chef David Martin, water brand S.Pellegrino and Serax were only too happy to observe this to the letter. Their combined insights, experience, not to mention talents, has resulted in a 'modular' porcelain tableware collection with 'international starlike airs' that literally places the dishes on a pedestal. As a top chef, or as semi-professional home chef, you can play with the various combinations of height, size and four inviting colours, to transform the table into an enticing culinary landscape. With this exclusive tableware collection S.Pellegrino takes the next step in their role as trusted partners to the hospitality business.

“THE OBJECTS I MAKE FOR SERAX OFTEN REFLECT MY BACKGROUND IN GRAPHIC DESIGN, WITH STRONG INFLUENCES FROM MY ARTWORKS.”



Pawn



## MARIE MICHELSEN

Earth  
Eclectic Mix  
Pawn  
Urban Jungle



A combination of opposites – rationality and intuition, male and female, graphic and organic. Marie Michielssen's designs are interwoven with contradictions. And that is precisely what makes them so special. Functional art or objects that stimulate creativity so that you can design your own work of art with it.

For more than 20 years, Marie Michielssen's creativity has been linked to Serax. For her designs the interior designer always starts from daily life. Eclectic, a world full of wonderful extremes based on a well-thought-out structure. That is the first thing that comes to mind for her collections. Serax's resident designer likes variety, both in style and in her use of materials and colours. From papier-mâché through concrete to porcelain, cheerfully coloured or in muted natural colours, inspired by vintage architecture or by the earth in its most rudimentary form, each collection is completely different. Still, her work is not without a common thread: everything is perfectly in balance. An idea, a feeling, a story is expressed by each individual element; everything seamlessly melts together.



Earth



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# ROOS VAN DE VELDE

Flora Vulgaris  
Perfect Imperfection  
Wabi Sabi



Perfect Imperfection



Flora Vulgaris

When Serax suggested the idea for a cutlery collection to complete the Perfect Imperfection tableware line, the Belgian artist and designer Roos Van de Velde immediately set to work with great enthusiasm. Her unstoppable stream of ideas resulted in the ultra-light Flora Vulgaris cutlery line on which the years, just as with the rock-hard bone china porcelain of the tableware collection, have no impact.

Roos Van de Velde: "In Nature, forms and shapes are all there for the taking. It just comes down to opening your mind to all their particular characteristics and translating them into what you want to create. I just love losing myself in the flow of inspiration."

Like all her other creations, Roos Van de Velde's Flora Vulgaris collection for Serax also has that unmissable link with Nature. The name alludes to the rather 'wild' and intuitive way in which the natural silhouettes of the cutlery have been given shape. Forks like branched twigs, spoons featuring endless leaf shapes and knives looking like razor shells ... The colours, the material, the design, and the interplay of lines are a natural addition to the Perfect Imperfection collection.

The cutlery's brushed steel is extremely durable and suitable for even the most intensive use by top chefs. Just like the exclusive silver-plated version, it acquires its own patina in a natural way, and therefore its unique identity. With the gold-plated + Gold dessert spoon, Roos also reaches for higher atmospheres with her Flora Vulgaris collection for Serax: eating rice pudding with a golden spoon is no longer the preserve of Heaven's inhabitants.



Wabi Sabi



# FREDERICK GAUTIER

FCK  
Bau  
Urbanistic Ceramics  
Vases à arroser



Urbanistic Ceramics



With a distinct preference for simple shapes with rough concrete aspects, the quirky French designer Frédéric Gautier pays a tribute to architecture with his 'Urbanistic Ceramics'. The 'micro-architecture' of the vases, plates and teapots by Frédéric Gautier for Serax resonates to the echo of masters such as Mies van der Rohe, Le Corbusier and Oscar Niemeyer. In a modernist perspective, the objects represent a kind of brutalism that emphasises the texture and imperfection of the material, rendering any form of embellishment redundant.

Frédéric Gautier's industrial concrete Vases à arroser from his FCK collection for Serax, inspired by the floating bollards in the locks of the canals in Paris, include four minimalistic water reservoirs that reflect the opulence of the flowers when they are filled. For his sandstone and weathering steel Bau vases, Frédéric harks back to the Bauhaus architecture in the streets of Tel Aviv. With this vase you can highlight a single flower or create floral profusion by joining several elements, like an architectural structure. But his vases are not his only items that put the products of Nature on a pedestal. The new tea-for-one pots from the FCK collection and the plates of the 'Urbanistic Ceramics' collection share the same purpose. Large, solid, and sober, in the colours of the earth so that they do not monopolise attention. With the 'Urbanistic Ceramics' and the FCK teapot collection by Frédéric Gautier for Serax, the lead role goes to the food and drinks thanks to the unique supporting role assigned to the tableware.





Fish&Fish furniture

“WHITE, BLACK, RED, AND INDIGO BLUE DOMINATE THE COLOUR PALETTE. THESE COLOURS ARE FOUND IN MANY CULTURES; UNIVERSAL COLOURS THAT CONNECT.”



## PAOLA NAVONE

Fish&Fish  
Table Nomade

Straightforward, a dreamer and eclectic: Paola Navone’s mind and soul are a combination of the flavours and colours of the South together with the taste and forms of the West, rich in traditions, open, and continuously in movement.

Over the past four decades, Paola Navone undeniably has earned her plaudits in the world of design and decoration, with many awards to show for it. As an artist, she doesn’t want to design systematically, she wants to be free. This deep yearning for freedom and her profound love for the sea and the relax Italian way of life are clearly reflected in Paola Navone’s collections for Serax.

The *Fish&Fish* pressed glass tableware is a relaxed and playful collection, ideal for serving an Italian aperitif, bites or finger food. While working on the glass dishes and bottles, Paola was inspired to expand the collection with a ‘nest’ of seats and side tables with a fishbone motif that looks as though it has been drawn in the air. The furniture can easily be moved around and redecorated with different colours and cushions, following the moods and seasons as they come and go.



Fish&Fish carafe

## TABLE NOMADE ↳ paola navone for SERAX



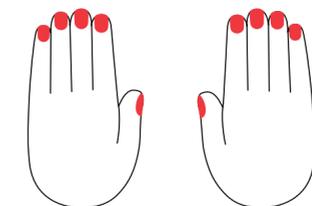
Table Nomade



Paola Navone: "I have nomadic blood running through my veins, travelling is my second nature. With the curiosity of an anthropologist, I will go in search of everyday objects from different cultures and traditions. Distance is never an obstacle."

During her many travels, Italian designer Paola Navone always adds new discoveries to her list. The colours and the patterns, the shapes and materials of traditional objects are an inexhaustible source of inspiration for her. Artisanal creations of an imperfect beauty that is in stark contrast with the perfect precision of today's industrial products. With her Table nomade collection for Serax, she presents a tangible travel report in the form of a collection of 'souvenirs'.

With the Table nomade collection, you invite your guests to a convivial, 'nomadic' table with simple, colourful objects. All of them telling their own story, about their particular corner of the world. Porcelain plates from Sweden, salad bowls from Italy, and an aperitif dish and bowls in jade green porcelain from Japan. Or noodle bowls and chopsticks with matching hand-shaped holders from China. The napkins with tribal prints and matching serving cutlery for lettuce and rice from Africa combine perfectly with the artisanal look of the drinking glasses and salad bowls from Turkey. The Thai hammered metal rotating trays and étagères are ideal for sharing dishes, and the salad cutlery from the Philippines adds a playful touch. The entire collection looks traditional, both in finish and design. By combining souvenirs from different countries to your own taste and preference, you will be able to write your own travel story.





# PIET BOON

Base



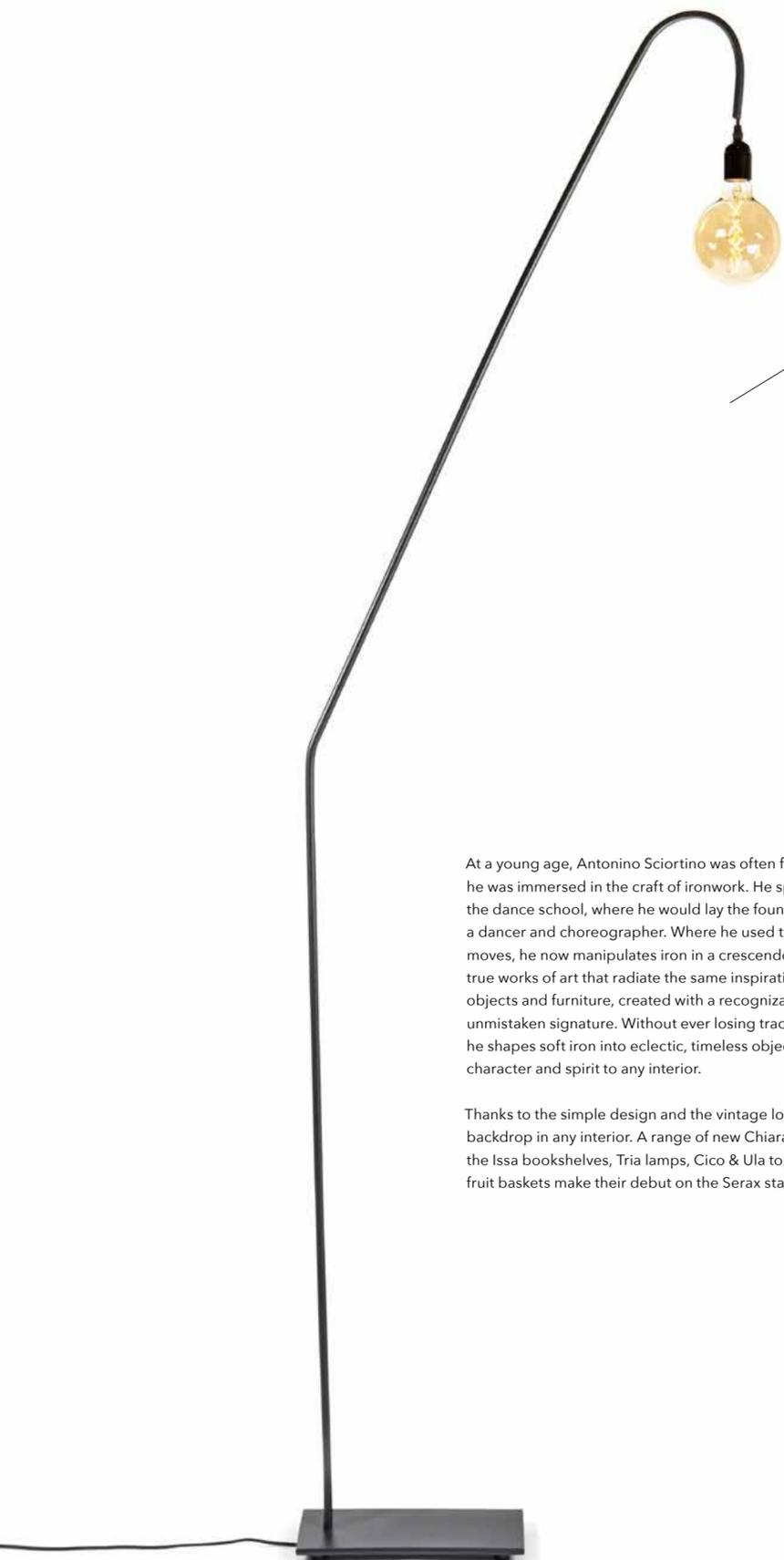
After his studies at the technical school in Amsterdam, Piet Boon began his career as a building contractor, but he would soon evolve into a high-profile Dutch designer. Today, Studio Piet Boon is an internationally operating total concept design company, where a team of architects, stylists and design professionals is continuously driven to exceed expectations, to stay true to the studio's reputation as the most renowned Dutch design studio in the world.

The collaboration of Studio Piet Boon with Serax is a reflection of a shared passion for beauty, and a commitment to delivering perfection. Merging design, individuality and functionality has resulted in a sophisticated complete range of high quality tableware - Base by Studio Piet Boon and Serax - providing an exquisite blank canvas for any dish you can imagine.

The new Base Cutlery and Base Glassware collections by Studio Piet Boon for Serax continue the élan of the Base line. The glasses were designed with the same roundness as the previously launched Base Tableware collection. A highly successful combination, both visually and in use. The potassium glass makes the glasses very strong, and thanks to the sandblasted look on the exterior, fewer fingerprints will mark the glass.



**base**  
PIETBOON by SERAX



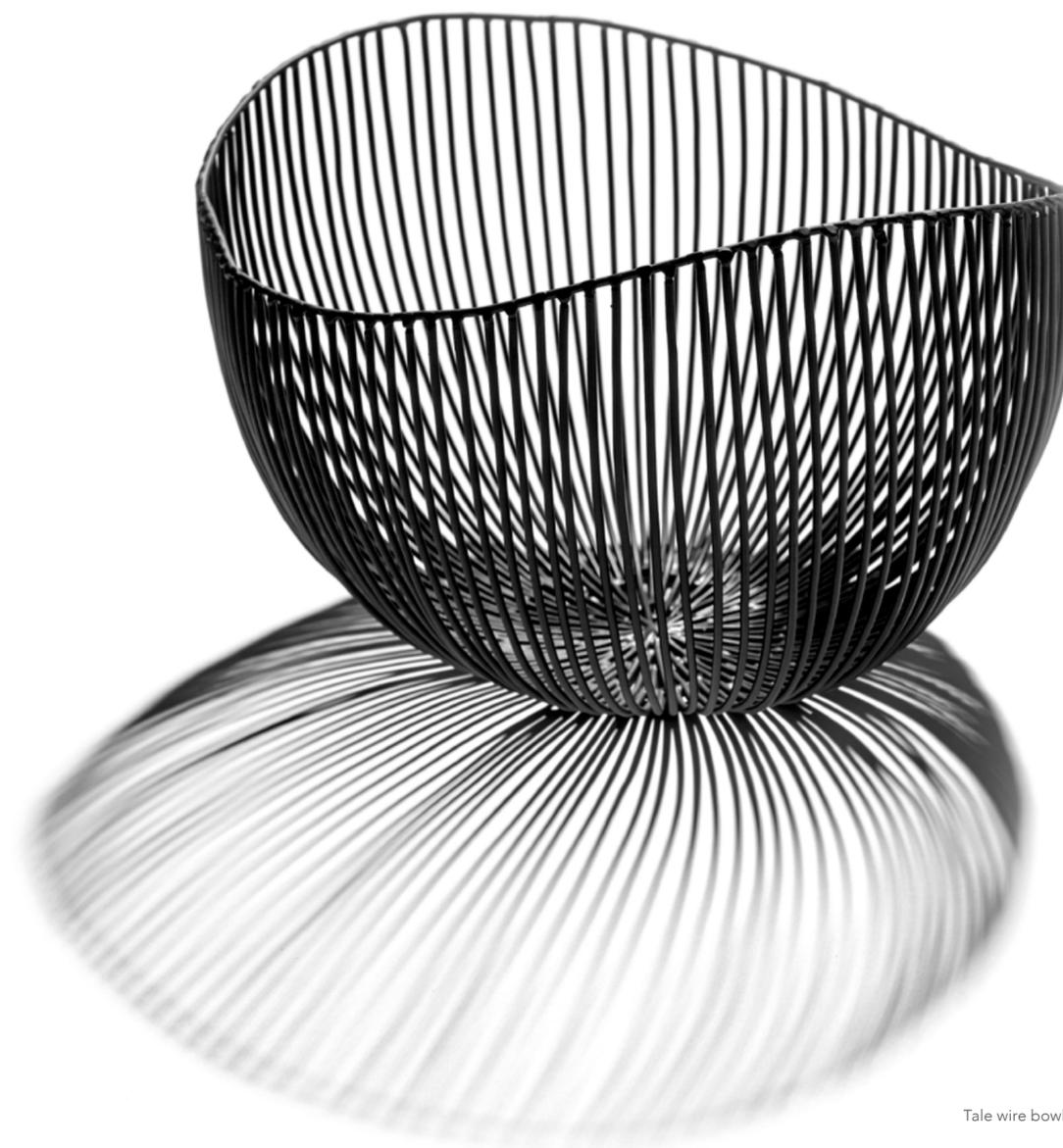
Inchino

At a young age, Antonino Sciortino was often found at his father's forge, where he was immersed in the craft of ironwork. He spent the rest of his free time at the dance school, where he would lay the foundations for a successful career as a dancer and choreographer. Where he used to express elegance with graceful moves, he now manipulates iron in a crescendo of delicate, dancing lines into true works of art that radiate the same inspiration. Antonino also designs interior objects and furniture, created with a recognizable craftsmanship and with his unmistakable signature. Without ever losing track of the art of simplicity and style, he shapes soft iron into eclectic, timeless objects that add a touch of his Italian character and spirit to any interior.

Thanks to the simple design and the vintage look, these pieces form the perfect backdrop in any interior. A range of new Chiara chairs, the Stressa armchair and the Issa bookshelves, Tria lamps, Cico & Ula top side tables and Catu bread and fruit baskets make their debut on the Serax stage.

# ANTONINO SCIORTINO

Metal Sculptures



Tale wire bowl



Issa book shelves

ANTONINO METICULOUSLY  
SHAPES SOFT IRON INTO  
ECLECTIC, TIMELESS  
OBJECTS



Chiara chairs, Cico and Ula tables



# BEA MOMBAERS

Furniture  
Handbags  
Table accessories



Bea Mombaers for Serax equals Belgian design with an international character. The collection of bags reflects the eclectic universe of interior stylist Bea Mombaers. Sophisticated minimalism meets premium quality in a dozen models of the finest buffalo leather that becomes more beautiful as it ages. The feel of luxury is all in the details. The high-end design of Bea Mombaers for Serax transcends the seasons, breathes timeless relevance and offers a durable answer to seasonal trends.

Even as a child, interior stylist Bea Mombaers was already fascinated by unusual objects with a unique story. Being able to translate her love for beautiful things into her own lifestyle label today is a dream come true. It was her B&B in Knokke that gave Bea the idea to inject her DNA into the Bea for Serax interior design line. Weather-resistant lounge sofas, comfortable leather bean bags, graphic black steel wall racks, atmospheric lighting, decorative mirrors, sturdy concrete trays, and contemporary bistro and side tables, all of them statement pieces that stand out in every room.

Bea Mombaers: "All items of the Table Accessories by Bea Mombaers for Serax come from my B&B and my love of welcoming guests. When hosting a party, you often discover that something is missing. This collection started with the need for a stylish ice bucket and eventually became an extensive range of table accessories."

In her distinctive style, interior stylist Bea Mombaers further expands her eclectic universe with unique table accessories made of acacia wood and matt polished stainless steel - whether or not finished with a gold-coloured PVD coating.







# ANITA LE GRELLE

Terres de Rêves

Anita Le Grelle: "I have five children. When my last child left home a few years ago to study in England, I suddenly had heaps of time, and for the first time I could focus entirely on my work."

In 2013, decided to dismantle one of her older artworks. From the clay she retrieved, she made a mould in the shape of a small bowl. The bowl became a plate, which in turn became a dish ... Before she knew it, Terres de rêves had become a successful line of tableware. Year after year, the line has been further expanded with a range of kitchen, table and bathroom accessories, vases, herb pots, and lamps.

The energetic Anita Le Grelle spends up to twelve hours a day in her studio. There, she translates her immense creativity into, among other things, her Terres de rêves line for Serax. In natural shades that reference the earth, sky, and ocean, she continues to expand her dream world. Starting from something that she lacks, or as a creative protest against everyday objects that she simply does not find sufficiently attractive or useful, Anita Le Grelle brings ceramics to life. The refined appearance and the different layers of glaze characterise the entire line.





Terres de Rêves



"The Surface collection is a very personal project for me and one that comes from a long-standing desire to create and surprise. It was inspired by the raw nature of Zeeland. Its rough textures and beautiful imperfections expose what is real and what is true... From the deep grey of the mystic North Sea to a scarred and ageing skin, every surface is a symbol of depth. Every surface tells a story. Which is why I was excited to be given the opportunity to tell my own story and to translate my professional experience into this very personal range of tableware & cookware. The product of a vision both Serax and I share: a belief in talent and the power of collaboration to fuel creativity. Because a strong idea is nothing without execution."



# SERGIO HERMAN

Surface



Surface cookware



Surface cutting boards

The Surface for Serax collection by master chef Sergio Herman from Zeeland features a sturdy and timeless look and an innovative design that is perfectly attuned to the present.

The cast iron cooking pots and pans, with their unyielding camogreen or black glaze, are not only suitable for any heat source, the collection is also very extensive: every size has its own function, every detail adds value, and the look makes it complete! Surface for Serax steals the show, every time, both at home and in the restaurant, in the commotion at the stove, and on the table.

ROUGH TEXTURES AND  
BEAUTIFUL IMPERFECTIONS  
REVEAL WHAT IS REAL AND  
WHAT IS TRUE



Surface tableware



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# PASCALE NAESSENS

Pure



Cooking with exquisite ceramics is pure romance, pure interaction. Pascale Naessens, Belgium's best-selling culinary author introduced "Pure", her first line of tableware in 2012. "Pure" embodies authenticity and warmth. It is based on organic lines and is made from natural materials.

Ten years ago, Pascale became fascinated with ceramic pottery. She then embarked on her own studies with ceramic for several years and attended numerous courses on ceramics, glazing and firing techniques. She created ceramic tableware in her own workshop and then took her prototypes to Serax. This collaboration resulted in the 'Pure' ceramic tableware line.

There is no doubt in Pascale Naessens' mind: "Working with beautiful and handy objects in the kitchen makes you happy." Based on this philosophy, the ceramist has now expanded her successful 'Pure' line for Serax with pots and pans featuring an unsurpassed ease of use, and which are sure to catch the eye at the dinner table. In addition, she has also launched a beautiful collection of wooden objects that are the ultimate companions to the cooking pots, both in the kitchen and on the table.



Pure tableware



“WORKING WITH BEAUTIFUL AND HANDY OBJECTS  
IN THE KITCHEN MAKES YOU HAPPY.”



La Nouvelle Table



Meal x3

## MERCI

La Nouvelle Table  
Meal x3  
Mix cutlery

Merci, a magical place located in the heart of the historic Parisian district of Haut-Marais, is more than a fashion store, more than a concept store. Today, there's nothing that we love more than to serve lots of tapas and small dishes and share them with family and friends. In answer to this new way of life, Merci has created a whole range of dishes, inspired by the famous 'American Modern Dinnerware' by Russel Wright and by the traditional Japanese 'bento'.

Where 'La Nouvelle Table', embodies a large variety of smaller dishes and plates for sharing food, MEAL x3 goes for the very essence. Because a dinner table can go without a knife, fork, dish, or plate. But without a bowl and spoon things could become complicated. Bowl food is 'hot' these days. From Oriental udon dishes through bowls filled with daily fresh seafood and vegetables to the comforting warmth of delicious soup. Or even your daily morning cereals. In short: plenty of opportunities! Moreover, Merci's different bowls are sure to spark off some additional culinary inspiration.

The designers from Merci take you back to the time when individuality prevailed, while crossing swords with uniformity and monotony. The six different handle edges of the Merci Mix spoons, forks and knives for Serax allow each guest to eat with his own, unique cutlery. Merci Mix for Serax, a rewarding mix of taste and individuality.

With the Merci Mix cutlery line for Serax, the designers from the French concept store Merci take you back to the time when individuality prevailed, while crossing swords with uniformity and monotony. The six different handle edges of the Merci Mix spoons, forks and knives for Serax allow each guest to eat with his own, unique cutlery. Merci Mix for Serax, a rewarding mix of taste and individuality.



Mix



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# VINCENT VAN DUYSEN

August  
Passe-Partout



Passe-Partout

Following the opening of the restaurant 'The Jane' in the chapel of the former military hospital in Antwerp in 2014, its convent was also given a new function. Architect, interior designer and product designer Vincent Van Duysen transformed it into a warm, contemporary hotel. When he met with the Serax team to discuss the production of the hotel tableware in 2017, they immediately saw eye to eye. Just one year later, the collaboration has resulted in an extensive collection for both professional and home use.

The past is reflected in many aspects of this collection. Glasses that are vaguely reminiscent of medieval chalices, and carafes of different sizes that make any bottle on the table superfluous. With the porcelain tableware, countless visual effects can be created by stacking or by playing with the contrasting white and black exterior colours. The cutlery and wooden accessories also follow the blueprint Vincent Van Duysen had in mind for Passe-partout: no-nonsense, a tad nostalgic, while at the same time very contemporary.

Vincent Van Duysen: "Furniture should never clamour for attention, it should become one with its surroundings, unnoticed. It is the users who add colour."

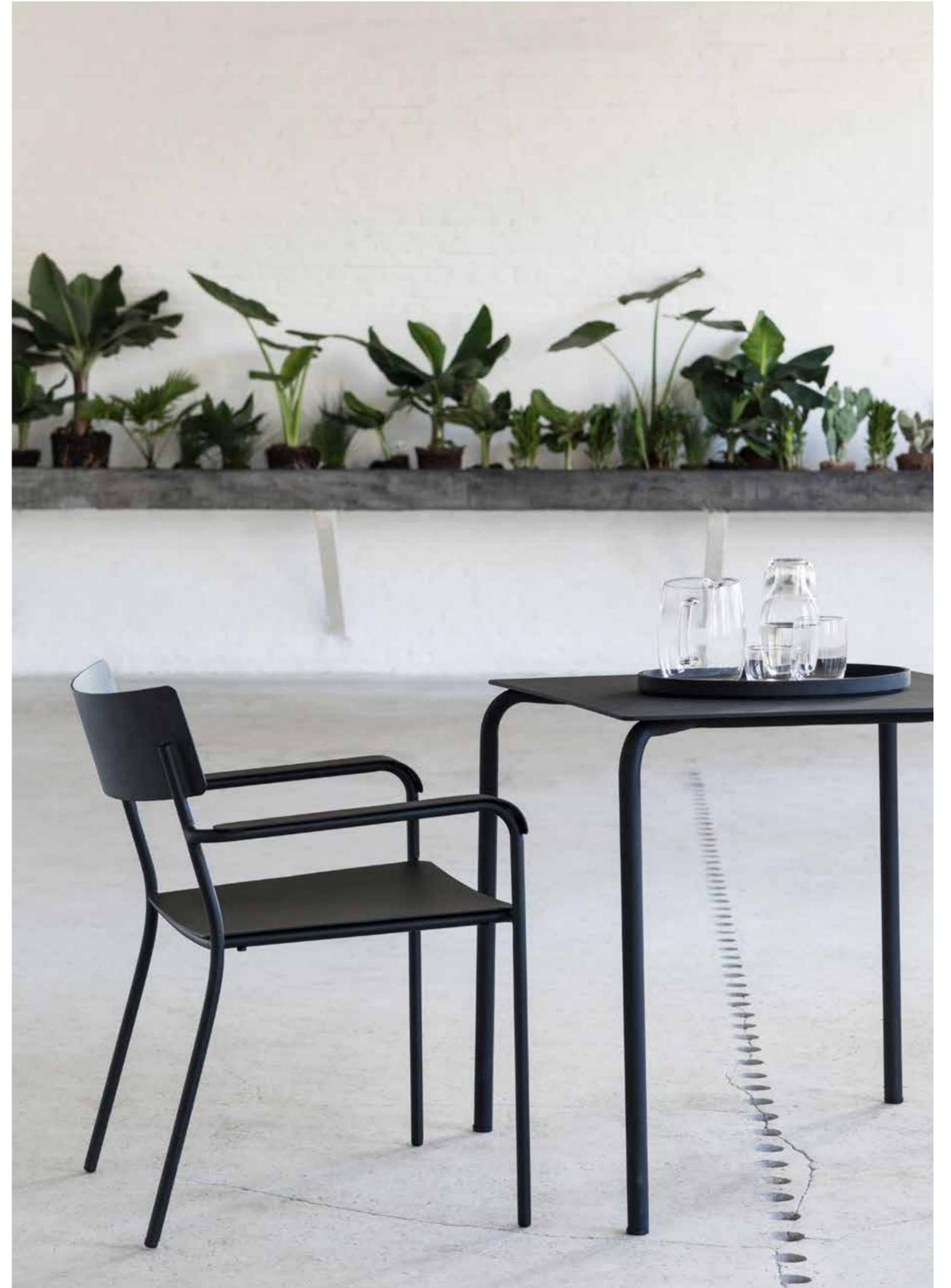
The Outdoor collection by Vincent Van Duysen for Serax is made of aluminium and it is available with a black or grey-green powder coating. This makes it suitable for both indoor and outdoor use. The chairs, lounge chair, and table articulate the sheer simplicity of the monastic life they were inspired by. The wider, slightly lower proportions are of this day and age and contribute modern-day comfort.



“THE NAME PASSE-PARTOUT ACTUALLY SAYS IT ALL: THIS COLLECTION FITS EVERYWHERE, IN EVERY SETTING.”



Passe-Partout



August



# STUDIO SIMPLE



One of Studio Simple's wishes is to create a world you'd love to live in. In their contemporary signature style, Studio Simple presents a multifunctional and timeless setting that welcomes any form of interpretation with open arms. Glass, wood, metal, terracotta and simple lines are the keywords of the versatile new objects by this resourceful designer duo.

For years, design duo Ann Vereecken and Jeroen Worst have been creating interior concepts for a multitude of clients. For almost every concept, they have crafted complementary objects by hand to give them their very own personal touch. When some of these objects found their way to Serax, the wheels were set in motion. Under the name Studio Simple a name that perfectly reflects the duo's philosophy of creating simple, yet strong, everyday objects that are both logical and beautiful in a timeless way - they have brought to life an ever growing accessory collection.

Inspired by Nature, by people, and the need to find solutions to problems encountered in their own lives, Studio Simple's creative duo go in search of the perfect balance between form and function, and the right combination of materials. Never losing track of the main ingredient, 'simplicity', and using mostly local resources, Ann works her magic on the aesthetics, while Jeroen mainly focusses on the practical and technical aspects. Together, and with a smooth natural flow, they make simplicity and minimalism liveable, warm and cosy.



# BRENT NEVE & GIEL DEDEURWAERDER

Collage

Within designer collective Utilise.objects, Giel Dedeurwaerder and Brent Neve studied the possibilities of wood for their designs. They also investigated the food safety aspect. This is how they got the idea for a tea service. The tasks were divided up in no time: While one designer focused on the design, the other went in search of the most food-safe finish for the wood. Together with the Serax technical team, they also looked for alternative industrial production techniques.

Giel: "The Collage tea service is based on the perfect balance between material, shape and proportion, and on the idea that tableware can also serve perfectly well as decoration, instead of being stored away after use."

Inspired by Japanese designs, Giel and Brent created cups made of solid acacia wood and a cast-iron teapot. The combination of the warm wood tone and the indestructible cast iron gave the service exactly those durable, functional, and aesthetic characteristics that the duo was looking for. And those features have been awarded the Henry Van de Velde Award 2019 in the Habitat category.





# KOEN VAN GUIJZEN

Essentials  
Sofisticato



Essentials

In his teens, Antwerp designer Koen Van Guijze (1967) was already greatly fascinated by lighting. As a school DJ he loved playing with the colours and intensity of the lights, syncing them with the beat of the music. After obtaining his degree in marketing, he worked in sales for a number of years, where he soon ended up in the lighting industry. In 2002, he launched Accessori Architectural Lighting in Antwerp, where he sells lighting objects in addition to devising and elaborating custom-made concepts.

In Koen Van Guijze's KVG Essentials lighting collection resounds a clear echo of his love for minimalism with a conceptual vibe. As the name suggests, with this collection the designer reverts to the sheer essence. An infinite number of effects can be created with the featureless surfaces, straightforward spatial figures, and simple elements.

The Sofisticato collection combines brutalism with refined elegance. The brass bars and manually blued steel tubes encompass one or two sockets for bulbs or spotlights. Depending on the intended use, Koen Van Guijze takes the basic design a step further with each luminaire. As mood lamps or work lighting, on the floor, on the ceiling or on the wall, the Sofisticato luminaires are always the answer to your lighting needs.





KVG Sofisticato 04



KVG Sofisticato 03



KVG Sofisticato 05



KVG Sofisticato 02



Sofisticato

"IF YOU CAN WRITE POETRY WITH LIGHT, THEN YOU'VE GOT A REAL STORY."



# MARCEL WOLTERINCK

Heii

“A SPACE OR OBJECT SHOULD NEVER BE INTRUSIVE, IT MUST BE SUBORDINATE TO WHAT THE OCCUPANT OR USER WANTS.”



By his own account, Dutch designer Marcel Wolterinck is a huge cooking enthusiast who loves inviting guests to indulge them with culinary delights. He prefers doing so with Japanese dishes. This love for Japanese cuisine inspired him to design the Heii collection for Serax. The trays, plates, bowls, coffee cups, glasses and cutlery embody the meaning of their Japanese name: simplicity and convenience. The collection is modular, the ratios are proportional, all items are nicely attuned to one another. Heii invites creativity for both the dishes and the presentation.

The Heii collection is aimed at mutual enjoyment. On the birch trays, you can mix and match the wide variety of different-sized dishes in both white porcelain and grey smoked glass. Serve the dishes without having to take the bowls off the tray, and combine them with the matching coffee cups and water glasses. The cutlery follows the same lines as the plates, dishes and trays from the Heii collection: square and rectangular, but with rounded corners and edges, adding a softer touch to the whole. With Heii by Marcel Wolterinck for Serax, you will have an empty canvas to complete to your own taste.



Heii

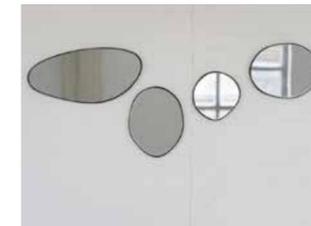
# SERAX INSPIRES

We share to inspire. We are grateful for the beautiful settings and photos by bloggers, stylists, and Instagrammers which are a source of inspiration for us too!

FOLLOW US ON INSTAGRAM & FACEBOOK

 @seraxbelgium

 /seraxbelgium

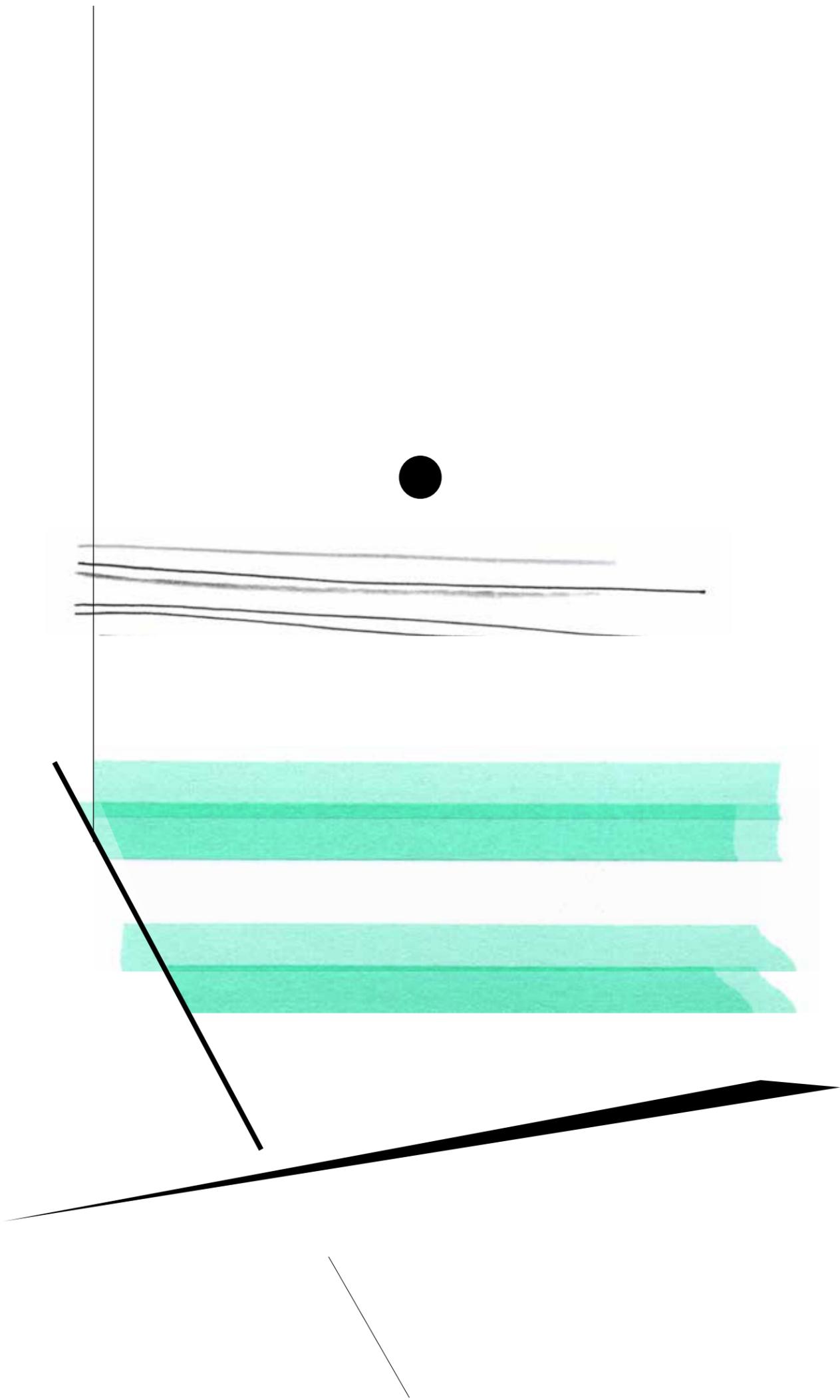


# SERAX BRANDEXPERIENCE

Today, customers are no longer interested in just buying a product. They are looking for an experience and high-value objects that fit their life style. To capture their interest, it is important to create an atmosphere and to tell a story. To attract customers to live an experience, a close collaboration between store and brand is a must.

We are more than happy to help you with the creation of the perfect Serax experience at your store. From the first design sketch, with effective visual solutions that strengthen brand experiences and incite action, to that special finishing touch, the Serax team is happy to help.





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