PRESS RELEASE

**Obsah obrázku Průhledný materiál, sklenice, umění

Popis byl vytvořen automaticky** **Sans Souci: Czech Manufacturer of Luxury Custom Lighting Enters the Retail Market with Interior Lighting Fixtures**

Obsah obrázku zeď, interiér, hodiny, váza

Popis byl vytvořen automaticky

**Prague, December 5, 2024** – Sans Souci, a renowned Czech company specializing in bespoke designer lighting installations, is expanding into the retail market and establishing a network of sales partners. The company is now offering interior lighting product lines aimed at end customers. This strategic move opens growth opportunities for Sans Souci not only in Europe but also in global markets, including the USA and Asia.

**From Luxury Custom Installations to Interior Lighting**

With nearly 20 years of global presence in the custom lighting sector, Sans Souci has gained deep experience and insight into customer preferences and needs, becoming a symbol of luxurious lighting installations adorning prestigious locations worldwide—from Michelin-starred restaurants in London to the most luxurious hotels in Dubai.

*"Entering the B2B retail market is a significant milestone for us. This segment offers immense opportunities, and we believe our new product lines will appeal to customers not only in Europe but also in America and our key markets in Asia,"* **explains Karel Páral, Global Business Development Director for B2B at Sans Souci.**

The company understands the trends in different parts of the world and cultural preferences, transforming these insights into new products. Sans Souci is also responding to the growing demand for interior lighting that combines top-notch design, premium quality, functionality, and versatility across various environments.

**Martin Cháb, founder and CEO of Sans Souci, adds:** *“We carefully monitor global market trends and respond to them. Our more than 20 years of experience with luxury installations naturally led us to expand into the retail market. We see this step as an opportunity for growth not only on the international stage but also in our domestic market in the Czech Republic.”*

**Innovation Meets Design**

The company introduces several product lines of interior lighting, enabling the delivery of unique lighting solutions not only to hotel chains, residential housing, and commercial projects but also directly to architects, designers, and retail customers.

Among the new product lines, the **Bond Collection** by designer Martin Opl stands out. This series of interior lights is inspired by the mystery of black holes, where gravity bends light and spacetime, creating a fascinating interplay of light and shadow that continuously changes with the surrounding conditions. Using unique nanocoating technology, the lights transmit and reflect light as if disappearing into a cosmic singularity. The Bond lights are available as pendant, floor, and table lamps.

Obsah obrázku nábytek, zeď, interiér, stůl

Popis byl vytvořen automaticky Obsah obrázku nábytek, interiér, podlaha, zeď

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*Interior Lighting Collection Bond*

Sans Souci Lighting combines traditional glassmaking craftsmanship with new technologies. The company is heavily involved in developing unique nanocoating technology, which is also integrated into the new product lines. This nanocoating technology allows for coating a wide range of materials and adapting to complex structures, ensuring that every piece meets high standards of quality and durability.

**About Sans Souci**

Founded in 2005 by Martin Cháb, Sans Souci originates from the Crystal Valley in the Lusatian Mountains, Czech Republic. This birthplace of glassmaking tradition, rich in the art of hand-blown glass, was added to the UNESCO Intangible Cultural Heritage list last year. The company specializes in creating artistic and lighting installations that adorn stunning interiors worldwide.

Sans Souci is a leader in combining new technologies with artistic and craftsmanship glassmaking. For nearly two decades, the company has been developing environmentally sustainable nanocoating technology, enhancing the visual and functional properties of glass. With a production facility in Cvikov, a showroom in Prague, and international branches in London, Singapore, Hong Kong, and Dubai, Sans Souci continues to push the boundaries of design and create inspiring spaces.

**For more information, contact:**

Irena Vaňková

E [irena.vankova@sanssoucilighting.com](mailto:irena.vankova@sanssoucilighting.com), M + 420 770 315 567