

Press ReleaseNovember 2017
Opening in Johannesburg***Roche Bobois opens a second showroom in South Africa***

Following a successful first opening in Cape Town, **Roche Bobois**, the international luxury furniture brand, has just opened its doors in **Kramerville**, a dynamic neighbourhood of **Johannesburg** known as a centre for design in South Africa and the continent as a whole.

The 23rd November was the occasion for Roche Bobois to present the 1500m² showroom, fitted out with the brand's new collection, to the South African public. By bringing out a new collection twice a year, Roche Bobois keeps up with rapidly-changing trends and maintains a timeless aesthetic.

For the opening, **Nicolas Roche**, Creative Director of Roche Bobois, held a press conference presenting the brand alongside **Mr. and Mrs. Fanchette**, Directors of Roche Bobois South Africa. The press conference was an opportunity for Mr. Roche to present, through the brand's evolving designs and partnerships over the years, its history and values to journalists working in the fields of luxury and interior design. Taking place over a typically French breakfast, the event allowed a more informal exchange with Mr Roche, as well as with the new showroom's team.

Later, an evening reception took place in the company of distinguished guests, including Mr. Christophe Farnaud, French Ambassador to South Africa, Mrs. Helene Budliger, Swiss Ambassador to South Africa, Mrs. Claire Bodonyi, French Ambassador to Namibia, Mrs. Sonia Doña Pérez, Consul General of France, as well as talented artists including Siyabonga Mlambi, Khotso Kupi, Catherine Timotei and Krisjan Rossouw, not forgetting many influential and dynamic personalities from the leafy city's real estate, architecture and interior design scenes. Guests had the privilege to enjoy the evening while tasting amazing MCC supplied by Charles Fox and wine supplied by Almenkerk.



Mrs. Sandrine Fanchette & Mr. Bernard Fanchette, Directors of Roche Bobois South Africa

Roche Bobois: exporting French “art de vivre”

Today, Roche Bobois has more than 255 showrooms in over 55 countries, a true mark of its ambitious accelerated programme of international growth.

More global than ever, Roche Bobois embodies French design in all its diversity. Thanks to a strong network of European manufacturers, its relationships with renowned designers (such as Kenzo Takada, Bruno Moinard, Jean Nouvel, Ora Ito, Sacha Lakic, Christophe Delcourt, and Stephen Burks) and high fashion houses (Jean Paul Gaultier, Missoni Home, Christian Lacroix Maison), the brand relishes the challenge of internationalisation in offering to each of its clients a personalised approach to creation and design.



Mr. Sivabonga Mlambi



Mr. Christophe Farnaud, French Ambassador & Mr. Nicolas Roche, Creative Director of Roche Bobois

Press contact :

Sandrine Fanchette – s.fanchette@roche-bobois.com

Estelle Orsonneau – capetown@roche-bobois.com