



CAMERICH

Gregoir Lifestyle Brand Presentation

31 JANUARY 2024

01 | ABOUT GREGOIR GROUP

ABOUT GREGOIR

Gregoir's vision shines as a pioneering force, effortlessly infusing elegance into both Gregoir Mobility and Gregoir Lifestyle.

In the realm of **Gregoir Mobility**, innovation takes center stage. With a commitment to progress, and a solid distribution network in the heart of Europe, we serve global premium brands like BMW, MINI, BMW Motorrad, Canondale and Specialized, translating emerging trends and new standards of design and technology into meaningful, uplifting and responsible lifestyle choices.

With **Gregoir Lifestyle**, we serve as the curators of immersive experiences, transforming showrooms into premium sanctuaries that transcend their purpose. With Camerich, we are envisioning furnishing spaces across Benelux, France and Germany, with premium lifestyle products, creating havens of refinement and relaxation, where one can find solace in the seamless fusion of elegance and tranquility.

Gregoir has a presence across diverse domains, embodying refinement and grace. Whether crafting exclusive events, partnering with renowned brands, or introducing tailored services, our goal is to make an unforgettable impact on the lifestyle choices of our customers.

GREGOIR BUSINESS MODEL

Leaders in automotive retail since 1989, Gregoir is a trusted partner for the world's leading premium and luxury brands – BMW & MINI. We are strategically positioned in the European capital, Brussels, completing the economic triangle including Antwerp and Ghent. This allows us to offer award-winning, state-of-the-art distribution facilities – wholesale and retail – in Jette, Puurs, Dendermonde, Oudenaarde, Ghent and Elewijt (featuring Castle Diependael, home to Gregoir Lifestyle Headquarters and Camerich flagship showcase for Benelux, France & Germany). Our current product offerings today include the automotive, motorcycle, e-bike, lifestyle, and residential industries, along with accessories making us one-stop-shop for all mobility and lifestyle choices.

We are retail leaders in:

Gregoir Mobility



**BMW
MOTORRAD**

cannondale



Gregoir Lifestyle

CAMERICH



KASTEEL
DIEPENDAEL

GREMO NV

GREGOIR BRAND PORTFOLIO


GREGOIR


GREGOIR
MOBILITY


GREGOIR
LIFESTYLE



BMW
MOTORRAD

cannondale



CAMERICH



OWN BRANDS:

WINE CLUB

SPA/WELLNESS

GL HOME: CANDLES, FLOWERS,
CARPETS, WALLPAPER...

LOCATED IN THE EUROPEAN CAPITAL FLANDERS – THE COMMERCIAL HUB OF WESTERN EUROPE

- One of Belgium's three autonomous regions, **Flanders has the city of Brussels as its capital**: home to the European Commission, the EU Council, European Parliament, NATO, and other public and private international decision-making centers
- Centrally located within a megalopolis stretching from **Greater London** to **the Netherlands, Belgium, Germany, and France**
- Despite its small area of 13,522 km², Flanders boasts over 650 European distribution centers (EDCs) – the highest density of EDCs in Europe
- A prosperous and highly **innovative** region
- Excellent test market
- Secure a spot for post-Brexit foreign investment
- International trade powerhouse
- Attractive destination for foreign direct investment
- Productive labor market

More information on [Flandersinvestmentandtrade](https://www.flandersinvestmentandtrade.com)

60%

Europe's purchasing power is located within 500km of Flanders

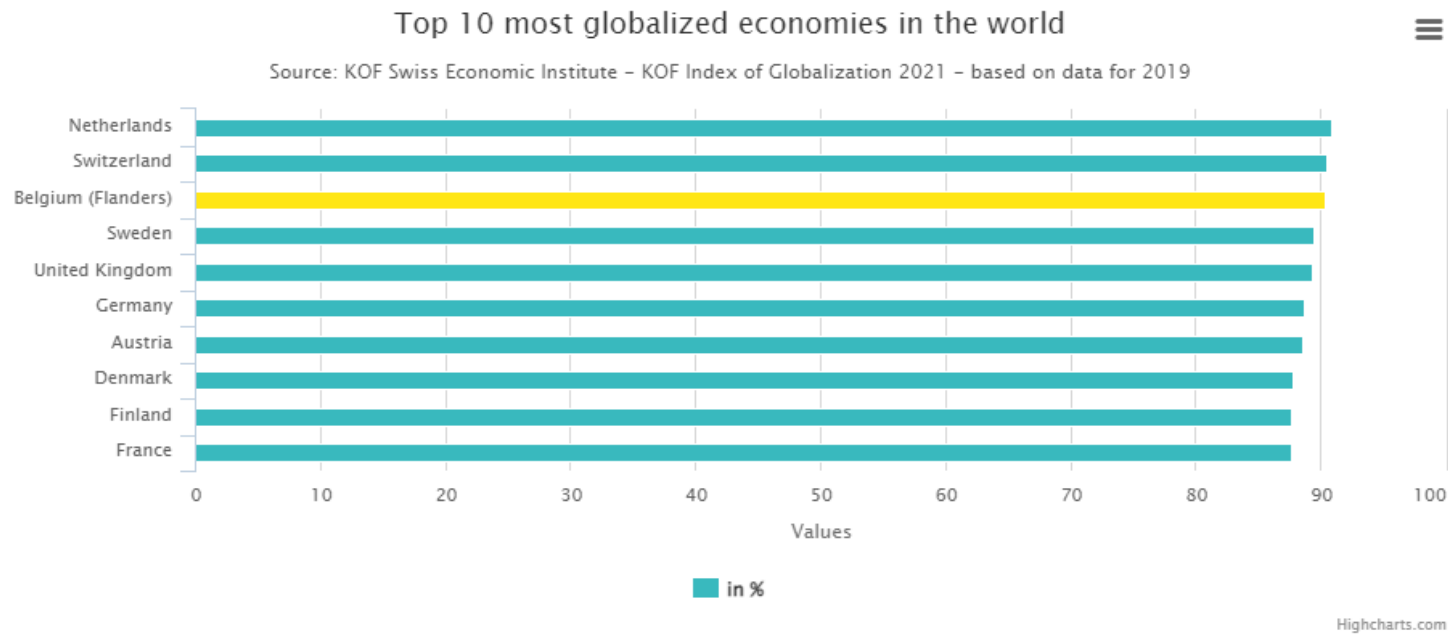
650+

European distribution centers have the highest density in Europe



FLANDERS – WORLD'S 3RD MOST GLOBALIZED ECONOMY

WHY FLANDERS ?



International Trade Powerhouse

The vast majority of all Belgian exports come out of Flanders and are shipped to markets around the world. Some of the region's main export sectors are:

- Chemicals and pharmaceuticals
- Transport equipment
- Machines, devices and electronics
- Minerals
- Plastics
- Food and beverages
- Pearls, gems, and diamonds
- Textiles
- Optics and precision equipment

More information on [Flandersinvestmentandtrade](#)

IN THE HEART OF THE FLEMISH DIAMOND CIRCUIT

- The Flemish Diamond is the Flemish reference to a network of four metropolitan areas in Belgium, three of which are in the central provinces of Flanders, together with the Brussels Capital Region.
- It consists of four agglomerations that form the four corners of an abstract diamond shape: Brussels, Ghent, Antwerp, and Leuven.
- Over five million people live in this area, with a population density of about 600 per square kilometer in 2002.





JETTE – DENDERMONDE – PUURS – OUDENAARDE – ST. MARTENS LATHEM



02 | LAUNCHING



GREGOIR
LIFESTYLE

REINVENTING A BELGIAN
LEGEND



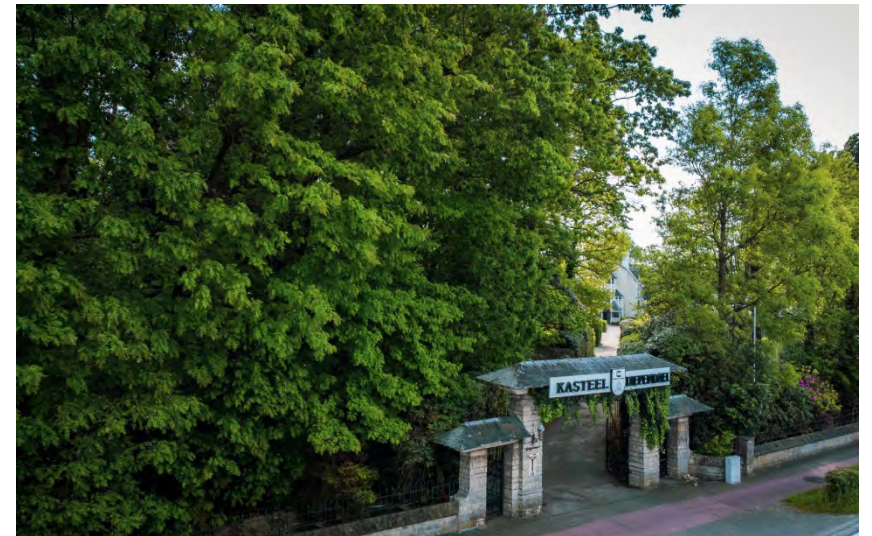
KASTEEL

DIEPENDAEL





KASTEEL
DIEPENDAEL



REINVENTING A BELGIAN LEGEND

Celebrate the best of luxury lifestyle in the sublime surroundings of an iconic Belgian castle, totally reinvented for the 21st Century. Gregoir has sympathetically transformed the historic 18th century Castle Diependael with an intuitive restoration project, designed to harmonize the best of heritage and modernity.

With an inviting, residential-meets-retail ambience, this beautiful Brussels landmark is now Gregoir's leading showcase for CAMERICH's collection of highly desirable contemporary furniture. Plus, other hand-chosen, premium lifestyle brands and products, set against the stylish backdrop of the castle's skillfully renovated interiors.

Nestled in Flanders - the heart of the city's commercial district - Castle Diependael has also been designed as a luxurious sanctuary of calm: a sought-after event destination offering carefully curated and immersive lifestyle experiences.

Originally built as hunting lodge by Heerlijkheid ter Borght in 1740, Diependael was upgraded by Edgard Fox in 1891 into an elegant estate, with three impressive properties, set in 2 hectares of beautiful water gardens. The castle suffered substantial war damage in 1914, but rose from the ashes to become the renowned home of Chef Noël Neckebroeck's Michelin-starred restaurant for 32 years.

Now spectacularly rising again in elegant Gregoir style, Castle Diependael set for a glittering new future as the European Capital's most desirable networking salon for leading influencers and opinion makers.

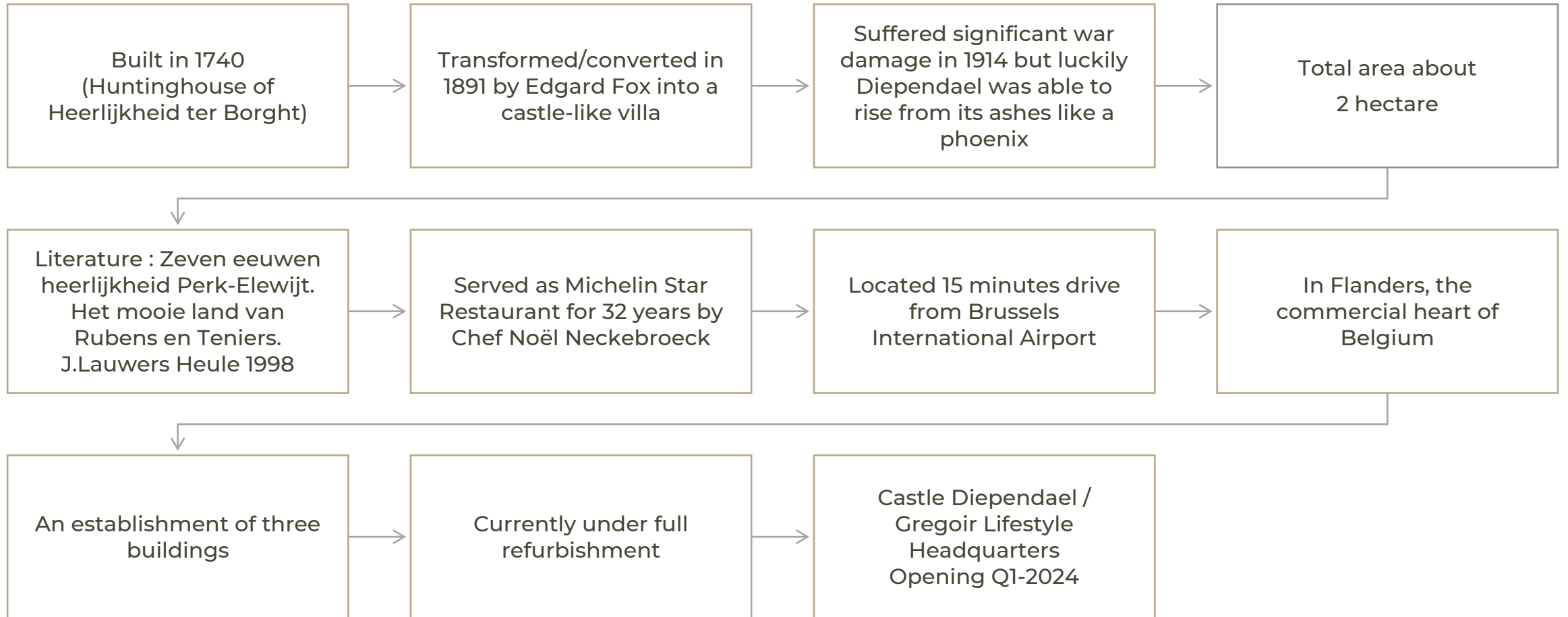


Grand Opening Q1-2024

- Full renovation and transformation
- Flagship store for Camerich Benelux, France & Germany and other lifestyle brands and products
- 2024: a renewed concept for a full lifestyle experience and networking habitat for the influencers and opinion makers

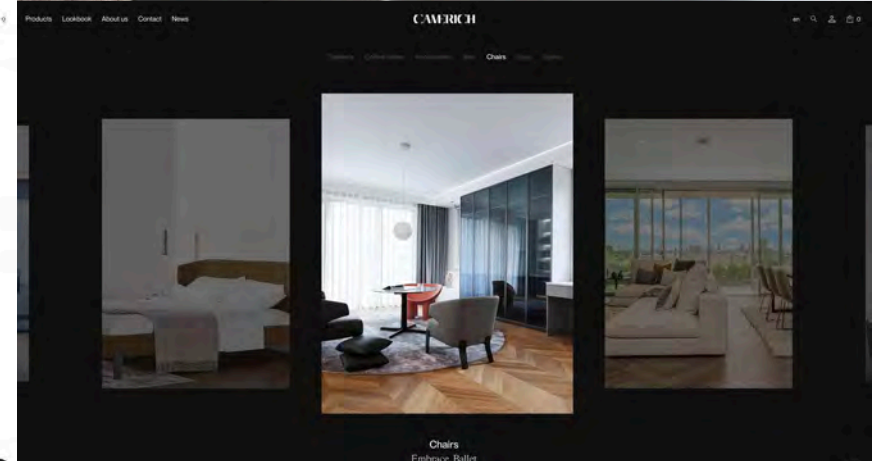
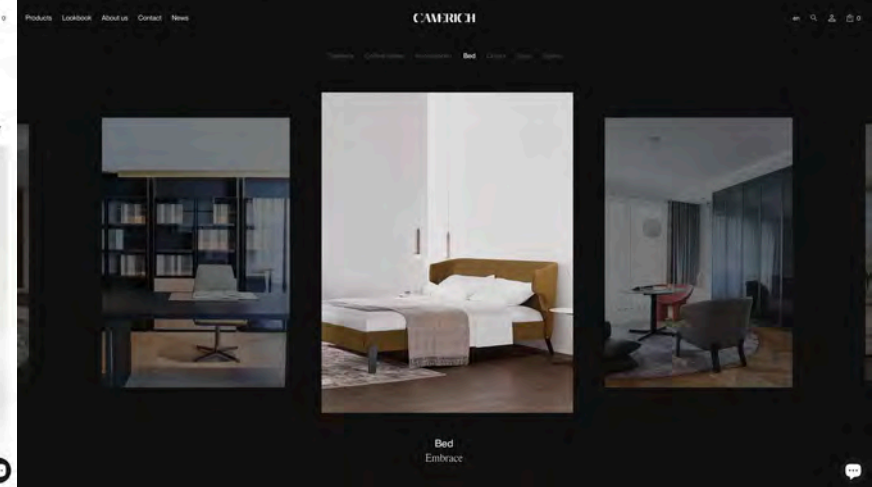
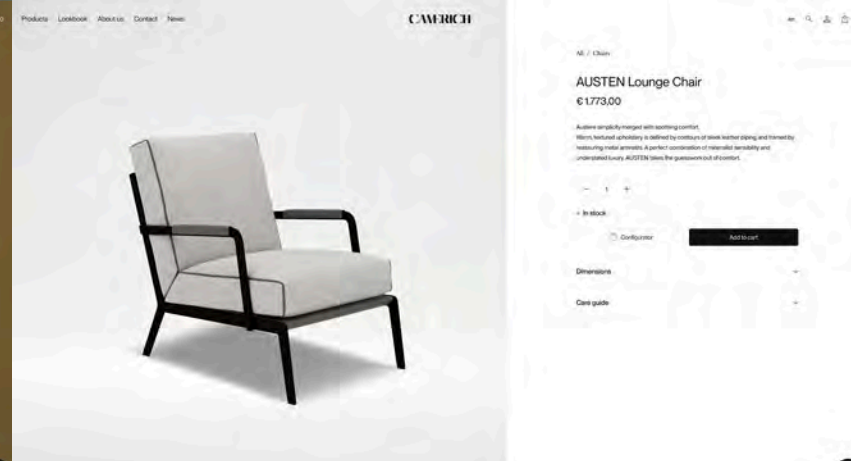
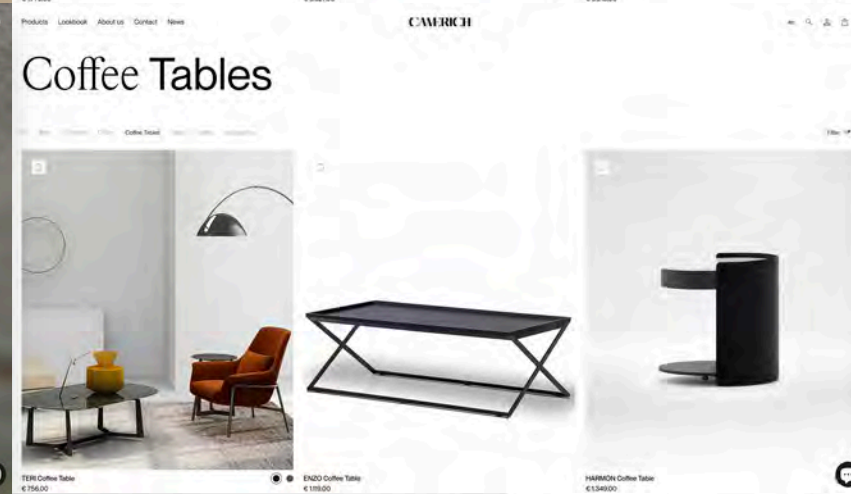
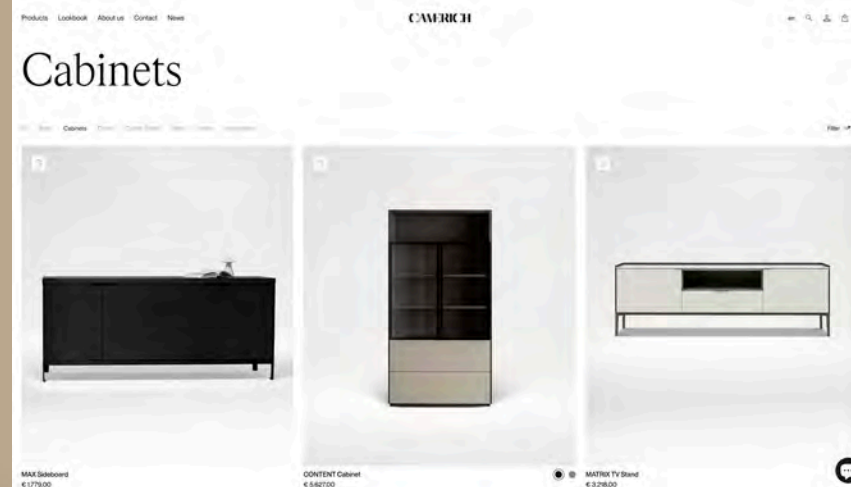


ABOUT CASTLE DIEPENDAEL



LAUNCH OF CAMERICH.EU

Website & E-commerce platform



GREGOIR LIFESTYLE TEAM



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03 | ABOUT CAMERICH

ABOUT CAMERICH

Inspired by Desire

CAMERICH's unique interiors collection brings iconic style, comfort and harmony to modern living. Designed with seductively clean, bold lines and a strong emphasis on quality, our furniture and home accessories blend fine craftsmanship with vibrant aesthetics, created to enhance every space and every lifestyle.

Established in 2005, CAMERICH is an international brand with stores in the world's leading style capitals. Committed to creating highly desirable contemporary essentials, we work with carefully chosen global designers to keep us ahead of industry trends.

Exclusively delivered by Gregoir Lifestyle across Benelux, France and Germany, this inspirational collaboration offers a unique range of classic modern collectables, coveted for their timeless, easy elegance.

With bespoke service from our friendly team of interiors experts and customer service ambassadors. Affordable prices that truly set us apart. Discover the exciting appeal of our inviting signature pieces - and start a love affair for lifetime...

Value Proposition

CAMERICH is made for those who approach life with passion and a deep appreciation for beauty.

These individuals view their living spaces as an extension of themselves and seek interior pieces that not only serves a functional purpose but also evokes their emotions. When they encounter a CAMERICH design piece, they're captivated by its elegance and exquisite craftsmanship. Sparking a sense of inspiration and delight.

Besides their sleek aesthetics, CAMERICH also attaches great importance to sustainability. Their business model incorporates eco-friendly practices, such as implementing their own water purification system and providing the option to replace individual furniture parts. This thoughtful approach allows customers to feel good about their choices while experiencing impeccable service.

As CAMERICH enters customers' homes, they uncover a seamless fusion of practicality, elegance, and spirit. Every item transcends mere furniture; it embodies the customer's preferences, character, and dreams. This harmony between design and sentiment forms living spaces that exude the craftsmanship of their lives. It truly mirrors the core of CAMERICH's identity, conveyed through Gregoir's distinctive hospitality and expertise.

Tone of voice

Clear

Memorable

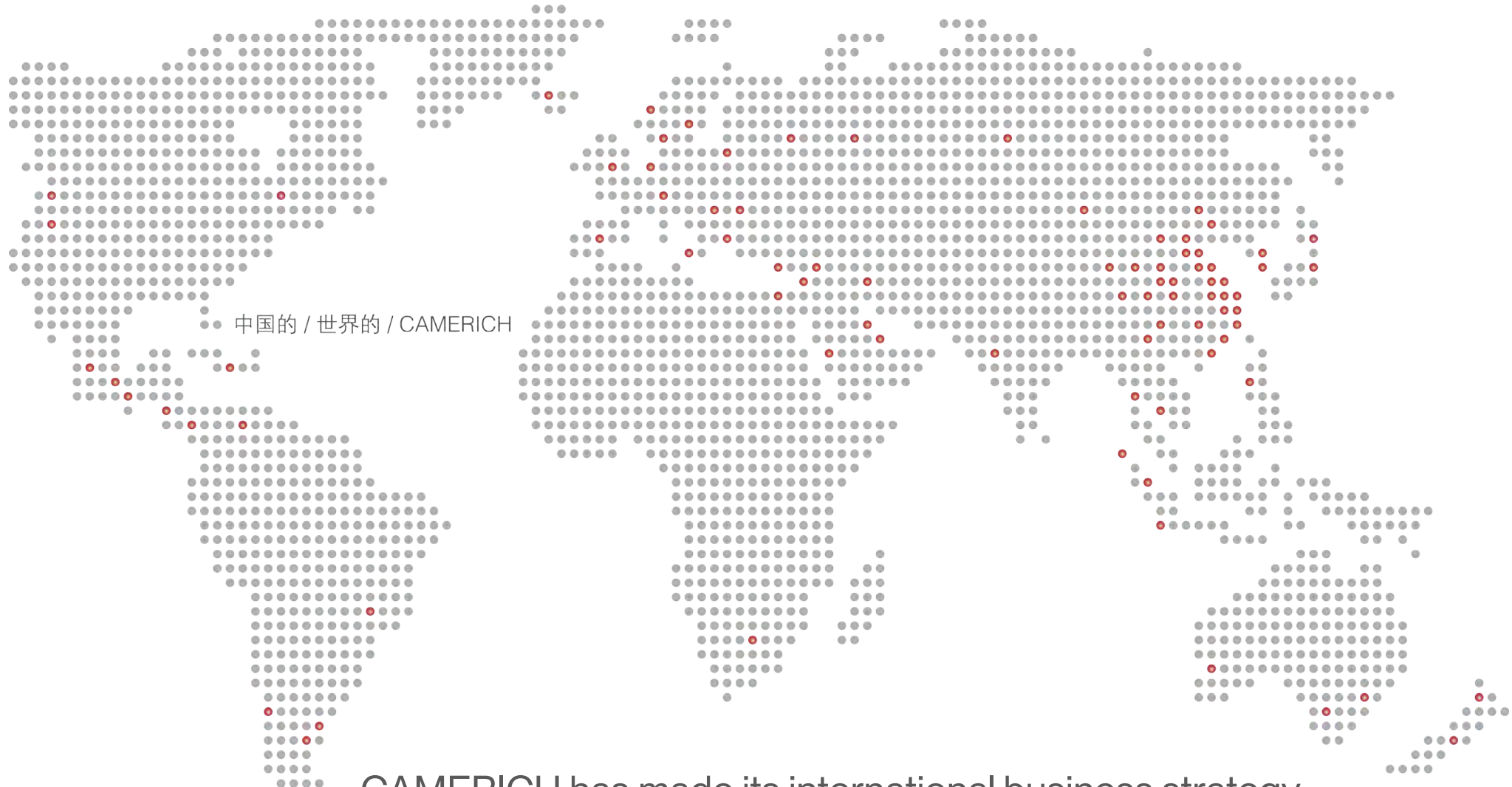
Inspiring

Premium

Graceful



04 | CAMERICH GLOBAL STORES



中国的 / 世界的 / CAMERICH

CAMERICH has made its international business strategy a top priority. Our global business network includes more than 100 stores covering Asia, Europe, North America, South America and Oceania.

Beijing Headquarters



Beijing Headquarters



Beijing Headquarters



Jiaxing Factory



FLAGSHIP STORES

LONDON, UK



FLAGSHIP STORES

MIAMI, USA



FLAGSHIP STORES

SEATTLE, USA



FLAGSHIP STORES
SYDNEY, AUSTRALIA



FLAGSHIP STORES

SANTIAGO, CHILE



FLAGSHIP STORES

BAR, MONTENEGRO



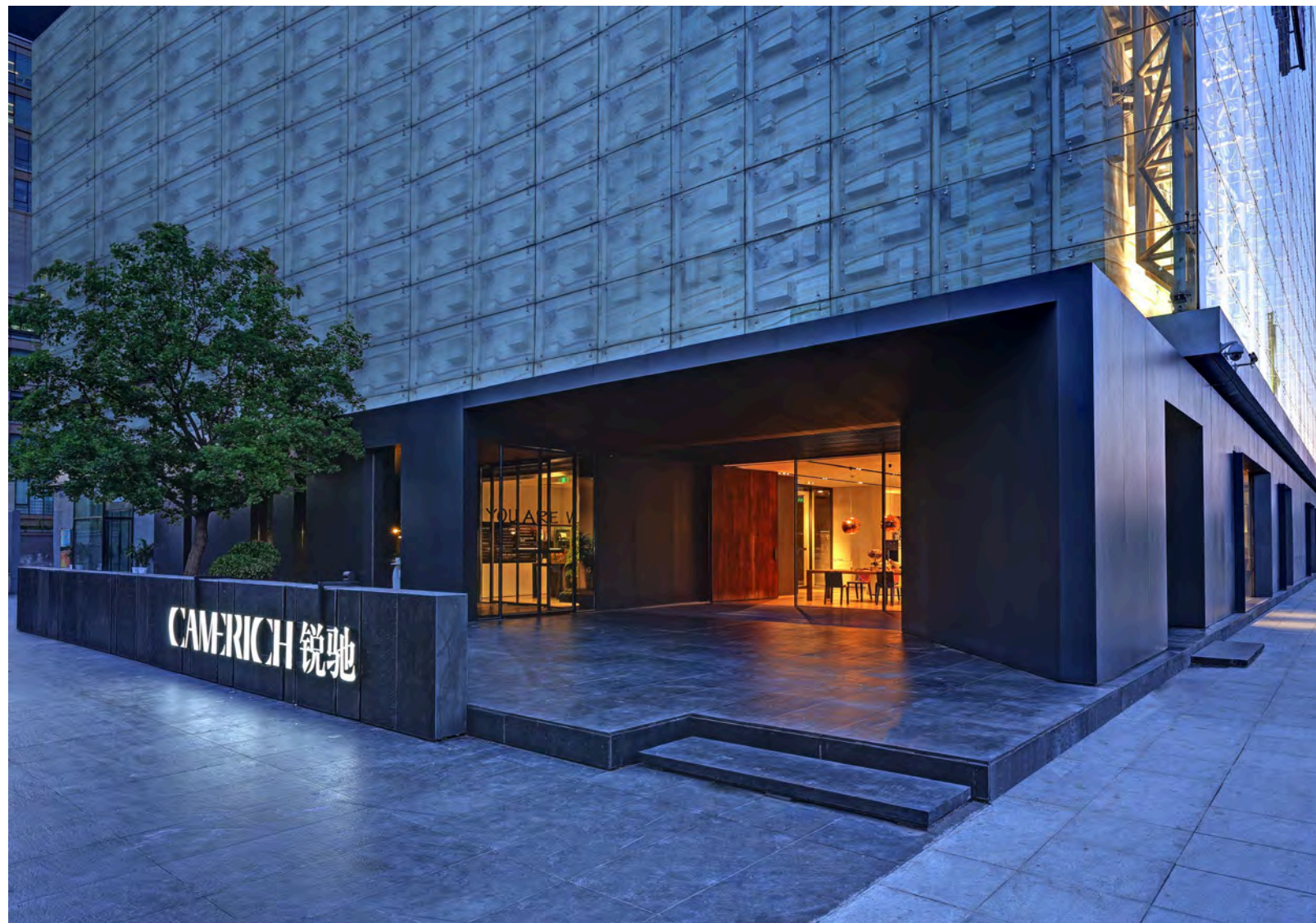
FLAGSHIP STORES

SHANGHAI, CHINA



FLAGSHIP STORES

BEIJING, CHINA



FLAGSHIP STORES

SUZHOU, CHINA



FLAGSHIP STORES
XUZHOU, CHINA



FLAGSHIP STORES

NINGBO, CHINA



FLAGSHIP STORES

ZIBO, CHINA



03 | CAMERICH SIGNATURE PROJECTS

Gregoir BMW, Mini & BMW Motorrad 5 Dealerships across Belgium

In July 2023, Gregoir Group acquired the exclusive rights to develop and distribute CAMERICH across Belgium, The Netherlands, Germany & France. As the automotive retail leader, Gregoir redesigned all of its five flagship dealerships across Belgium – Jette, Puurs, Dendermonde, St Martens Latem & Oudenaarde – to showcase and cross-sell CAMERICH iconic pieces to the premium BMW & Mini clientele. In Q1-2024, Gregoir will reopen Castle Diependael as its flagship EU showcase to promote CAMERICH to key European target audience.





Librije's Hotel, the Netherlands

Librije's Hotel is a member of the Relais & Châteaux group. Featuring a Michelin 3-star restaurant and a lobby outfitted by CAMERICH, this singular 18th century building has become a timeless destination in Zwolle's historic city center.



Luxury House in Los Angeles, USA

Located in a star-studded residential area of Los Angeles, this palatial 1,000 sq m mansion basks in the bright California sunshine while overlooking the bustling scenery of tinseltown. With 6 bedrooms, 11 bathrooms, a deluxe swimming pool, a home theater and a super terrace, CAMERICH was chosen to accentuate the chic sensibilities of this property.



Luxury House in Los Angeles, USA

CAMERICH furnishings also brought the perfect contemporary touch to a living room that opens onto a front lawn terrace and an infinity pool, transforming this inspired California property into the perfect home holiday getaway.



NEXUS Apartment, Seattle, USA

Nestled in the heart of Seattle, this 40-storey highrise adds a striking profile to the city skyline. Completed in 2019, this new Seattle landmark stacks up six different blocks that spiral towards the sky.





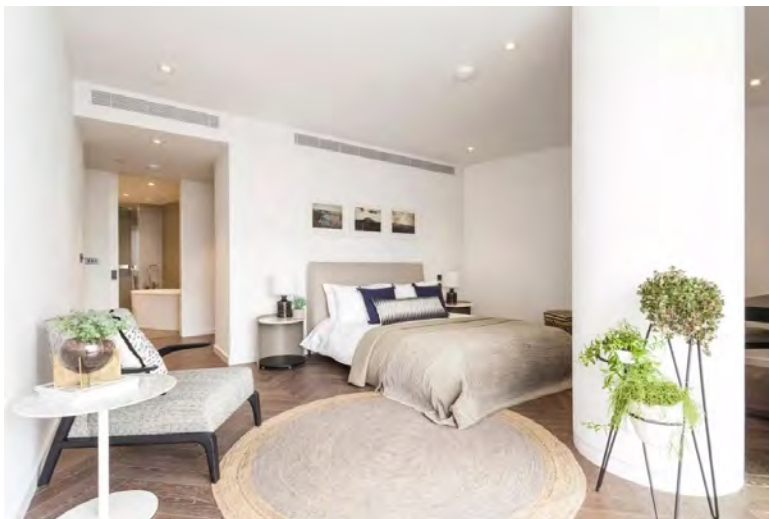
NEXUS Apartment, Seattle, USA

This is NEXUS, a top-of-the-line residential tower co-developed by architectural firm Weber Thompson and Sotheby's, the world's largest auction house and broker of art, collectibles, jewelry and real estate. The project sold out within two weeks of its opening in 2019. Helping fuel those brisk sales was a showroom featuring selected CAMERICH furniture that set the tone for modern urban living in Seattle.

Battersea Power Station, London, UK

Historic Battersea, a pair of former power stations in the United Kingdom, is one of the world's largest brick structures. Years after they were decommissioned in the 70s and 80s, renovations on the massive complex eventually transformed it into one of London's preeminent cultural landmarks.





Battersea Power Station, London, UK

Completed in 2020, Battersea Power Station is now one of the largest residential, business, retail, leisure, cultural and entertainment centers in downtown London. CAMERICH was appointed as furniture provider for the Battersea showrooms, enhancing and complementing the project's art deco pedigree and modern, minimalist updates.

VERTUS Apartment at Canary Wharf, London, UK

Located in east London, Canary Wharf is a historic dockyard transformed into an international financial center, home to some of the world's biggest banks. 10 George Street, in Wood Wharf, is a bustling 37-storey residential community operated by VERTUS, a property services provider owned by the Canary Wharf Group. When it was time to outfit the project's showrooms, furniture from CAMERICH was the natural choice for this one-stop modern living experience.





S Ram Leisure Hotel, Thailand



S Ram Leisure Hotel in east Bangkok, features graceful white facades with large glass windows that provide dimension and light, giving the space an airy feel. After previously working with CAMERICH, the hotel's founder, a well-known local interior designer, once again turned to CAMERICH to furnish this project with a blend of inviting elegance and homey touches.

Central Park Guadalajara, Mexico

As the second largest financial and industrial center in Mexico, Guadalajara is admired for its amazing collection of modern buildings. Among the city's new landmarks, Central Park Guadalajara has set the standard for high-end apartment buildings.





Central Park Guadalajara, Mexico

At the heart of the building sits the lobby, a welcoming space with the look and feel of a sumptuous loft. Bright and contemporary, an entire wall of French windows frames natural surroundings to be enjoyed in extraordinary comfort, courtesy of CAMERICH.





Xingdebao BMW 5S Dealership, Beijing, China

Beijing Xingdebao BMW Dealership was BMW's first ever 5S dealership - a premium workplace designed by Pei Partnership Architects to be uncluttered, optimized and luxurious. The clean lines of this showroom were matched with sleek, relaxed CAMERICH sofas and coffee tables, arranged into segments to create a separate VIP space, lobby and several inter-connected functional zones.

Tong Ren Tang Pharmacy Store, Beijing, China

China's Beijing Tong Ren Tang Group Co., Ltd. is a leader in the field of traditional Chinese medicine. Tong Ren Tang and CAMERICH both believe in promoting quality of life by pursuing a healthy spirit and humanistic values.





Tong Ren Tang Pharmacy Store, Beijing, China

The two brands cooperated to create Tong Ren Tang's new store, which reflects both the tradition and modernity of this national pharmacy leader.

Haiyi Sailing Hotel, Qingdao, China

Sleek metal highlights convey mystique, while a copper bar counter and a dome ceiling make for irresistible design delights, giving visitors the sense they've entered a giant cabin. Blue bar chairs and gray sofas from CAMERICH complete the temperament of this space with a perfect soothing touch.



Damei Center Phase I, Beijing, China

Beijing Damei Center is another upscale business landmark in the Chinese capital. The oriental-themed showroom is divided into several segments, each featuring stately images highlighted by an assortment of elements that combine to create an integrated atmosphere of sumptuous oriental aesthetics.



Damei Center Phase II, Beijing, China

With the help of distinct pieces from CAMERICH, “The World · Cloud – Yun’an Project” at Beijing Damei Center integrates essential elements like wood, stone, leather, fabric, metal and porcelain with modern sensibility, creating a refuge for the human body, spirit and soul.





Beijing Pacific Century Place, China

Designed by renowned architect Lee Wei Min, the interiors of Pacific Century Place Apartments trumpet neutral tones with confident accents of quiet luxury. Modern and refined, the style defines spirited urban living.

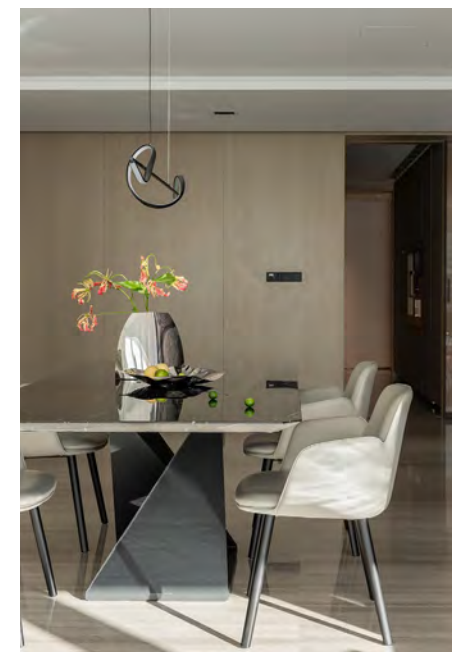


Beijing Pacific Century Place, China

The building's stunning penthouse showroom was furnished by CAMERICH. An ultra-wide glass curtain wall commands a panoramic view over the capital's Central Business District. The residence is valued at more than USD 43 million.



Beijing Pacific
Century Place,
China

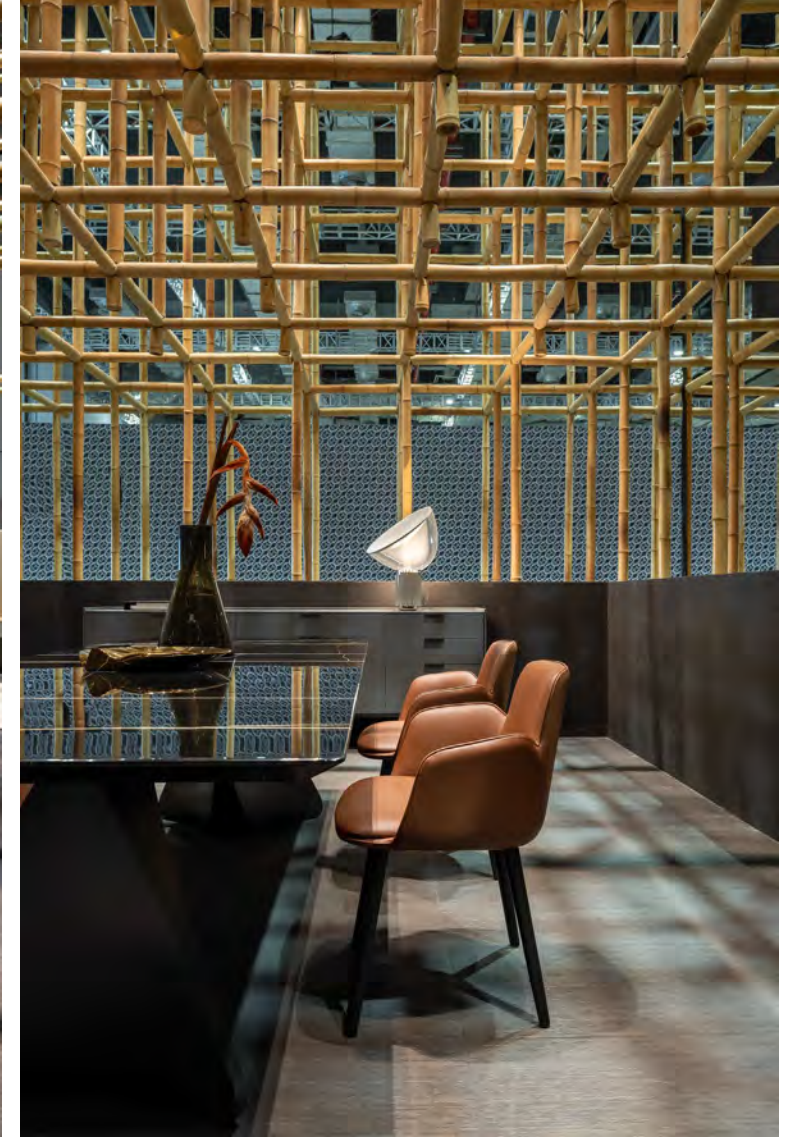


05 | CAMERICH SPECIAL CONCEPTS & COLLABORATIONS

2023 The “Temporary Storage Garden” Pavilion is a unique collaboration with Semester Studio, centering the concept of sustainability and achieving “zero waste” in its realization



2022 Neri & Hu design the 908 sqm bamboo pavilion called “The Structural Field” at the 50th China International Furniture Fair in Shanghai showcasing future of living with nature



2021 Favaretto & Partners of Italy design the Spin, Wing and the Essence Collection



2021 Axel Enthoven, Belgian designer creates a collection of modular sofas and armchairs for CAMERICH, called 'East-West'



 YELLOW WINDOW



2020 Unveiling “KONG” at the 25th Maison&Objet Paris

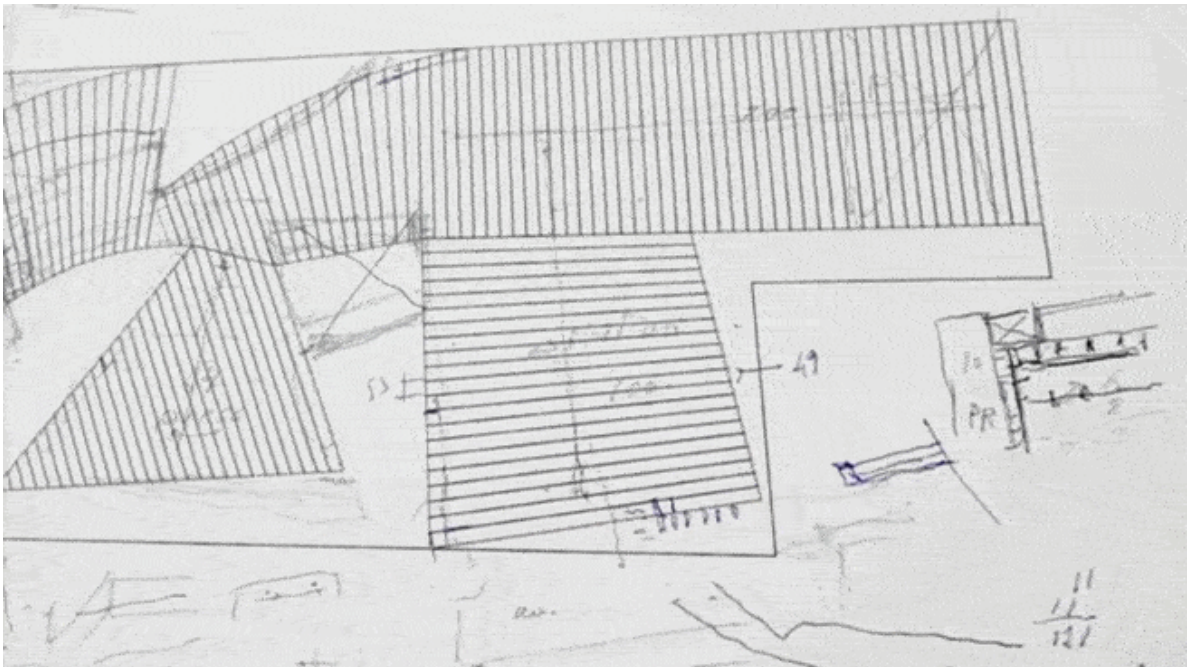




2019 Alvaro Siza, a 1992 Pritzker Architecture Prize Laureate, regarded as one of the world's most important contemporary architects designs the 715 sqm pavilion for Shanghai International Fair



3D models and sketches of Alvaro Siza's Pavilion for CAMERICH



3D model & sketches of Alvaro Siza Pavilion for CAMERICH

Interiors of Alvaro Siza's Pavilion for CAMERICH



BAIANA Chair by Alvaro Siza



2016 Milan Design Week: Designers Ju Bin & Derek Chen's create and launch MATE Sofa & HONEY Leisure Chair made of sustainable materials



2013 Collaboration with ZAO Standard Architecture on the “Micro Hutong” project for Beijing Design Week, The project won the Aga Khan Award for Architecture in 2016



2012 Milan Design Week “Village Mountains” another award-winning collaboration with ZAO Standard Architecture



2011 Advanced Concept Store
collaboration with ZAO
Standard Architecture



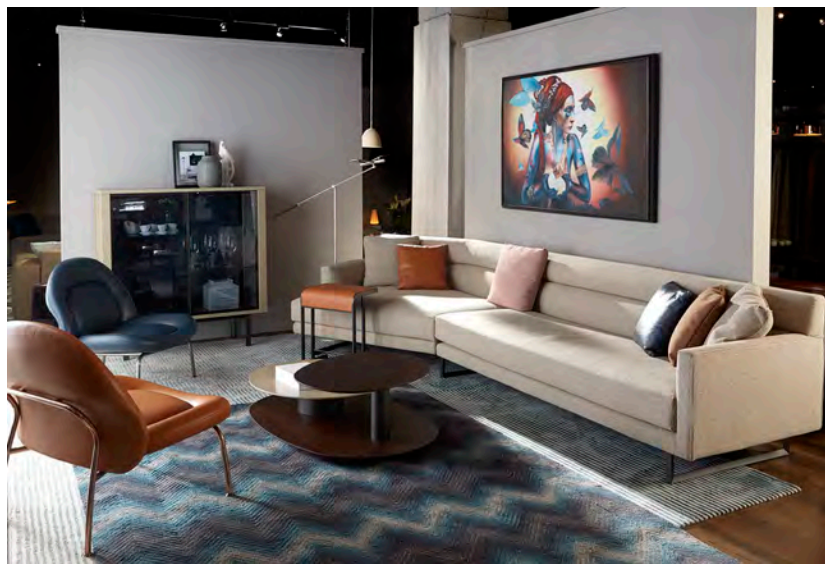
Concept Furniture | Phantom



Candy Floss



2010 High Point Market, USA





GREGOIR



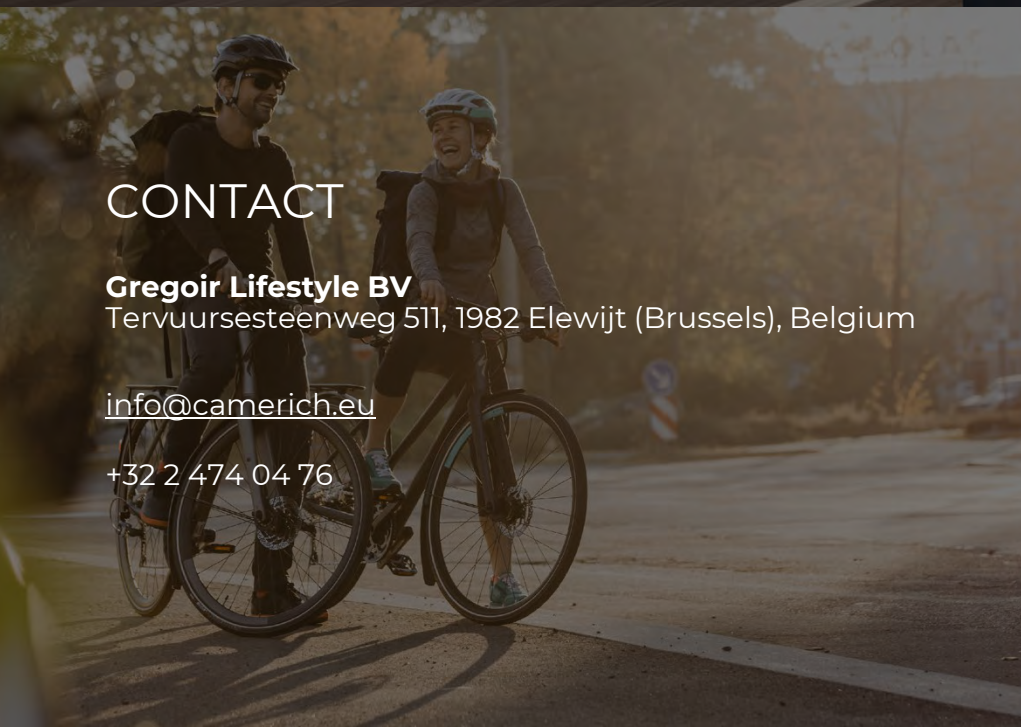
cannondale



CAMERICH



KASTEEL
DIEPENDAEL



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