



EICHHOLTZ

Bold & Iconic

Press Release

Eichholtz introduces *Bold & Iconic*: a new collection celebrating timeless design

Noordwijkerhout, The Netherlands – September 2026 — Eichholtz proudly introduces *Bold & Iconic*, its newest collection. Defined by sculptural silhouettes, rich materials and refined craftsmanship, the collection explores how bold design choices can evolve into timeless icons. Rather than following trends, *Bold & Iconic* celebrates interiors that make a lasting impression.

To call something iconic is, in itself, a bold statement. Every icon begins with a moment of courage: a convention challenged, a fresh perspective introduced or a familiar form reimaged. That philosophy forms the foundation of Eichholtz's latest collection, bringing together furniture, lighting and accessories designed to stand out today while remaining relevant for years to come.

"An icon can be anything: a destination, a person, a fashion house, a room or even a single piece of furniture," says Edwin van der Gun, Chief Creative Officer of Eichholtz. *"We're not claiming to be iconic ourselves. We're inspired by the moments and places that have earned that status over time. This collection revisits pieces from our archive alongside new designs that we believe have the potential to become lasting favourites through the way people live with them."*

"Iconic can be a place, a person, a moment. It could also be a fashion house, a hotel, a destination. Things that shape a moment and stay with you. You look back at them and realise they became iconic in their own right."

– Edwin van der Gun, Eichholtz Chief Creative Officer

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Since its founding, Eichholtz has built its reputation on creating distinctive designs that combine contemporary luxury with timeless appeal. Many of the brand's most recognisable pieces began as bold statements and have remained favourites ever since, proving that true icons are defined by their ability to endure.

Once they leave the showroom, Eichholtz pieces become part of people's interiors, homes, projects and hospitality destinations around the world. Their meaning is shaped by the people who live with them. Interior designers, architects, hoteliers and homeowners reinterpret each design in their own way, creating spaces that are both personal and memorable.

This ongoing dialogue between designer and client lies at the heart of the *Bold & Iconic* collection. Sculptural forms, tactile finishes and carefully selected materials—including polished metals, natural stone and luxurious upholstery—come together in designs that are confident enough to stand out, yet versatile enough to be reimagined in countless interiors.

More than a collection, *Bold & Iconic* reflects Eichholtz's belief that great design is defined not only by what is created, but by what people create with it. It is a celebration of bold ideas, timeless craftsmanship and the experiences that transform exceptional design into something truly iconic.

So we Salute all our valued partners
who dare to be *Bold and Iconic*!

ABOUT EICHHOLTZ

About Eichholtz Founded in 1992 in the Netherlands, Eichholtz is one of the world's most esteemed luxury interiors brands, celebrated for its extensive collections, global design collaborations, and unwavering commitment to craftsmanship. With headquarters in both the Netherlands and the U.S., the brand partners with retailers in over 110 countries and showcases its designs in showrooms across key design capitals. Offering a complete luxury lifestyle that blends elegance, imagination, and integrity, Eichholtz transforms spaces into unforgettable experiences through thoughtfully curated, timeless collections. The growing world of Eichholtz now includes award-winning collaborations with The Metropolitan Museum of Art, Maison Moghadam, Corey Damen Jenkins, and soon Vanessa Deleon, broadening the brand's creative dialogue across multiple design languages while maintaining its signature lens of European luxury.

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