



## REDA AMALOU DESIGN

### REDA AMALOU DESIGN JOINS ARGILE LONDON SHOWROOM

Located at 555 King's Road, in the heart of Chelsea, the Argile showroom is more than just a retail space. It is a curated destination dedicated to French design and craftsmanship, bringing together a selection of houses that combine innovation, excellence, and a deep respect for artisanal savoir-faire.

Conceived as a collaborative platform, the showroom hosts a group of exceptional French brands: Argile, known for its nature-inspired paint collections; Philippe Coudray, master upholsterer and haute couture decorator; Grav'Or, specialist in engraved and textured glass; Édition 1.6.9, renowned for luxury rugs and custom carpets; and Meljac, expert in luxury electrical fittings. Each brand shares the same vision: a devotion to craft, a love of noble materials, and a desire to create timeless, meaningful design.



In September 2025, Reda Amalou Design joins this collective. Founded by French architect and designer Reda Amalou, the brand presents furniture and objects where clean lines meet exceptional finishes. Lacquer, bronze, leather, eggshell, and wood are combined with subtle contrasts and refined geometry. Each piece tells a story of material, detail, and emotion.

As part of the London Design Festival, Reda Amalou Design will celebrate the launch of its presence at Argile with a special event on Wednesday 17 September, as well as a dedicated press day. Visitors will discover a curated selection of the brand's signature creations, alongside the poetic universe of its fellow French artisans.

ARGILE place is more than a showroom. It is a creative hub, a place to connect, and a resource for architects, interior designers, and specifiers. With its rotating events, expert advice, custom services and shared values, it offers a unique experience rooted in the art of interiors.



<https://www.redaamalou.com/>

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