

TRIBÙ

# PRESS RELEASE

BDNY 2023

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## BELGIAN OUTDOOR DESIGN BRAND TRIBÙ PREMIERES NEW SURO COLLECTION BY DESIGNER CHRISTOPHE DELCOURT AT BDNY 2023

**NEW YORK CITY, November 12-13, 2023** - Tribù, the Belgian outdoor design brand with a rich heritage of nearly 60 years, is set to captivate hospitality professionals during Boutique Design New York (BDNY) 2023 with innovation, craftsmanship and timeless designs that elevate luxurious outdoor spaces worldwide. Prototyped during Salone del Mobile in Milan, Tribù now premieres its new 2024 collection in the vibrant city of New York, with a leading role for the SURO collection by renowned designer Christophe Delcourt. Its booth will provide an immersive experience, as does the brand's first ever flagship store which recently opened on Beverly Boulevard, Los Angeles.

### **Introducing SURO by Christophe Delcourt**

BDNY 2023 is offering the official unveiling of SURO, a new collection by the hand of renowned designer Christophe Delcourt. SURO exemplifies Delcourt's mastery of materials and curves, seamlessly blending a solid seating structure in teak or aluminum with exquisite braided rope weaving. The result is a unique cocoon-like seat, reminiscent of delicate flower petals, offering unparalleled comfort and visual allure.

Delcourt's approach to design mirrors that of a sculptor, harmoniously fusing form and function to create a timeless and refined masterpiece. The SURO collection includes an armchair, a lounge chair, two seat banquettes and dining table, offering a complete set of elements to create a total outdoor setting.

### **Immersive outdoor experience**

Alongside the stunning introduction of Christophe Delcourt's SURO, the third-generation family-run brand indulges hospitality professionals in a two days immersive experience that showcases true Belgian outdoor quality. Tribù's booth will be a testament to its enduring legacy, featuring timeless masterpieces like the already iconic AMANU collection by New York based designers Yabu Pushelberg, the SENJA collection by long-life partner Studio Segers and the extended OTTO collection, by the hand of its own art director and designer Marc Merckx.

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### **An American love affair**

Also outside of BDNY, Tribù leaves its mark in the outdoors of the city that never sleeps. Connoisseurs will undoubtedly recognize Tribù's MOOD bar chairs at the rooftop bar of the inimitable Aman New York in Manhattan's iconic Crown Building on 5th Avenue, adding a touch of sophistication to the NYC skyline.

Aman New York is one of the many prestigious outdoor projects for which Tribù has been the preferred partner. And now, having a footprint in 88 markets worldwide, the Belgian design house openly declares its love for America. This summer Tribù launched its first ever permanent flagship store, located on Beverly Boulevard in Los Angeles' world-famous West Hollywood Design District. With its reputation as the birthplace of indoor-outdoor living, a perfect choice.

Prioritizing relationship building and excellence throughout all aspects, Tribù also shows up on the US map in Carrollton, Texas, supporting its US partners from a strategically located distribution center, conjoining the East and West Coast. The national sales team and warehouse considerably reduce lead times and facilitate efficient shipping and services. It's obvious with every move, Tribù is committed to create exceptional outdoor spaces that truly resonate with the spirit of the American landscape.

Tribù at BDNY 2023 - booth no. 669 - November 12-13, 2023  
Javits Center, 429 11th Avenue, New York, NY 10001

Tribù LA flagship store  
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