

TRIBÙ

PRESS RELEASE

**TRIBÙ OPENS FIRST-EVER CONCEPT STORE
HOSTED BY HORA BARNEVELD,
THE NETHERLANDS**

JULY 2, 2024

For immediate release



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OVERVIEW

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SUMMARY

TRIBÙ OPENS FIRST-EVER CONCEPT STORE HOSTED BY HORA IN BARNEVELD, THE NETHERLANDS

Tribù launched its first-ever Concept Store within the showroom of Hora Barneveld, located in the heart of The Netherlands. Spanning 350 square meters, the redesigned space showcases the distinctive Tribù style, seamlessly blending indoor and outdoor living and immersing guests in the essence of luxury outdoor living. The official opening celebration was attended by the Tribù family, esteemed professionals, and brand enthusiasts. All guests enjoyed Belgian designer Ilia Eckardt's knitting workshop, highlighting Tribù's dedication to artisanal craftsmanship. This first concept store embodies the family brand's long-term commitment to fostering enduring partnerships built on a shared vision and dedication to excellence.

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FULL STORY

TRIBÙ OPENS FIRST-EVER CONCEPT STORE HOSTED BY HORA IN BARNEVELD, THE NETHERLANDS

Tribù introduces its first-ever Concept Store within the showroom of Hora Barneveld, located in the heart of The Netherlands. The redesigned space spans 350 square meters showcasing the distinctive Tribù style, elegantly blending the boundaries between indoor and outdoor living. The concept store's holistic approach prioritizes a deeply engaging experience. Every detail is meticulously curated to contribute to this vision.

The design concept: an immersive experience of luxury and tranquillity

The interplay of natural materials, light, and a serene atmosphere immerses guests in the essence of luxury outdoor living. Upon entry, visitors are welcomed by a captivating architectural design. Crafted with columns and wooden beams, a cellular structure creates a sense of visual rhythm and tranquillity, guiding visitors through distinct zones in a natural flow.

Tactile elements such as lush greenery, textured stucco walls, and airy linen curtains add to the organic allure of the place. Acting as natural dividers, they ensure that every setting tells its story, enhancing a profound experience without overwhelming the senses.



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FULL STORY

At the heart of the concept store, a centrally positioned island invites to co-create outdoor projects in a serene setting, with material and colour samples readily available. A large screen displaying inspiring settings ignites imagination, allowing guests to envision our furniture seamlessly integrated into their personal outdoor spaces.

The official opening: celebrating true craftsmanship

The grand opening of the Tribù Concept Store by Hora was celebrated in the presence of the Tribù family, esteemed professionals, and brand enthusiasts. Belgian designer Ilia Eckardt, renowned for his work with fashion icons as Dries Van Noten and Raf Simons, showcased the handmade aspect of his creations for Tribù - which include remarkable knitted outdoor poufs (MAI) and a lighting collection (MONSIEUR TRICOT). All guests enjoyed Ilia's artisanal knitting workshop, a true testament to Tribù's craftsmanship.



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FULL STORY

The partnership: sharing enduring values

In an era where consumers seek emotional connections and memorable experiences, the Tribù Concept Store by Hora stands as a beacon of distinction. It embodies our commitment to fostering enduring partnerships built on a shared vision and dedication to excellence. This joint pilot project centred on collaboration and communication. Together we created a captivating environment that seamlessly integrates Tribù's brand values with Hora Barneveld's identity.

Testimonies to timeless designs and understated luxury

“Our first Tribù Concept Store has become an oasis of tranquillity within the beautiful Hora showroom. Each setting is enriched by a profound connection with natural elements and tactile materials. Stepping inside, everything feels perfectly aligned – a testament to our dedication to crafting timeless outdoor experiences.”

- Tom De Cock, Brand Ambassador

“Our vision was to create a real high-end environment. We are extremely happy with the result that exceeds our expectations. The Tribù Concept Store has its own unique atmosphere and truly reflects what you might see in a Tribù catalogue.”

- Rudi Hooijer, owner Hora



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FULL STORY

The location

Explore and experience the art of leisure redefined at the new Tribù Concept Store by Hora.

Tribù Concept Store by Hora

Hora Barneveld Bv

Anthonie Fokkerstraat 35

3772 MP Barneveld - Netherlands

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IMAGE DOWNLOADS

These images can be downloaded in high resolution from our login zone upon simple registration.



1_TRIBÙ_CONCEPTSTORE_HORA



5_TRIBÙ_CONCEPTSTORE_HORA



2_TRIBÙ_CONCEPTSTORE_HORA



6_TRIBÙ_CONCEPTSTORE_HORA



3_TRIBÙ_CONCEPTSTORE_HORA



7_TRIBÙ_CONCEPTSTORE_HORA



4_TRIBÙ_CONCEPTSTORE_HORA

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