



PINK IS THE NEW BLACK

KARIM RASHID. A GLOBAL ICON OF MODERN DESIGN.

New York-based designer Karim Rashid is one of the most prolific designers of his generation. Over 3,000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design.

The award-winning industrial designer has undertaken projects for hundreds of clients all around the world; Alessi, Artemide, Audi, Bozart, Cappellini, Estée Lauder, Giorgio Armani, Issey, Kenzo, Prada, Sony, Toyota and Umbra, just to name the most prestigious ones.

His style is best described as sensual minimalism. His ideas are techno-organic and info-aesthetic. They combine natural soft lines with convenient solutions.



DESIGN THAT LASTS

PAOLO PININFARINA



Paolo Pininfarina, chairman of Pininfarina S.p.A., is a globally renowned designer famous for its automobile designs – most notably, the cult Ferrari. Its cooperation with Gorenje dates back two decades. Gorenje and Pininfarina believe that by combining the principles of excellence in design and the latest technology, they have created future classic, a design that is determined to survive, outlive trends and become an icon - Design That Lasts.



ORA-ÏTO

THE YOUNGEST STAR IN THE HISTORY OF PRODUCT DESIGN

Ora-ïto, the world-famous French designer of the young generation. He is recognized worldwide both as a visionary designer and a transversal design brand. He tackles each product with an innovative eye by putting aside established codes. His creations are marked with his signature "Simplicity" – the art of making complex object looks simple. Ora-ïto has designed for the world's major brands, such as Heineken, Adidas, Ogo, Artemide, Cappellini, L'Oréal, Toyota, Christofle, Sagem, Davidoff and many more.



THE COOL GALLANT.

IN SPIRIT. REVEAL. SOMETHING BREATHTAKING. CLEAR. AS CRYSTALS. THEY MAKE YOUR HEART SING AND DELIGHT YOUR EYES.



At Gorenje, we do not wait for inspiration to reveal itself. We find it. And when we do, we nurture it. For our refrigerator to be hand-encrusted with thousands of Swarovski crystals. It will probably be the world's most extravagant refrigerator.

Simplicity is its motto. It wears black in order for the crystal to shine through, offering them modestly to the jealous eye. This is not a dream. Wherever you put it, it will be the center of the attention. It does not have to prove itself to anyone.

