

# Belle Elements

#### THE COLLECTION

## Concept

Belle Elements is an elegant and refined design collection with special attention to detail and a true search for the perfect materials.

Together with Belle Design, we worked on feminine forms with the idea of lightness but with the ability to answer to all specific technical needs.

Belle Elements: where style transcends stereotypes.

### Materials

We worked in collaboration with Belle Design, which took care of the choice of materials and the art direction.

Galvanized steel, which brings a very interesting rhythm to the materials; stainless steel, a technical material that can withstand the chemical attacks of products and can worked into curved forms; marble and leather for the most noble areas.





## Charlotte Biltgen

Interior designer as well as simply designer, she collaborated with Sylvain Dubuisson after leaving Camondo School in 1998 before joining India Madhavi's agency, where she became artistic director in 2009.

Firmly embracing the pure tradition of great French interior designers, Charlotte Biltgen designs for each setting.

With decor and detail hand in hand, she designs seats and accessories mentally envisaging an atmosphere that is still in the throes of being created, with a slightly obsession for good materials and the perfect finish.

Since 2015 Charlotte Biltgen signed the Klay's terrace restaurant in Paris, the Clover's with the 3 star's chef Jean-François Piège, a collaboration in Tokyo with Armand Arnal with 2 restaurants in Tokyo, an exclusive Villa in Cannes, a beach house in the Nordeste in Brazil, a gulet yacht in the mediterranean sea, and several luxuary appartments in Paris.



## Aldo Belkouar

Internationally acclaimed photographer, art Director and designer.

Since 1996 Aldo Belkouar, brilliantly orchestrates the Creative Direction for different fields companies including fashion, beauty, film, Architecture, events, IT and many more.

This divers 360° understanding of creativity and strategy makes his talents highly sought around the world.

Fluent in five languages and based in Paris, Aldo's projects are all over the globe.

Since 2006 Aldo Belkouar signed as a Creative Director the Liquid Art House restaurant in Boston, the Nhow Hotel Milan with Matteo Thun, a collaboration with Emanuele Garosci to create Palazzina Grassi Hotel in Venice (Italy), Apivita Flagship Store in Athens and other exclusive projects in Sao Paolo (Brazil), Marrakech (Morocco) and more.



## Products

## Desk

Mixing galvanized steel with marble, an interesting contrast.

Brings elegance, comfort and a sense of home to the technical world of hairdressing.

Use it as a reception desk, as a table or as simple beauty furniture: its beauty does not change.

#### Materials

Brass-plated and bronzed Metal Calaccata-Gold Marble

#### Size

24x51x30cm

PRODUCT CODE: BEL001





## Bench

Feminine shapes with the idea of lightness.

A bench, but much more: it is the precious foothold that makes each salon unique.

Covered in green velvet, Bench is the perfect seat for functional and high-end spaces.

#### Materials

Brass-plated and bronzed Metal Velvet

#### Size

125x59x100cm

PRODUCT CODE: BEL002





## Cut / Styling Station

Feminine touch with round shapes, and a very light metal structure table, which gives lightness.

Looking at it, it feels like the mirror is floating in the air.

#### Materials

Brass-plated and bronzed Metal

#### Size

85x50x178cm (cut) 85x25x178cm (styling)





## Chair

The chair is an extremely versatile design object.

This is why we have designed one that is suitable for every use, from washing hair to cutting.

Characterized by soft shapes, it is embellished with a green velvet lining.

#### Materials

Brass-plated and bronzed Metal Velvet

#### Size

65x52x73cm





## Back Wash

In our collection the Back Wash becomes a real piece of furniture, like a sculpture placed in a living room.

It brings sophistication and softness.

Our Back Wash allows every salon professional to take care of its clients' heads with the necessary care.

#### Materials

Brass-plated and bronzed Metal Velvet Leather Polished Aluminium

#### Size

200x120x98cm





## Display

Compact piece of furniture, bringing together all the life and needs of the salon.

A mixture of metal light and elegance to be used for storing and showing your products and colors.

#### Materials

Brass-plated and bronzed Metal Lacquered Wood

#### Size

365x60x220cm (Width can be modulated according to the customer's needs)







#### THE PRODUCTS / TROLLEY

## Trolley

Simple and practical, this rolling storage cart that can be separated to serve several functions.

The idea of the rolling storage trolley that can be arranged in a layout was studied alongside teams of hairdressers who explained their needs.

#### Materials

Brass-plated and bronzed Metal Enameled Glass

#### Size

45x45x87cm





## Contact & Credits

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Excel SCD s.r.l. reserves the right to make, at any time and without notice, technical and aesthetic changes to the products.

The colors shown in this catalog they are for reference only and do not bind Excel SCD s.r.l. in their faithful execution.

Photos by Marco Bottelli Design by Riccardo Covelli

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