

# Moooi Store Amsterdam

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PRESS RELEASE

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## Lifestyle brand Moooi opens new store in Amsterdam



Iconic lifestyle- and interior brand Moooi moved their Amsterdam store to the Utrechtsestraat 145-147. The new store houses the brand's full multi-sensory lifestyle collection, such as their most iconic lighting- and furniture pieces, as well as their accessory, carpets, and wallcovering collections. Visitors of the store will be inspired to curate their interiors and add the extra 'O' to their lives and homes. Moooi Store Amsterdam is open from 10 am – 6 pm on Tuesdays through Saturdays and 12 pm – 6 pm on Sundays. Visit [moooi.to/amsterdam](https://moooi.to/amsterdam) for more information.

### **MOOOI STORE AMSTERDAM AT UTRECHTSESTRAAT 145 - 147**

On 17 December iconic lifestyle brand Moooi opened their new store at Utrechtsestraat 145 – 147. The new Moooi Store Amsterdam adds a multi-sensory shopping experience for lovers of interior design and luxury lifestyles to the Utrechtsestraat. Moooi Store Amsterdam houses not only a great part of the Moooi collection but also their history, creativity, and vision for the future. Moooi Store Amsterdam is open from 10 am – 6 pm on Tuesdays through Saturdays and 12 pm – 6 pm on Sundays. Visiting the store on Mondays is possible, but only by appointment. Visit [moooi.to/amsterdam](https://moooi.to/amsterdam) for more information.

#### DISCOVER THE WORLD OF MOOOI

Moooi's comprehensive design- and lifestyle collection comprises lighting, furniture, wall coverings, carpets, gifts, and home & lifestyle accessories. Moooi Store Amsterdam offers all the ingredients you need to curate your interior and personal lifestyle. It's also the place to get in-depth advice about (re)designing your home or another new space.

The new Moooi store carries the recently launched designs NomNom Light, Starfall Light, Serpentine Light, and Aldora Sofa. But also established and new design icons such as the Hortensia Armchair, Random Light II, Meshmatics Chandelier, Flock of Light and much more! Besides their well-known lighting- and furniture designs, Moooi Store Amsterdam also directly sells interior- and lifestyle accessories. Think bedding, vases, room fragrances, pillows, scarves, you name it. Smaller designs that make the perfect gifts for yourself, your interior, or to give to someone else.

*"After fourteen amazing years at the Westerstraat, our Amsterdam store is ready for a new adventure! We are bringing the archetypal brand experience to the lively Utrechtsestraat in Amsterdam"*

- ROBIN BEVERS, CEO MOOOI



#### ABOUT MOOOI

For over twenty years, Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi does not tell designers what to do, but listens to what designers want to make, and realises their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

#### INTERVIEW & MORE INFORMATION

Interested in learning more? Want to have a virtual coffee via Zoom? Or do you have a burning question about a different topic? Contact us via [press@moooi.com](mailto:press@moooi.com) or call +31 (0)6 11 28 25 05.

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