



LUX GROUP HOLDINGS

Lux Group Holdings specialises in best-in-class home furniture and all home luxury brand solutions. With vast plans for growth, the company is dealing with multiple acquisitions, all of which will drive transformation, invention, innovation, and growth of luxury goods businesses around the world.

Founded in 2018, the Group acquired two prominent British luxury furniture makers - Smallbone of Devizes and Mark Wilkinson. The Group then continued to grow, acquiring a further bespoke furniture business McCarron in 2019, and later that same year, launched Brookmans by Smallbone, an accessible diffusion of Smallbone.

2020 sees a new chapter in the development of the Group, with the highly anticipated launch of the Smallbone Brompton Gate Showroom, a 15,000 sq ft private multi-sensory, multi-brand retail destination in the heart of London's Knightsbridge. Showcasing new and iconic Smallbone kitchen and furniture collections presented alongside a curation of luxury partner brands, all within a private 'by appointment' environment. This impressive new design space will redefine the high-end luxury retail experience as we know it.

Alongside the continued growth of the Lux Group Holdings brands in terms of product and manufacturing, and innovating the retail experience, Lux Group Holdings continues to work with developers and architects to furnish the world's most prestigious addresses around the world. From the Smallbone and Bryan Brown Architects designed penthouse at Central Park Tower; the world's tallest residential building, to the multi-room project of historic Amberwood House in London's Knightsbridge.

Ronnie Shemesh, President and Chief Value Creation Officer of Lux Group Holdings joined the company in 2019 and as a shareholder, is the visionary leading the re-definition and re-calibration of luxury kitchen and home furniture brands [Smallbone](#), [Mark Wilkinson](#), [Brookmans by Smallbone](#), and [McCarron](#). Building a business for generations to come, Ronnie's ambition is to build Lux Group Holdings into an overarching luxury powerhouse, presenting multiple luxury brands each of which represent the very best in terms of design, innovation, technology, craftsmanship and quality surpassed by non.

Ronnie's vision is to re-energise and re-calibrate furniture manufacturing. Over the next three years, Lux Group Holdings will implement streamlined manufacturing plants across the world driven by technology and state of the art machinery, reducing manufacturing costs and driving efficiencies. Precision manufacturing, world class engineering, using the world leading technological innovators as benchmarks and partners to implement best practices; every aspect of the process as the industry knows it, will be re-defined and re-born.

Lux Group Holdings plans acquisitions of further luxury home offerings and intends to present their handcrafted collections across the world. From home furniture bespoke design creations to vast multi-unit developer projects, Lux Group Holdings caters for all. Soon to open, the [Smallbone Brompton Gate Showroom](#) in London, Knightsbridge, to the Smallbone Greenwich [Satellite Showroom](#), Connecticut, USA, the new Smallbone Maddison Avenue Showroom, New York City,

opening in Summer 2021; Lux Group Holdings will be launching further showrooms across the world across the USA and thereafter moving into Asia, the Middle East and Europe where their brands have experienced significant success in such territories over the past 40 years and more.

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Please ask readers to visit www.smallbone.co.uk for further information

About Smallbone

Since 1978, Smallbone has become renowned and celebrated throughout the world as a leading purveyor of bespoke hand-made fitted furniture. Working within a rich context of British craft, Smallbone artisans employ decades of knowledge and traditional joinery skills to create award-winning cabinetry for individual spaces. The same craftsmanship inherent in its kitchens extends to Smallbone designs for the bedroom, dressing room, bathroom, and study – for any conceivable room within the home. Smallbone is synonymous with meticulous and exacting personal service. Each commission is a close collaboration between designer and client; each has its own dedicated design and installation team – from concept through to the finished work.

