NOVU

INTRODUCTION

A showroom is where a brand sells two things at once: the collection, and the identity around it. NOVU acts as the executive partner for that identity — combining an in-house manufacturing team with partnerships across top-tier design studios, and taking full ownership of everything it takes to bring a space to life: site surveys, manufacturing, delivery, installation and pack-down. One point of contact, full accountability, from first concept to opening day and every reactivation after.

ARCHITECTURE
CHIPPERFIELD
bauhaus

STEP 1. BRIEF & IDENTITY DIRECTION

Share your vision, references and brand world. Our in-house architects, with support from partner studios where needed, shape a spatial identity concept around it.

STEP 2. SPATIAL DESIGN & 3D VISUALIZATION

We translate the concept into floorplans and 3D renders, so you can see and approve every detail before production begins.

STEP 3. MANUFACTURING

Every piece is custom-built to your exact specifications, materials and finish — under our own management, start to finish.

STEP 4. SITE SURVEY, DELIVERY & INSTALLATION

From on-site assessment to white-glove delivery and full installation, we manage every logistical detail so the space opens exactly as designed.

STEP 5. STORAGE (OPTIONAL)

Between activations, we store your pieces securely, ready to redeploy.

STEP 6. REPEAT

Rent-to-own, retail replication, or your next installation — we scale with you.

SPATIAL DESIGN

Backed by an in-house architecture team and partnerships with top-tier design studios, we develop a spatial concept grounded in your brand identity — translating who you are into a physical environment, down to every material and detail.

3D VISUALIZATIONS

Our team creates high-fidelity 3D renders of your space and pieces, letting you project the finished result accurately and approve every detail before manufacturing begins.

MANUFACTURING

Every piece is custom made to your specifications — materials, finish and scale. Depending on project scale, manufacturing happens in-house or through our trusted partner network, always under our own management from first cut to final finish.

INSTALLATION & LOGISTICS

From site survey to white-glove delivery, installation and pack-down, we manage every logistical detail ourselves — so nothing is lost in translation between the design and the finished space.

RENT TO OWN

Once you've settled on a design, pay a portion upfront and spread the remainder across upcoming seasons — with full ownership of the pieces once complete. A flexible way to invest in your identity without the full cost upfront. Terms are tailored to each project.

REPLICATIONS FOR RETAIL

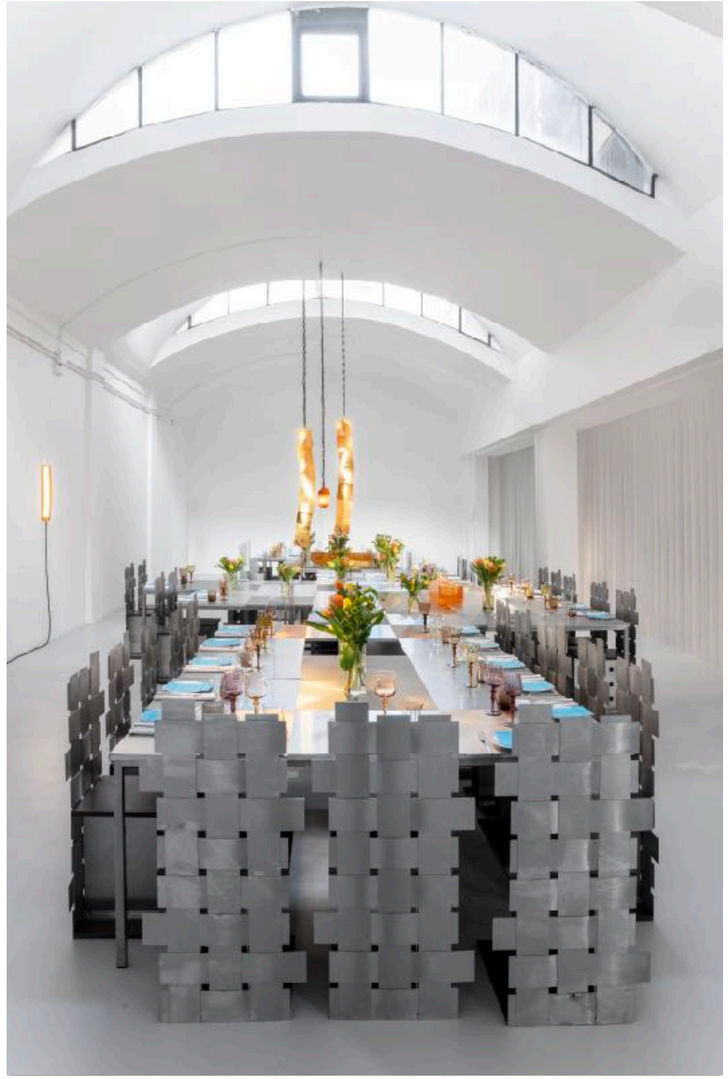
Once a design is approved, we replicate it precisely across your retail network — ensuring every location expresses the same identity with the same level of craft, at scale.

PARTNERSHIP MODEL

We operate as the executive for your spatial identity — bringing together in-house architecture and top-tier design partners, then managing every step of execution ourselves: site surveys, manufacturing, delivery, installation, pack-down and storage. One partner, not a chain of vendors.

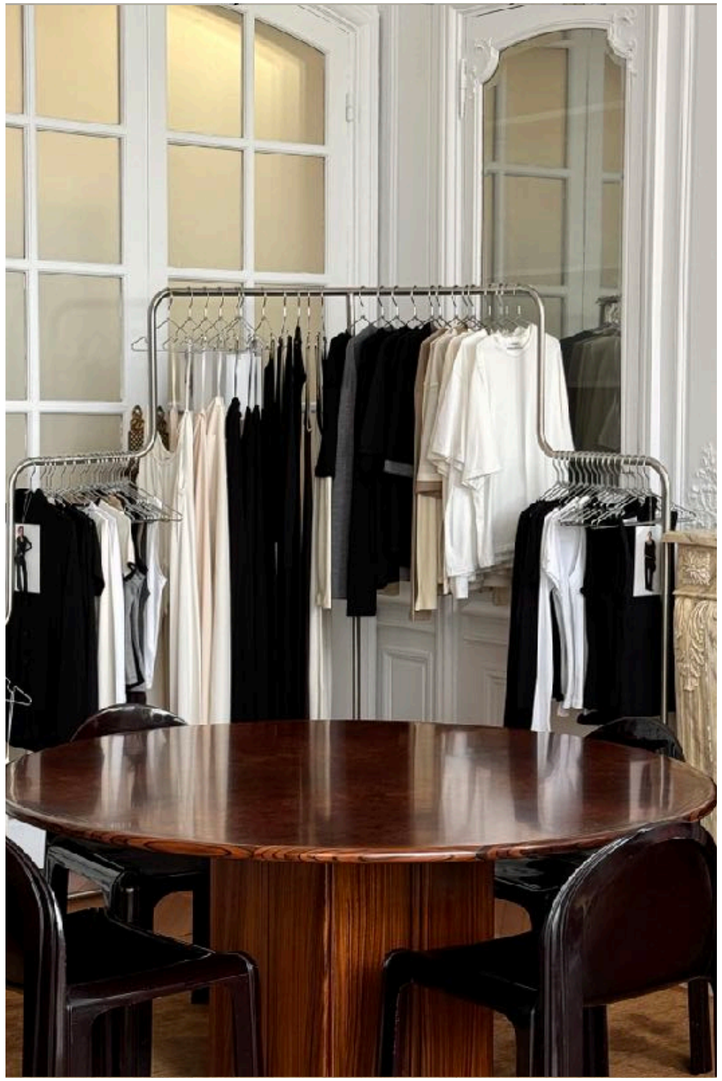
WE OPERATE GLOBALLY.

All our services, including transport and installations are available across Europe. In the US, our offer is limited to standard rental and retail services.

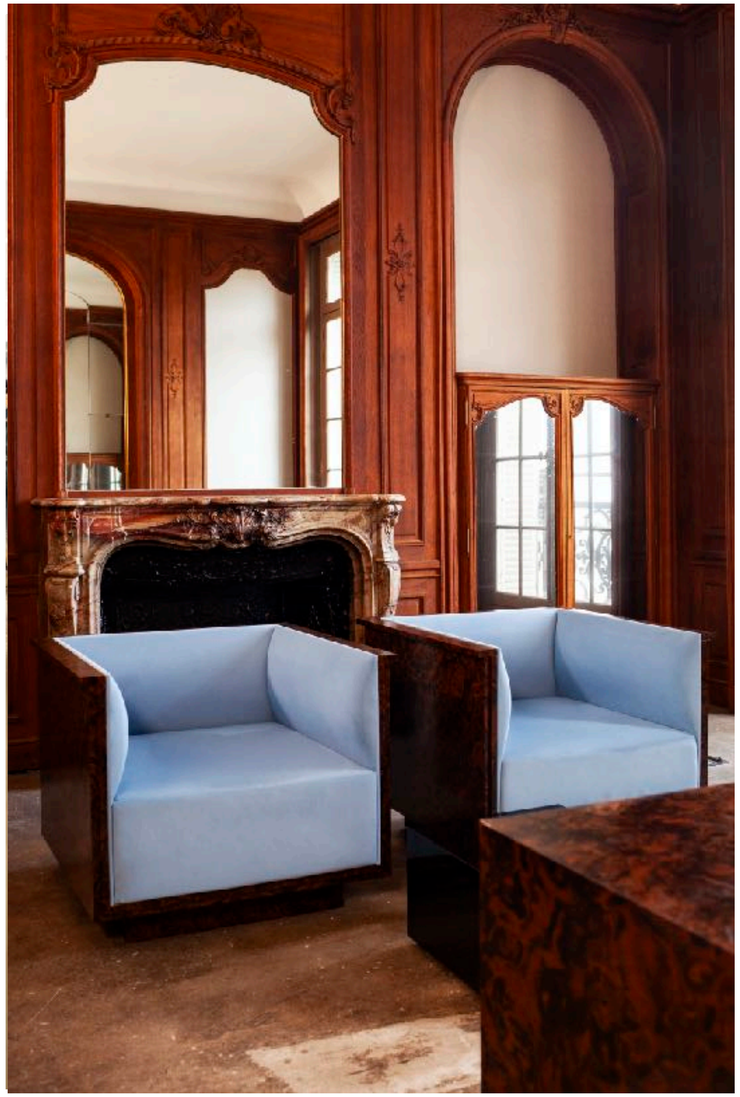


CONVERSE X GARANCE VALLÉE ACTIVATION

CHLOÉ, MYKONOS BOUTIQUE



AYA MUSE SHOWROOM



RHUDE SHOWROOM

SAMSOE SAMSOE ACTIVATION

KHAITE, LE BON MARCHÉ

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Paris / NY