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INTERIOR COLLECTION



Design

Simple but sophisticated lines for an urban contemporary environment.
The Design interior has a minimalist and clean feel.
Creativity and modernity; well being & harmony.



Multi

A blend of life.
It is a festival of colours & shapes, bringing energy to spaces,
ignoring convention.
The Multi interior has a humorous & bold character.
Optimism & happiness. Sparkling, refreshing.

Charm

Softness & sensuality, romantic & passionate
Discreet & affordable luxury. New classic, baroque chic.
The Charm interior has a nostalgic & peaceful feel
Elegance & intimacy. Feminine & poetic.



Massive – a lifestyle in lighting



Home decorating is becoming increasingly popular. Consumers are spending more and more time improving their houses & interior designs. Styles are constantly evolving with lifestyle magazines, home improvement programmes & the internet providing continuing inspiration.

Interior decorating is becoming a pastime.

The name Massive is closely linked to innovation, technology, quality & functionality at the right price.

Massive also represents lifestyle, where all tastes & demands are catered for.

Lighting is more than a question of function & efficiency - Massive combines these needs with the latest interior trends thereby satisfying the requirements of the consumer.

Style segmentation



Massive would like to present a complete collection of interior lighting, based & designed on 4 main interior styles.

Design, Multi, Charm & Authentic.

The definition of these 4 styles will create a clear segmentation of our range, adapted to the different demands of the consumer and linked to the latest trends in interior design.

Authentic

Back to origins, authenticity. Timeless harmony.
Traditional, flavours of the world.
The Authentic interior has a warm, comfortable & inviting feel
Honest & reassuring. Welcoming, history.

