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- PRESS RELEASE -

JULIETTE VAN DER HULST CELEBRATES 10 YEARS OF PRODUCT DESIGN WITH A BRAND-NEW BEDROOM FURNITURE COLLECTION

Last week Juliëtte van der Hulst of DE JUUL Interior Design celebrated her 10th anniversary as a product designer with the launch and presentation of her new collection of luxurious bedroom furniture at the leading trade event Design District in Rotterdam. The inspiration for this collection came from the recent Coronavirus lockdown period, where she - like many others - spent hours binge-watching Netflix and enjoying beautifully made series such as The Crown and The Queen's Gambit. "When the Dutch brand DecoLegno asked me to design a number of interior objects with the latest structures in faced panels from Cleaf, I actually already had put my ideas together."

Passion for textiles

Juliëtte likes to use a wide variety of fabrics in her interior designs. The upholstery is also essential for this collection. Juliëtte had already used the beautiful velvety 'Metropolis' by Nobilis with a geometric pattern in a project, after which she later spotted in the Netflix series The Queen's Gambit. This fabric now provides the ultimate atmosphere in the bedroom that Juliëtte had in mind.

With this collection of luxurious bedroom furniture that seems to come straight out of The Crown, Juliëtte shows that you can also apply the atmosphere of your favorite series in your own home. At the same time, she has been able to accomplish a whole new textile experience with the soft, tactile structures and cloudy, slightly shiny decors of the faced panels.

A (second) love for product design

"Actually, it all started with a love for product design. During my Interior Architecture training at the Royal Academy of Art in The Hague, I soon realized that, in addition to interior design, I wanted to know a lot more about making furniture. Especially about the techniques, materials and fixings related to furniture making. How do you make a beautiful table that is actually stable? Years of pure craftsmanship precede really good product design. And at the Academy you are not asked to discover new techniques, but to design new forms or concepts. So, in addition I started an evening course for furniture making at the HMC. After my graduation, I immediately launched my own furniture brand with my graduation project – the armchair."

Bring it on!

"For me, designing goes so much further than an interior. There are countless beautiful materials that can be applied in a different way than they are often displayed. For example, I see many possibilities for the bedroom collection, such as a tissue box or a jewelry cabinet, matching the dressing table. Or a design for curtains, bed linen or bathroom textiles. There are plenty of ideas, so to the brands that like my designs, I would like to say: bring it on!"

In the coming months, the bedroom collection 'Binge' can be admired at various locations in the Netherlands. For the latest dates and locations, check: www.dejuul.nl

A digital overview of the project is available at [DecoLegno's YouTube channel](#).

Bedroom collection Binge



Revontuli
1-140_DEJUUL-21



Revontuli
2-140_DEJUUL-13

Bedroom collection Binge



Revontuli
3-140_DEJUUL-23



Revontuli
4-140_DEJUUL-12

Bedroom collection Binge



Revontuli
5-140_DEJUUL-19



Revontuli
6-140_DEJUUL-9

About Juliëtte

Juliëtte van der Hulst's love of interiors and architecture started from an early age. Born in 1980 and raised in the bulb growing region of the Netherlands, she used her first savings to buy a subscription to the magazine Huis & Interieur magazine. During her studies in Rotterdam, she spent many weekends in the library of the Netherlands Architecture Institute (now known as the New Institute).

She started her career in PR and marketing with big names within the interior design & architecture industry, such as Vitra and Erick van Egeraat. The path of employers led past a diverse palette of industry-related companies and evenings were spent studying interior architecture, furniture making and lighting.

In 2008 she founded DE JUUL Interior Design, with the launch of her own furniture brand DE JUUL in 2011. The designer armchair from the collection gained extensive publicity. Since then, she has been a regular guest speaker at industry-related training courses and events and works with her agency on an unprecedented variety of renovation projects.

EDITORIAL NOTE

This Press Release and high resolution images are available via <https://dejuul.nl/pers/>.

Images can only be used with credit to the photographer Revontuli.

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Please use <https://dejuul.nl/pers/> for more projects and a company profile of DE JUUL Interior Design & portrait of Juliëtte van der Hulst.

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