

Showroom of the month

Elite Stone

Elite Stone has luxury, elegance and ultra-chic living at the heart of its experiential showroom in London's Fitzrovia



The Elite Stone Gallery is based on inspirational lifestyle design for an elite clientele. Tetyana Kovalenko, chief executive of Elite Stone, says: "Our exclusive showroom in London is an experiential showcase where luxury inspiration lives."

"It is an unprecedented project that combines luxury design with the finest materials, creating an unforgettable location in which marble invents a new language to speak of elegance and ultra-chic living."

The showroom is not only inspirational, but also shows off what Elite Stone can achieve with a single piece of onyx – from creating countertops and sinks to entire baths. Each of the pieces by Elite Stone can be customised. As a customer walks through the door, they are shown the different types and colours that are on offer to create their designs with a display of large slabs of stone in the reception area.

This is Elite Stone's first showroom outside of Italy and Kovalenko explains the choice to bring Italian design to London: "The capital of the United Kingdom, in many respects is the world's design capital. Our original creations are going to be the symbol of unique, exclusive luxury, representing made-in-Italy charm and excellence in every detail."

The showroom is divided into four sections: living and dining areas, a spa zone and a business meeting room. So, there is a lot to see in the 200sq m space. Kovalenko, with a team of architects and designers, created the showroom as much for professionals as end-users.

"We wanted to create lifestyle settings for home design in order to promote the use of marble in many different ways, creating

bespoke furnishings and stone accessories, as well as floor and wall décors," says Kovalenko.

Elite Stone is the quarry owner and marble producer, so it is able to have complete control over the product. The stone is formed both by machines and by hand to create the best results.

One of the most prominent features of the showroom is the coral black kitchen area, which features a black and orange marbled onyx that has LED lights embedded in the counter top and cabinet front.

Kovalenko explains the process of creating this light-up counter top: "Our patented, innovative and sophisticated E-light System, the product of many years' research, combines ultra-slim layers of marble, onyx, and transparent glass, while the luminosity of LED allows us create unique furnishings."

The whole area is colour-coordinated, from the orange wood of the inside of the drawers and cabinets that matches the thread for the upholstered leather cover, to the doors and drawers that match the orange shade in the dark black and grey onyx.

"As an example, the coral black living area is interpreted in a totally different, sophisticated way. It is an authentic work of art that unites functionality and design," she says.

"We passionately care for every detail – materials, quality finishing and choice of colours."

At the front of the gallery is a bathtub and sinks that are created from a single piece of stone.

As well as kitchen and bathroom furniture, it also showcases a variety of art, décor, flooring and accessories, which shows how versatile onyx and marble can be. **kbb**





1. **The coral black** living space is the focal point of the showroom and shows hidden luxury features, such as kinetic opening doors and mechanical controls to open and close the island
2. **Elite Stone** carves each bathtub and sink from an individual slab of onyx. The grey onyx bathtub is carved both by hand and machine to create the smooth and seamless piece
3. **A range of sinks** are available in the showroom for customers to get an idea of the variety of products that are on offer, as well as the techniques that Elite Stone can use
4. **The lighting is** embedded into the onyx and creates an extra light source for the room, as well as being a design that is exclusive to Elite Stone
5. **Each of the pieces** can be customised and clients can pick out their choice of stone and specifics. For example, if they want the outside of the bathtub to be smooth or the edges to be left raw



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