



SCARLET
SPLENDOUR

PRESENTS

EGO

BY KARIM RASHID



Karim

THE EGO COLLECTION

BY KARIM RASHID

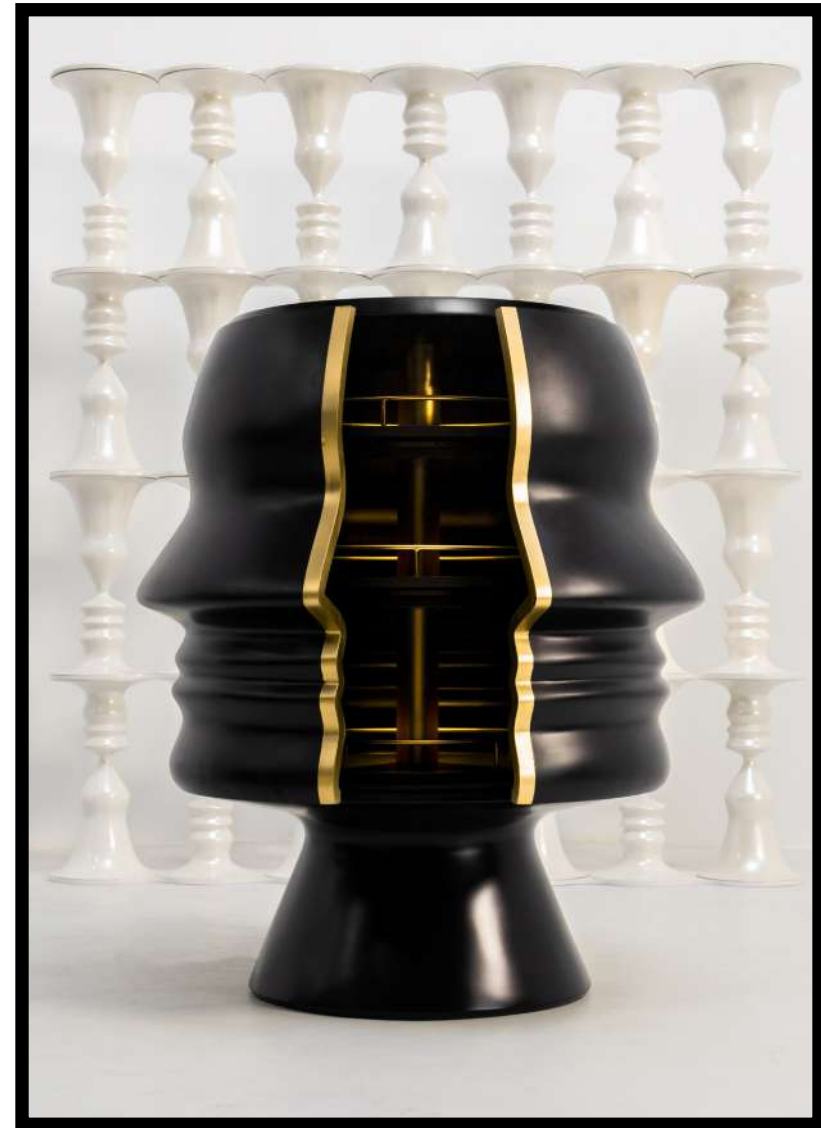
Karim Rashid, one of the most prolific designers of his generation, has lent his unique voice to the Scarlet Splendour brand to conceive a fascinating new collection, the Ego Collection.

Having studied under Gaetano Pesce near Naples in 1984, who assigned an unusual project of designing a drinking glass fashioned after a human head or face, Karim Rashid's fascinating new pieces are a reimagination of this concept, working this facial motif into five original pieces that exude sophistication and luxury.

The Ego Collection's exquisite pieces include: a dramatic and thought-provoking black cabinet with a gold brass inlay, a sumptuous human face chair available in Hot Pink, Pearl White, and Black, and a breathtaking Pearl White screen.

"Scarlet Splendour is the fantastical fantasy between art and design. Art reflects life. Art is selfish, design is democratic, and what is more selfish than the ego. The face appears simultaneously generic, the human face has been used in art for thousands of years."

- KARIM RASHID





SCARLET SPLENDOUR

Founded by siblings Ashish Bajoria and Suman Kanodia, Scarlet Splendour boasts projects and collections which are both opulent and surreal. Since its conception in 2014, Scarlet Splendour has become a global name known for their eclectic collection of furniture, lighting and accessories. Growing up immersed in a rich multi-cultural environment and being encouraged by their mother to study art and artisanry, Bajoria and Kanodia naturally sharpened their aesthetic eye through a love for collecting beautiful objects, painting and decorating. Years later, united by a mutual unwavering passion for art and interior design, the siblings' passions have flourished into a globally revered brand.

www.scarletsplendour.com



KARIM RASHID

Visionary and prolific, Karim Rashid is one of the most unique voices in design today. With more than 4000 designs in production, over 300 awards to his name, and client work in over 40 countries, Karim's ability to transcend typology continues to make him a force among designers of his generation. He is also regularly featured in print and digital platforms by media companies like CNN, Vogue, Elle, GQ, The New York Times, and countless more. This reach allows Karim to fulfil his ambition of disseminating the importance of design in everyday

www.karimrashid.com



THE EGO CABINET

The intrigue of man's ego that is represented by facial expression, inspired Rashid to reimagine the human visage into this beautiful black cabinet. The Ego Cabinet's gold trims gently outlines the human face and opens up to reveal circular rotating shelves with brass details.



THE EGO CHAIRS

A powerful addition to your space, the Ego Chair creates a seamless, fearless connection between art, design and the human mind. Available in Hot Pink, Pearl White, or Black, the Ego Chair has the profile of the human face designed cleverly around its back.





THE EGO SCREEN

The final piece in the Ego Collection is the Ego Screen. This Pearl White screen is a breathtaking maze-like pattern of the human face. It can be used as a divider or even a console to enhance your space.



