

kdlr

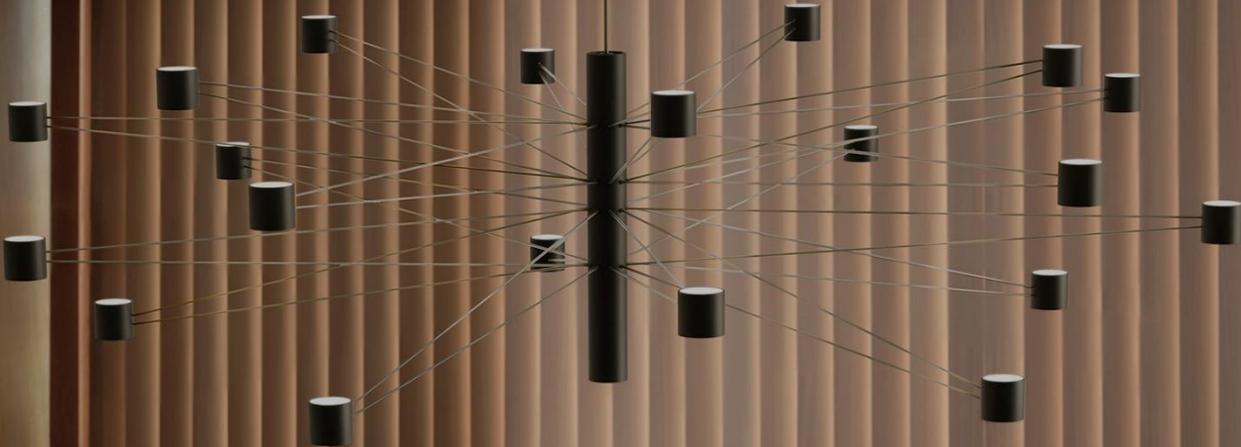
SPRING 2025 SALES DECK

AGENDA

- **2025 novelties**
- Kushi 10th anniversary: Reflections of Light
- Optimizations on existing products
- Spring promotion
- Frequently asked questions

POLAR

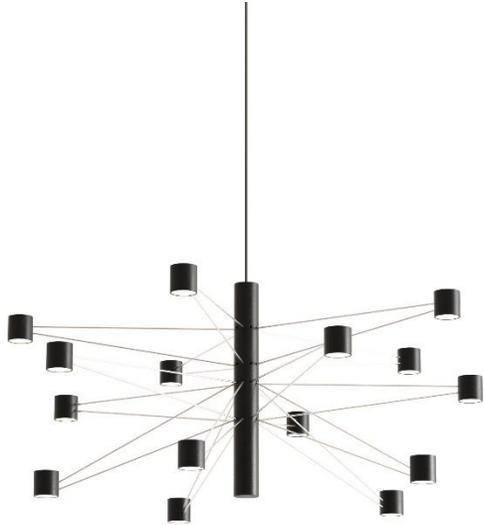
YONOH CREATIVE STUDIO / 2025



kdlr

POLAR 15

YONOH CREATIVE STUDIO / 2025



Light that inspires, space in transformation. Polar is the essence of intelligent design, where functionality and versatility meet in a unique modular system. Its interchangeable metal arms create luminous configurations around a central axis, forming pure geometries that fill the space. A creative exercise that illuminates and shapes new visions.

Suspension lamp. Painted ABS structure and stainless steel arms.

POLAR 15

ø 77 x H 35 cm

ø 93 x H 42 cm

ø 124 x H 42 cm

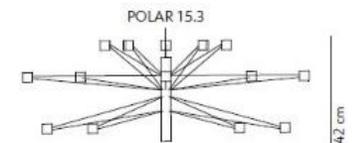
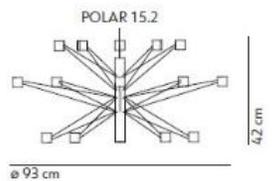
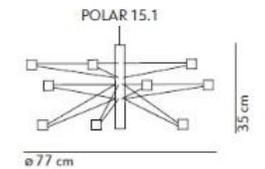
board LED 15x3.5W

2700 K - 6600 lm - CRI > 90

220-240 / 120 V

Dimmable 0/1-10V or PUSH or DALI

CLASS 1 – IP20 – CE



kdl

LIST PRICE :

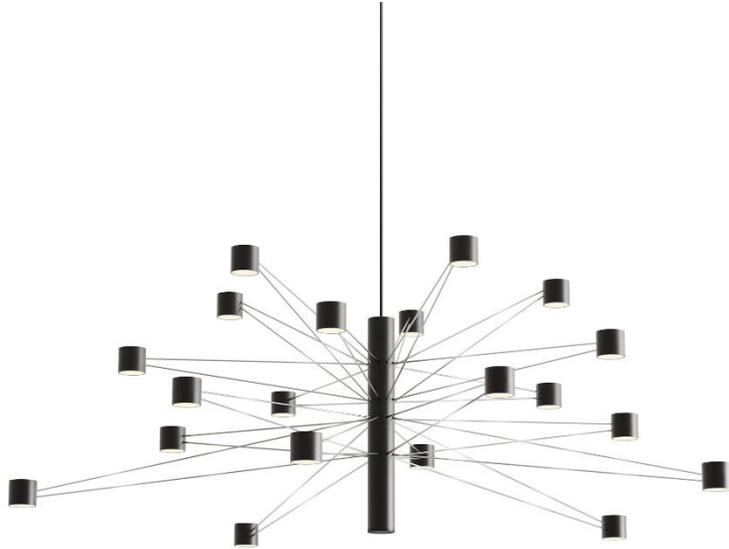
POLAR 15 (15.1 – 15.2 – 15.3): € 1750



Black

POLAR 20

YONOH CREATIVE STUDIO / 2025



Light that inspires, space in transformation. Polar is the essence of intelligent design, where functionality and versatility meet in a unique modular system. Its interchangeable metal arms create luminous configurations around a central axis, forming pure geometries that fill the space. A creative exercise that illuminates and shapes new visions.

Suspension lamp. Painted ABS structure and stainless steel arms.

POLAR 20

ø 77 x H 42 cm

ø 107 x H 42 cm

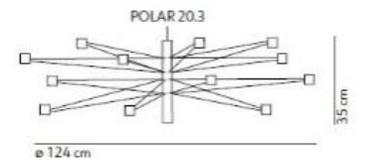
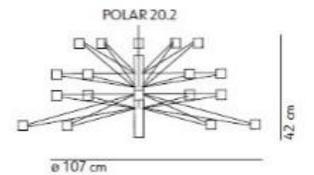
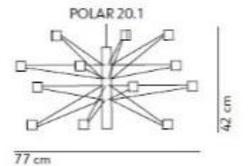
ø 124 x H 35 cm

board LED 20x3.5W
2700 K - 8800 lm - CRI > 90

220-240 / 120 V

Dimmable 0/1-10V or PUSH or DALI

CLASS 1 – IP20 – CE



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LIST PRICE :

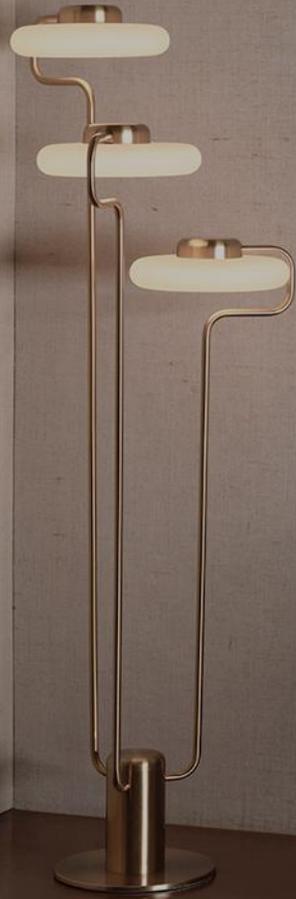
POLAR 20 (20.1 – 20.2 – 20.3): € 2100



Black

TRATTO FLOOR

OLIVER SCHICK / 2025



kdlⁿⁱ

TRATTO FLOOR

OLIVER SCHICK / 2025



TRATTO FLOOR

OLIVER SCHICK / 2025



Tratto Floor reinterprets the suspension version by flipping it upside down and projecting it upwards with sculptural momentum. A change of perspective. The elongated silhouette harmoniously integrates into the environment, becoming a visual and sensory landmark. A vertical sign that illuminates with personality, interacts with space, and traces new paths of light.

Dimmable floor lamp. Opal glass diffusers. Matte coated or brushed metal structure.

LIST PRICE :

BLACK: € 1350

BRASSE: € 1460



Black

Brass

TRATTO FLOOR

ø 48.5 x H 150 cm

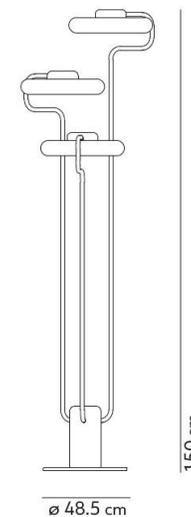
board LED 3x15W

2700 K - 4350 lm - CRI > 90

100-240 V

Dimmable

CLASS 2 – IP20 – CE



TRATTO TABLE

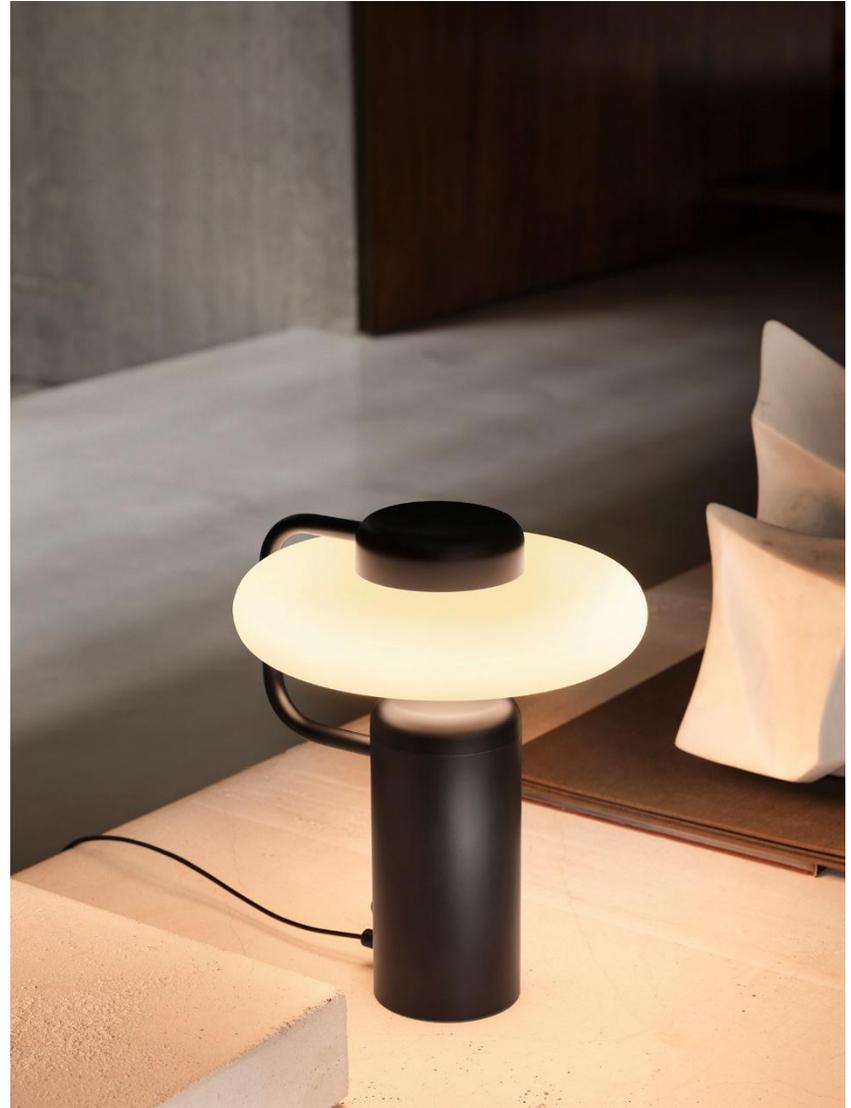
OLIVER SCHICK / 2025



kdl

TRATTO TABLE

OLIVER SCHICK / 2025



TRATTO TABLE

OLIVER SCHICK / 2025



A small masterpiece of elegance and functionality that brings light within reach. The diffuser appears almost suspended above the base, while the delicate curve of the structure enhances its lightness. An essential yet highly characterful stroke that spreads an intimate and serene atmosphere.

Dimmable table lamp. Opal glass diffuser. Matte coated or brushed metal structure.

LIST PRICE :

BLACK: € 445

BRASS: € 490



Black



Brass

TRATTO TABLE

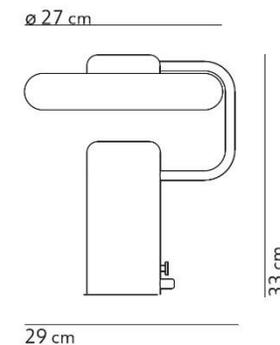
ø 27 x L 29 x H 33 cm

board LED 1x15W
2700 K - 1450 lm - CRI > 90

100-240 V

Dimmable

CLASS 2 – IP20 – CE



TRATTO SUSPENSION

OLIVER SCHICK / 2025



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TRATTO SUSPENSION

OLIVER SCHICK / 2025



On a stage where rigor and creativity share the spotlight, suspended lines like marks in space create geometries that adapt to it without imposing themselves. Each structure is a light and simple stroke that transforms light into an expressive language. The essential evolves and never ceases to amaze.

Suspension lamp. Opal glass diffuser. Matte coated or brushed metal structure, available in two sizes

LIST PRICE :

BLACK: € 345

BRASS: € 395



Black

Brass

TRATTO SUSPENSION

Ø 27 x L 29 x H 70 / 110 cm

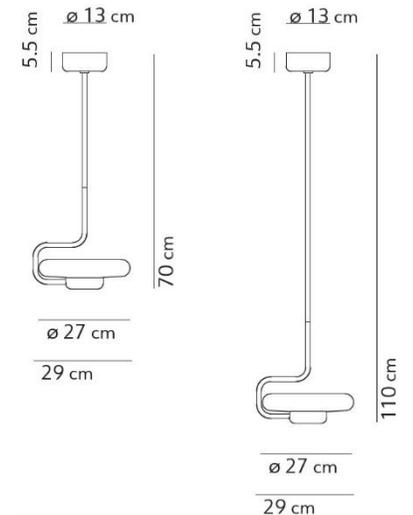
board LED 1x15W

2700 K - 1450 lm - CRI > 90

220-240 / 120 V

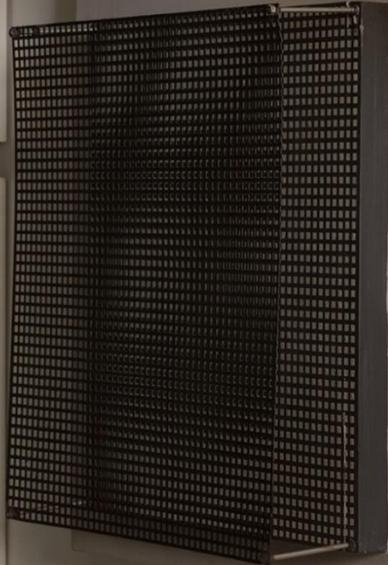
Dimmable phase cut

CLASS 1 – IP20 – CE



TRATTO WALL

OLIVER SCHICK / 2025



kdlⁿⁱ

TRATTO WALL

OLIVER SCHICK / 2025



TRATTO WALL

OLIVER SCHICK / 2025



A linear mark that discreetly integrates into spaces. Tratto Wall uses its structure to create a raised graphic profile, enriching walls with plays of light and shadow. Installed individually or in a composition, it combines simplicity and versatility to offer lighting solutions that blend aesthetics and functionality.

Wall lamp. Opal glass diffuser. Matte coated or brushed metal structure.

LIST PRICE :

BLACK: € 285

BRASS: € 325



Black

Brass

TRATTO WALL

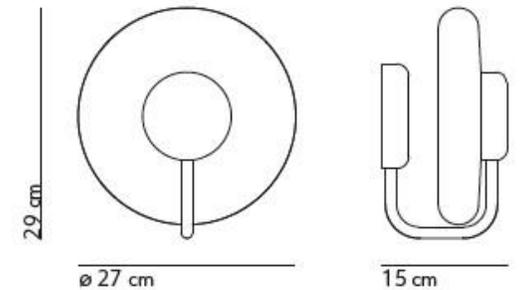
ø 27 x W 15 x H 29 cm

board LED 1x15W
2700 K - 1450 lm - CRI > 90

220-240 / 120 V

Dimmable phase cut

CLASS 1 – IP20 – CE



KUSHI 10TH

ALBERTO SAGGIA & VALERIO SOMMELLA / 2025



kdln

KUSHI 10TH

ALBERTO SAGGIA & VALERIO SOMMELLA / 2025



KUSHI 10TH

ALBERTO SAGGIA & VALERIO SOMMELLA / 2025



Kushi 10th celebrates ten years of light and harmony. A new table version, true to the essence that made it iconic, renews the dialogue between matter and light. Soft, essential, versatile. It's the next chapter in a story that began ten years ago, when a stem and a sphere met for the first time.

Table lamp with adjustable colour temperature and light intensity. Opal diffuser made of two layers of mouth blown glass. Metallic body available in three coating finishes.

LIST PRICE:

€ 350

-  Black
-  Brass
-  Copper

KUSHI 10TH

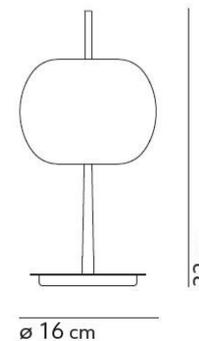
Ø 16 x H 32 cm

board LED 1x7W
tunable white from 1.800
to 3.000 K - 1450 lm - CRI > 90

100-240 V

Dimmable

CLASS 2 – IP20 – CE



AGENDA

- 2025 novelties
- **Kushi 10th anniversary: Reflections of Light**
- Optimizations on existing products
- Spring promotion
- Frequently asked questions

REFLECTIONS OF LIGHT

A COLLECTIVE PHOTO PROJECT

- For this milestone, a special project has been conceived: a **collective visual exploration** that entrusts a group of **photographers** with the task of interpreting its essence, through their own artistic vision.
- *"Kushi is not just a design object; it is a **narrative element**, a point of **connection between humans, space, and light**. This relationship is at the heart of the photographic project '**Reflections of Light**": VZNstudio*
- The images in this collection are the result of a journey that bridges past and future, memory and vision. A tribute to Kushi, to its ability to inspire, and to the light that, for ten years, has continued to ignite new possibilities.

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REFLECTIONS OF LIGHT

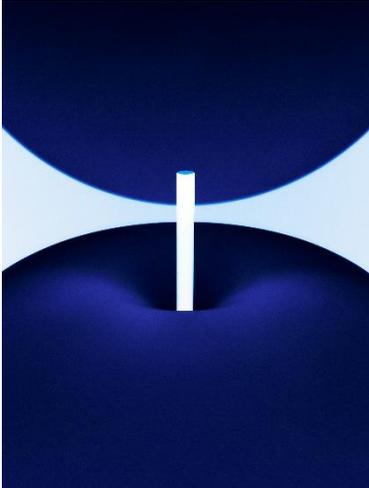
DAVIDE LOVATTI



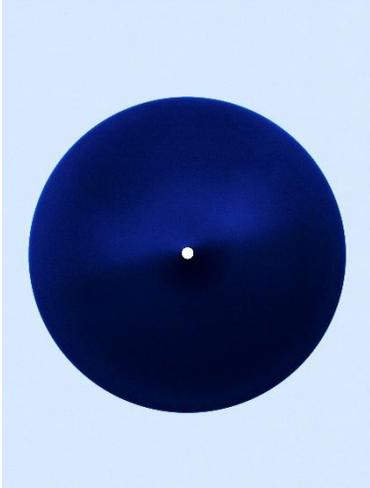
Kushi XL Table



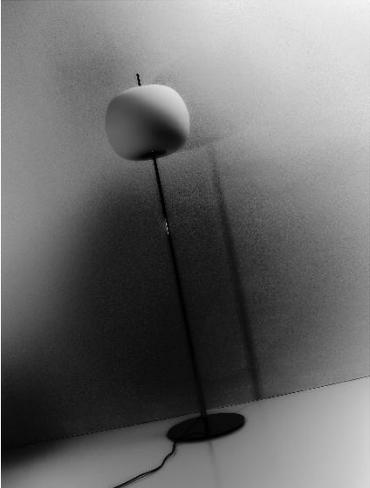
MATTIA BALSAMINI



Kushi Table



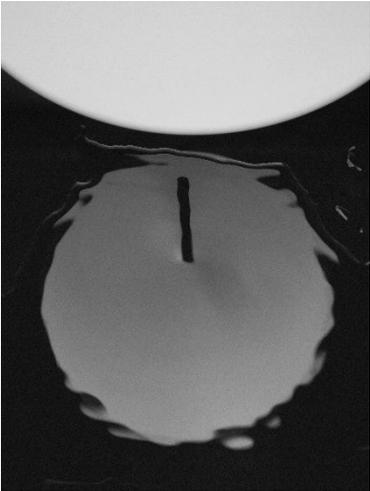
THOMAS PAGANI



Kushi XL Floor



OMAR SARTOR



Kushi Suspension



FRANCESCO STELITANO



Kushi Floor



CARMEN COLOMBO



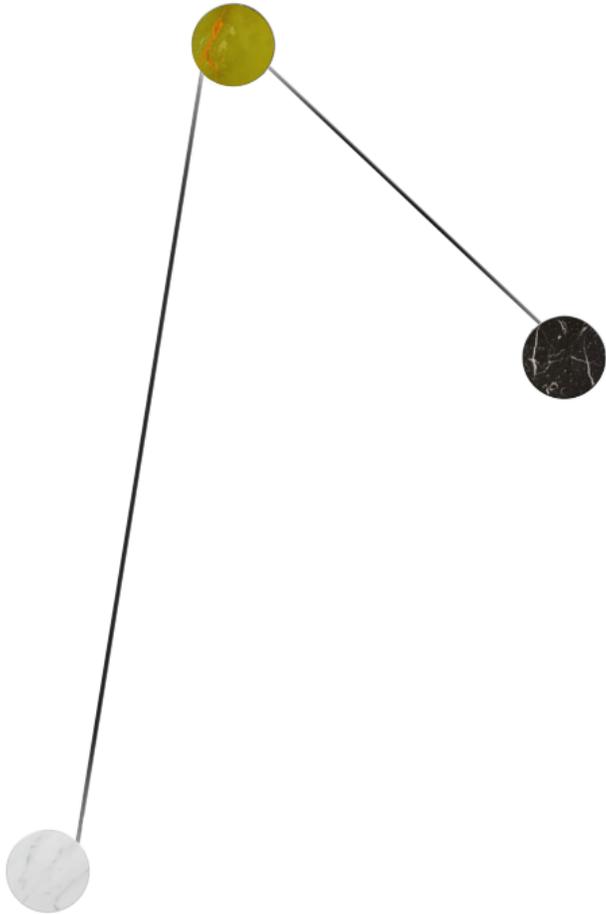
Kushi Ceiling

AGENDA

- 2025 novelties
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AZOU: NOW UP TO 14 LIGHTPOINTS MIXING FINISHES

CHRIS BASIAS / 2019



Each point of light is connected to the next one by a slender thread, tracing unexpected paths. Azou always draws different maps. An infinite number of compositions to make a bold statement and add a touch of poetry to interior design.

Wall lamp with onyx or marble disc and painted metal structure.

AZOU

board LED 1x4.2W
2700 K - 450 lm - CRI>90

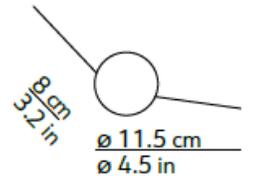
220-240 / 120 V

Dimmable

CLASS 3 – IP20 – CE – EAC (Azou)

CLASS 1 – IP20 – CE – EAC (Azou + driver)

CLASS 2 – IP20 – CE – EAC (Azou + plug kit)



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LIGHTPOINTS TO BE PURCHASED INDIVIDUALLY...

AZOU MARBLE white/black: € 240

AZOU ONYX: € 380

...TO BE MATCHED WITH FEEDING DEVICE:

Dimmer + plug: € 250

Driver dim. 1-10V or push: € 165

Black canopy: € 130



Green onyx

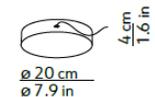


Black marble



White marble

CANOPY

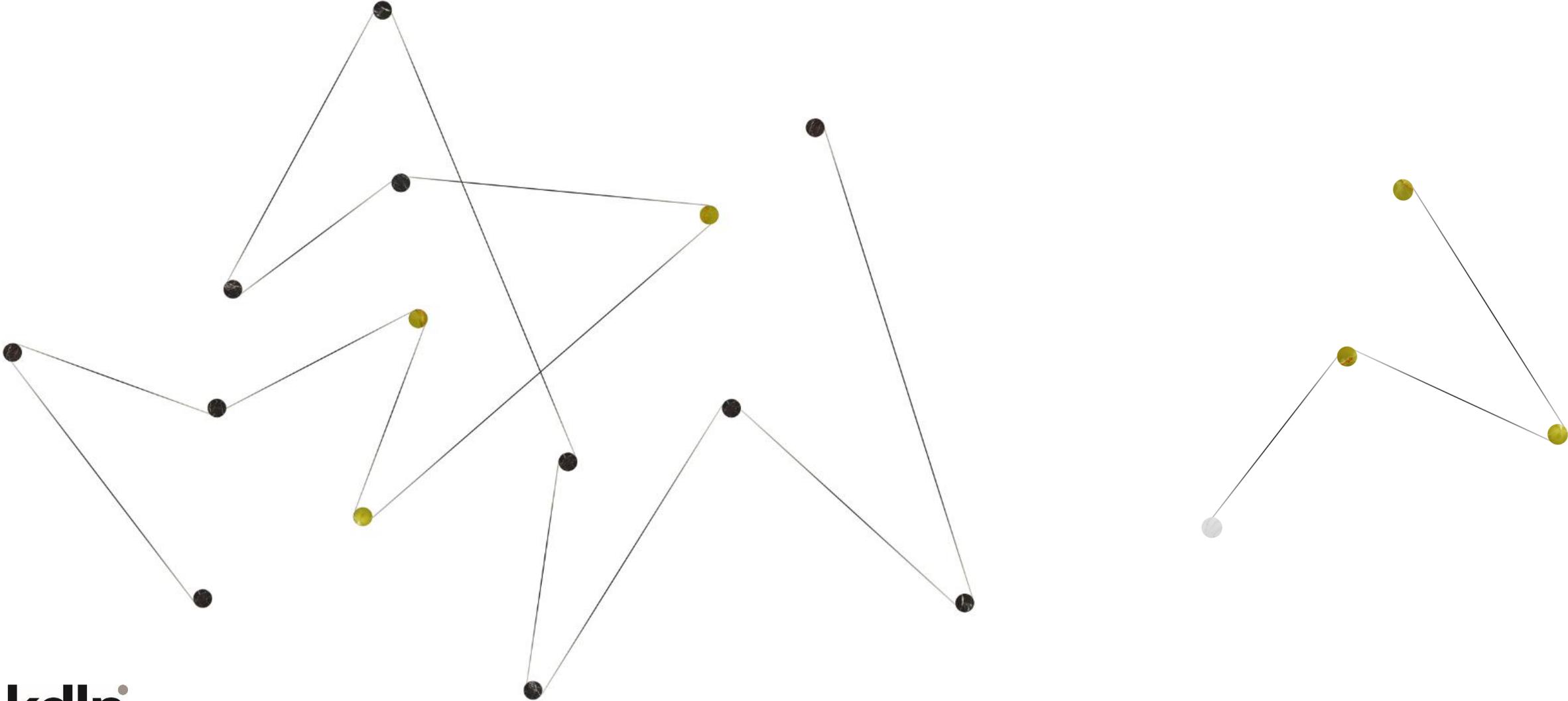


DRIVER+DIMMER+PLUG



AZOU: NOW UP TO 14 LIGHTPOINTS MIXING FINISHES

CHRIS BASIAS / 2019



EVITA BACK TO LED LIGHTSOURCE

AQUILIALBERG / 2011



EVITA

Board LED 1x55 W

2700 K – 6000 lm – CRI>90

100-240 V

Dimmable

CLASS 1 – IP20 – CE – EAC

The name conjures up a woman of immense charm and character who inspired films, music and literature. It conveys a decisive, yet delicate elegance in its sinuous, unpredictable shape. The special elastic fabric, normally used in other contexts, wraps around the body of the light like a garment, creating unexpected curves.

Dimmable floor lamp. Composite body structure of multilayered steel and technopolymers, thermos extensible fabric diffuser.

kdl[®]

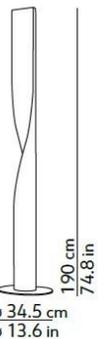
LIST PRICE:
€ 1860

● Black RAL9005

● Dove-grey RAL7006

● White RAL1013

● Red RAL3003



DEW: EASIER TO ASSEMBLE YOUR CHANDELIER

PENDANTS TO BE PURCHASED INDIVIDUALLY AND MATCHED WITH SINGLE OR MULTIPLE CANOPY



DEW

board LED 1x5W
2700 K - 440 lm - CRI>90

220-240 / 120 V

Dimmable phase cut

CLASS 1 – IP20 – CE – EAC

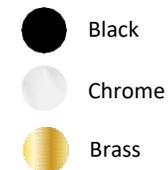
Glass drops suspended in space like dew. A system that allows for total compositional freedom. From two to an infinite number of elements to create a chandelier of all shapes and sizes, from cascades to strings of light.

Suspension lamp with die cast aluminium heat sink and a 1,5 kg weight glass diffuser. High voltage power led. It can be realized on demand as a multiple pendant chandelier.
Cable length: 250 cm / 98,4 in

LIST PRICE

DEW: chrome € 350

DEW : black-brass € 365



ø 11 cm

DEW CANOPIES

IT IS POSSIBLE TO ASK FOR QUOTES FOR DIFFERENT SHAPES, SIZES AND FINISHING ACCORDING TO YOUR NEEDS

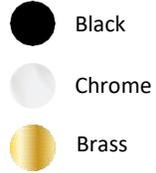
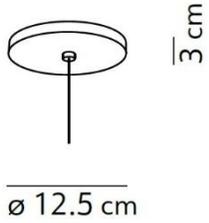
CANOPY x 1 LAMP

LIST PRICE

Chrome € 75

Black € 75

Brass € 75

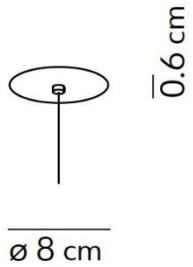


LIST PRICE

Chrome – false ceiling € 50

Black – false ceiling € 50

Brass – false ceiling € 50



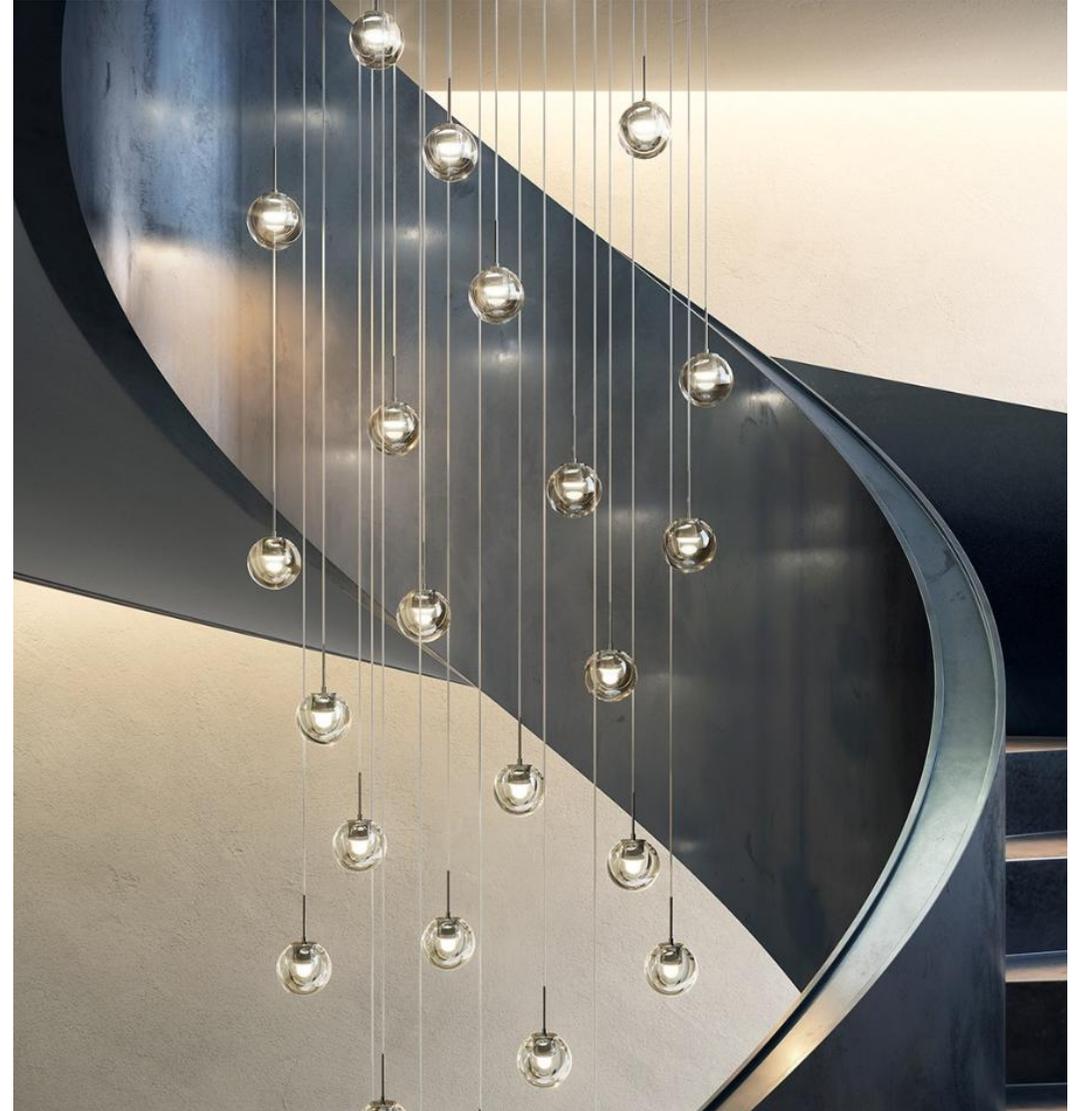
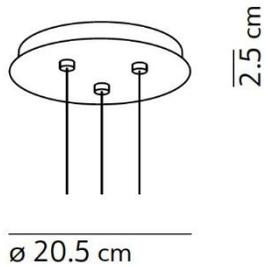
CANOPY x 3 LAMPS

LIST PRICE

Chrome € 120

Black € 120

Brass € 120



DEW CANOPIES

IT IS POSSIBLE TO ASK FOR QUOTES FOR DIFFERENT SHAPES, SIZES AND FINISHING ACCORDING TO YOUR NEEDS

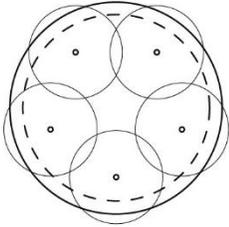
CANOPIY x 5 LAMPS

LIST PRICE

Chrome € 550

Black € 550

Brass € 550



ø 25 cm



Black



Chrome



Brass

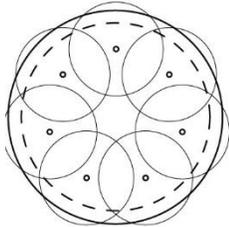
CANOPIY x 7 LAMPS

LIST PRICE

Chrome € 750

Black € 750

Brass € 750



ø 25 cm



Black



Chrome



Brass

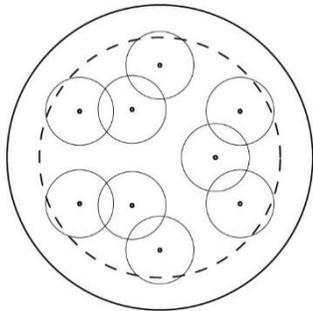
CANOPIY x 9 LAMPS

LIST PRICE

Chrome € 1350

Black € 1350

Brass € 1350



ø 49.5 cm



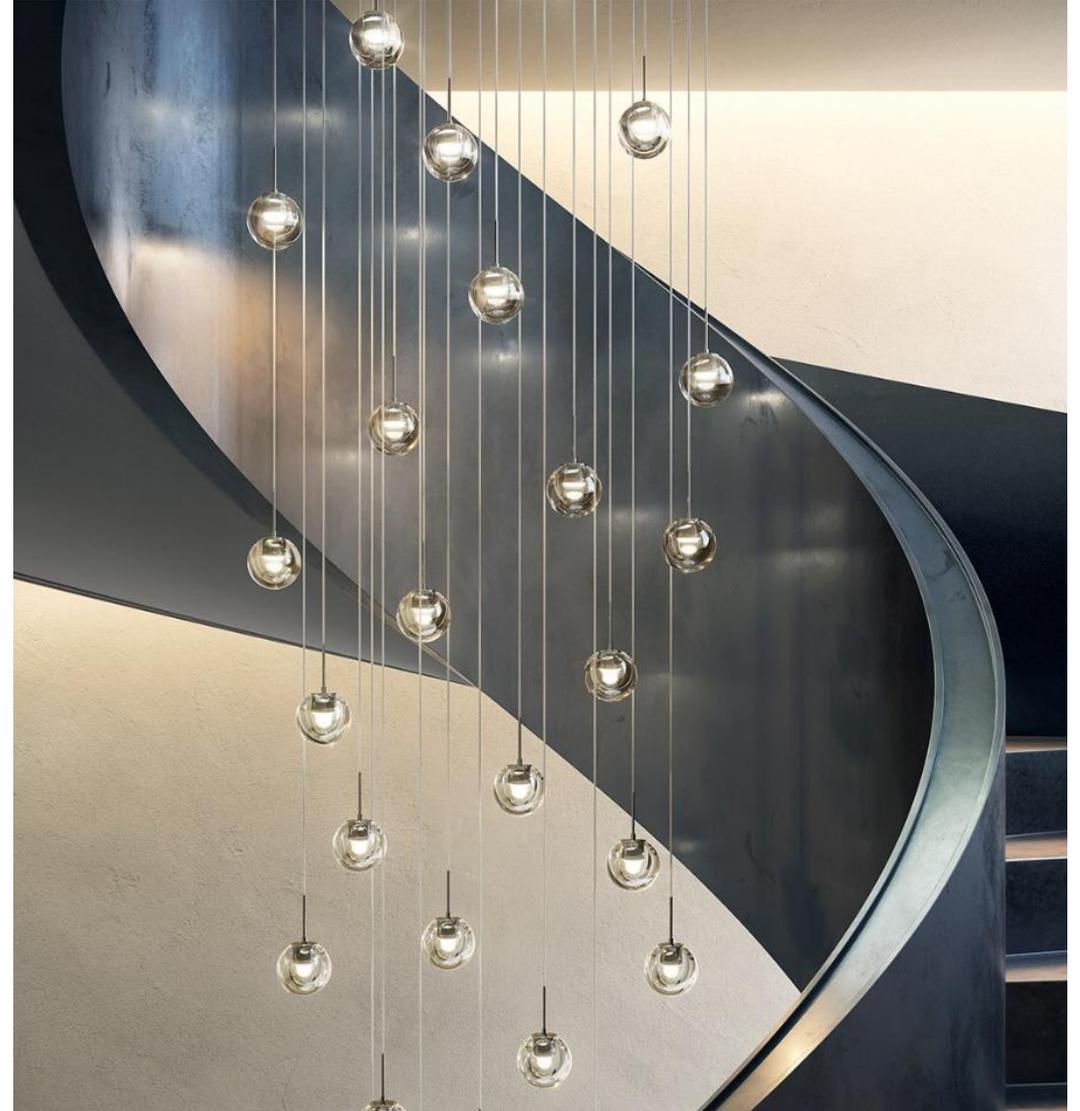
Black



Chrome



Brass



AGENDA

- 2025 novelties
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SPRING PROMOTION

VALID THROUGH MAY 31

Product mix:

Discount:

At least **4 lamps** from **2 2025** product stories *
+
Any **carry-over** item

Example:



The example shows five lamps: two identical spherical lamps on thin stands, two modern table lamps with black bases and white shades, and a floor lamp with a black stand and a white shade.

+ 15%
extra-discount
on whole order

At least **4 lamps** from **3 2025** product stories *
+
Any **carry-over** item

Example:



The example shows five lamps: one spherical lamp on a thin stand, one modern table lamp with a black base and white shade, one pendant lamp with a white shade, one chandelier with many small lights, and one floor lamp with a black stand and white shade.

+ 25%
extra-discount
on whole order

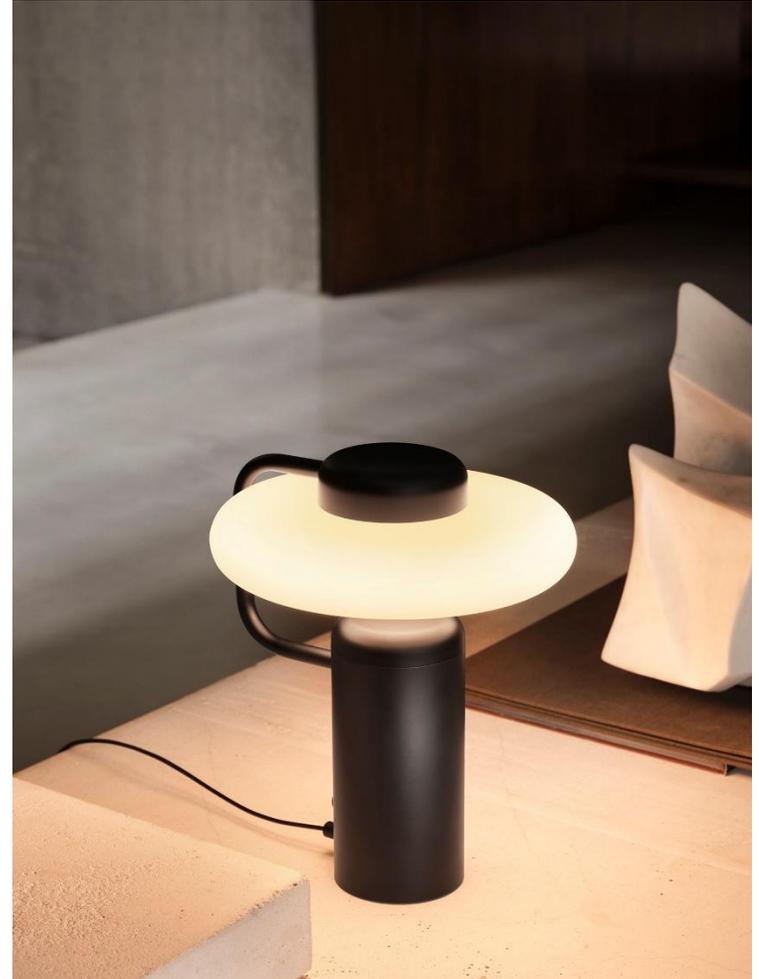
* : i.e. Kushi 10th, Tratto or Polar

AGENDA

- 2025 novelties
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FREQUENTLY ASKED QUESTIONS

- When will the **new products** be ready to **ship**?
 - Polar by early June, Kushi 10th by early July, Tratto floor and table by early July, Tratto ceiling and wall by late July ¹.
- When will the **new versions** of Azou, Dew and Evita be ready to **ship**?
 - All by late May.
- Is there a new **pricelist** for 2025?
 - Yes, valid since May 1st, available here: <https://www.kdln.it/digitalassets/>.
- Spring **promotion**:
 - Valid through May 31st
 - Do the extra 15% or 25% discount apply to 2025 novelties only? No, extra discount apply to all items in the order, including existing products
 - Can I couple an order I was ready to send with 2025 novelties) Yes!
 - Can I place just one order through May? No, you can place as many orders as you want. You will receive an extra discount as long as each order respects the minimums described in previous charts.
 - When products will be shipped? As soon as they will be ready. This may imply multiple deliveries, unless you prefer to receive all items together.



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