

Gorenje Opens the Door of a New Exhibition and Sales Centre in Velenje



The door of the largest and most state-of-the-art Gorenje Exhibition and Sales Centre in Velenje, Slovenia has been opened on the 3rd of October 2005.

Guests from all over Slovenia from the fields of economy, design, politics and culture attended the grand opening of the centre that has recently been built next to the central Gorenje factory complex.



On the 8th and 9th of October Gorenje will also open the door of the largest European and most state-of-the-art Gorenje Exhibition and Sales Centre in Velenje, Slovenia, at 3,000 m² premises to the end consumers.

The first such a Exhibition and Sales Centre has been opened year and a half ago at Brnčičeva street in Ljubljana, Slovenia. In the past two years Gorenje has built around the Europe centre in Podgorica, Montenegro, in Budapest, Hungary and in Zagreb, Croatia. All the centres were built in accordance with the politic “all for the home at one place”, which gives the visitors and the customers complete overview of the Gorenje product range.

The World Premiere of a Dazzling Household Appliance



Based on a conceptual project – household appliances as superlatively designed elements in a contemporary residential space – Gorenje has decided for design variegation of its products with scattering them with precious crystals from Swarovski company, the leading manufacturer and supplier of crystal in the world. Gorenje is expected to offer a series of exclusive fridge and freezers Gorenje scattered with Swarovski crystals to admirers of superlatively designed pieces across the Europe before the end of this year. The first fridge and freezer Gorenje scattered with Swarovski crystals, with a handmade inset of 5,000 precious crystals, was presented at the grand opening on 3rd of October, 2005 when the 5-day event Gorenje Trade Show 2005 began.

The exhibited fridge and freezer Gorenje scattered with Swarovski crystals is a representative of the Premium range from the new generation, which is distinguished by all advanced technology and innovative solutions. Among the greatest advantages of the new generation are contemporary design of pure lines, innovative interior concept which allows the maximum use of space, different temperature zones which ensure ideal storage conditions for all types of food and the appliance operation control with intelligent technology. The uniqueness of the appliance embellished with glittering crystals set into the door is enhanced by the brilliant black colour that gives the appliance a particularly shiny appearance. The unique piece will be on display in the new showroom in Velenje until the November, when Gorenje and UNICEF will hold a charity auction for mentioned appliance. The funds raised will be donated to a school-building project in Burkina Faso.

The commercial line of fridge and freezers Gorenje scattered with Swarovski crystals is expected to be available on European markets at the end of this year. The appliances in this exclusive series will resemble the unique piece but will be adorned with fewer precious crystals which will be placed differently and will also differ in some other details.

Swarovski, the Austrian company established at the end of 19th century by Daniel Swarovski is renowned for their tradition and excellence in manufacturing and supplying crystals and crystal-ware, especially for the jewellery and fashion industry as well as decorative homeware. In the fashion world, Swarovski crystals have recently been a hot and immensely sought-after merchandise of haute couture. The name Swarovski can thus be found on many a fashion item or piece of jewellery created by famous fashion designers – among those are Coco Chanel, Elsa Schiaparelli, Dior, Dolce & Gabana, Valentino and Roberto Cavali.