

Bringing **Premium Windows and Doors** to the Region

Deluxe Systems' **Director Germano Vitali** discusses the company's plans to expand its Italian selection in ASEAN

With the goal of becoming the leading ASEAN choice for Italian excellence in partition solutions, Deluxe Systems promises high-quality aesthetics that both redefine luxury and remain environmentally conscious.

We are joined today by **Germano Vitali, Director of Deluxe Systems**, who shared Deluxe Systems' involvement in supporting designers, its expansion in the region, and how the company continues to innovate to bring the very best to its customers.

Q. Please introduce yourself and Deluxe Systems to our readers. How did Deluxe Systems establish itself in Asia?

My name is Germano Vitali, and I am the Director of Deluxe Systems, a Singapore-based company dedicated to supporting architects, interior designers, and builders in the luxury residential sector.

Our mission is to provide expert support in the design and selection of luxury Italian window and door frames, offering a wide range of Italian brands exclusively managed for the ASEAN region.

Beyond design and product supply, we also manage installation with skilled professionals trained in Italy and offer an annual maintenance programme, ensuring a complete and functional service for our clients.





Q. How does Deluxe Systems balance functionality and aesthetics when designing partition systems for modern interiors?

For Deluxe Systems, balancing functionality and aesthetics in the design of windows, doors, and parapets is a key differentiator. We believe that aesthetics is too often prioritised without fully considering the specific needs of both the constructor and the client.

Every project we undertake begins with a detailed analysis, which I personally conduct with the client. This allows us to fully understand the architect's vision while also addressing the client's unique requirements. For instance, the perfect window for a couple might not be functional for a large family with children.

Ultimately, we don't aim to simply sell doors or windows. Our goal is to fulfill our clients' dreams, ensuring they only need to articulate their desires, leaving all the intricate details to us.

Q. How does Deluxe Systems integrate sustainability into its products and projects?

Deluxe Systems integrates sustainability into its products and projects from the very design stage. We use high-quality, low-impact materials, prioritizing solutions that ensure thermal insulation and energy efficiency. Each window and door is developed with technologies that minimize energy loss and enhance living comfort, thereby reducing consumption and emissions.

In addition, we are committed to maximizing the durability of our systems through a "long-life" approach, reducing the need for replacements and waste. We also provide scheduled maintenance services to further extend the lifecycle of our products.

This model, refined over more than 50 years of experience in Europe, enables us to deliver complete, elegant, and responsible solutions that align with international sustainable building standards and meet



the expectations of architects, developers, and end-users across the ASEAN region.

Q. What advice would you give to interior designers who want to push the boundaries of space planning with your products?

We encourage interior designers to view our windows and doors not only as functional elements, but as key architectural features that can transform space. Our products allow designers to maximize natural light, create seamless connections between indoor and outdoor environments, and enhance both aesthetic appeal and energy performance.

My advice is to experiment boldly: think of windows and doors as design statements that frame views,

expand perceived space, and define the character of a room. With our Italian-crafted solutions and comprehensive project support, designers have the freedom to push creative boundaries while ensuring technical excellence and long-term reliability.

Q. What are the primary differences between European and Asian markets? How has Deluxe Systems adapted to these differences?

The primary difference between European and Asian markets lies in customer expectations and project dynamics. In Europe, there is a long-established culture of investing in premium, highly durable products with a strong emphasis on energy efficiency, long-term maintenance, and sustainability. Projects often move at a steady pace with detailed planning phases.

In Asia, while demand for premium quality is growing, the market is more fast-paced and cost-sensitive, with a strong focus on project timelines, design flexibility, and the ability to adapt to diverse architectural styles. Sustainability is also becoming an increasingly important priority in the region.

Deluxe Systems has adapted by combining its 50+ years of European know-how with a tailored approach for the ASEAN market. We provide exclusive Italian products that bring superior quality and design, but we also offer comprehensive project support, local installation teams trained in Italy, and scheduled maintenance services. This way, we ensure that clients benefit from European excellence while addressing the specific needs and expectations of the Asian market.

Q. Please share about Deluxe Systems' new Singapore showroom. What was the design purpose behind this endeavor, and what sort of experience are you aiming to create for visitors?

Our new Singapore showroom represents a milestone for Deluxe Systems in the ASEAN region. The official inauguration will take place on 13 November, but starting from September, it will already be possible to book private appointments. The showroom is located at 61 Ubi Ave 1, #02-02 UB Point, Singapore.

The design purpose behind this space was to create more than just a product display. We wanted to build an immersive environment where architects, developers, and homeowners can directly experience the elegance, performance, and sustainability of our Italian-crafted windows and doors.

Visitors will be able to explore how our solutions integrate seamlessly into modern design concepts, enhancing natural light, comfort, and energy efficiency. The showroom is conceived as both an inspiration hub and a technical resource, offering 1-to-1 consultations with our team, as well as live demonstrations of our systems in action.

Ultimately, our goal is to give visitors a tangible sense of how Deluxe Systems can elevate spaces—combining Italian design thinking with complete project support for the ASEAN market.

Q. How will the showroom's opening support local designers and architects? Are there any designer-centric events planned, and if so, how can designers get involved?

The opening of our Singapore showroom is intended as a dedicated resource and inspiration hub for local designers and architects. By offering a hands-on experience with our Italian-crafted windows and doors, professionals will have the opportunity to explore how our solutions can enhance spatial design, sustainability, and

comfort in their projects.

We are planning a series of designer-centric events, including private previews, product demonstrations, and design talks, where architects and interior designers can engage directly with our technical team and Italian partners. These events are meant to foster dialogue, share design perspectives, and showcase real applications of our systems within contemporary architecture.

Our goal is to create a collaborative platform where local professionals feel supported, inspired, and equipped to push the boundaries of design using Deluxe Systems' expertise and exclusive products.

Q. How does the showroom fit into the bigger picture of Deluxe Systems' expansion across Asia?

The Singapore showroom is a strategic milestone in Deluxe

Systems' broader expansion across Asia. Singapore serves as a hub for architecture and design in the ASEAN region, making it the ideal location to showcase our Italian-crafted solutions and to connect more closely with architects, developers, and homeowners.

Looking ahead, the showroom will also serve as the operational base for opening commercial offices and establishing distributors in neighboring countries, starting with Indonesia and Malaysia, where we already have interested partners. At the same time, we remain open to collaborations with distributors across other Asian markets who share our vision for premium, sustainable solutions.

By establishing a strong presence in Singapore, we are laying the foundation for further growth in the region and reinforcing our ambition to become the leading provider of premium windows and doors in Asia.

