

**PRESS RELEASE
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**DELUXE SYSTEMS OPENS FIRST SINGAPORE SHOWROOM:
A CREATIVE HUB FOR ITALIAN LUXURY WINDOWS AND DOORS IN ASEAN**
Merging refined European craftsmanship with tropical language, Deluxe System's showroom sets a new benchmark for luxury windows and doors in the ASEAN region.



SINGAPORE, 18 NOVEMBER 2025 — Deluxe Systems, the pioneering Italian brand of luxury windows and doors, has opened its first exclusive retail showroom in Singapore — marking a significant milestone in its international expansion.

Located at 61 Ubi Ave 1, #02-02 UB Point, Singapore 408941, the new space positions Singapore as the beating heart of Italian design excellence in Southeast Asia.

SINGAPORE: A KEY BRIDGE TO SOUTHEAST ASIA

The Singapore showroom serves as both a showcase of Italian craftsmanship and a strategic anchor for Deluxe Systems' regional growth. Renowned for its world-class architecture, high concentration of luxury developments, and discerning community of homeowners and designers, Singapore offers an ideal landscape for the brand's expansion.

"It's a place where we bring the finest Italian craftsmanship directly to our clients," says Germano Vitali, Director of Deluxe Systems. "For the first time in Southeast Asia, Italian window and door design, and culture are being showcased in a show unit. Here, architects and clients can truly experience the products — to see, touch, and feel what will become part of their projects."

A LUXURY RESIDENCE, REIMAGINED AS A SHOWROOM

More than an exhibition space, the Singapore showroom is designed as a microcosm of Italian living. Styled as a contemporary residence, it unfolds through a series of intimate environments — a kitchen, living room, dining room, and patio — where every door, window, and railing is presented as an architectural statement.

Its standout features include large sliding façades and folding systems that dissolve boundaries between indoor and outdoor spaces. This seamless transition between comfort and openness embodies Singapore's design-consciousness, where form and function meet tropical elegance.



DESIGNATED ZONES FOR DELUXE SYSTEMS' SUB-BRANDS

Deluxe Systems integrates seven Italian brands — including Apexfine, Ponzio, Faraone, Flessya, Chirenti, Dimensione Serramenti and MR Art Design — alongside its own signature lines. Each brand has an exclusive distribution contract in ASEAN with Deluxe Systems and is showcased in a dedicated zone that highlights the unique character, and craftsmanship of its products.

Spanning two floors — 250 sqm on the ground level and 60 sqm on the mezzanine — the showroom offers a curated flow: the ground floor presents aluminium, glass, and PVC systems, while the upper floor features wooden and flush-to-wall doors, as well as railings. Every collection is displayed in its natural environment, allowing visitors to experience the products as they would in real homes and spaces.

The Deluxe Systems Singapore showroom is open by private appointment only. Visitors can request an appointment through the brand's official website at <https://www.ds.asia/contact-us>.

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About Deluxe Systems

Deluxe Systems Pte Ltd, headquartered in Singapore, specialises in high-quality window and doors solutions that combine sustainability with innovative design with exclusive products. Each product is developed with superior materials, expert engineering, and meticulous attention to detail, reflecting the artistry of Italian design thinking. More than just architectural elements, Deluxe Systems' windows and doors are statements of elegance, durability, and environmental consciousness.

The company's key strength lies in its market approach, which includes personalised consultation during the design phase, selection and supply of exclusive Italian products, installation carried out by personnel selected and trained in Italy and scheduled maintenance.

This approach, which has been refined and proven for over 50 years in Europe, allows the brand to provide complete, 360-degree assurance for every project.

The company aspires to be the leading provider of premium windows and doors in the ASEAN region and to be the preferred choice for architects, developers, and homeowners seeking Italian excellence in window solutions.

For more information about Deluxe Systems, please visit <https://www.ds.asia>

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