

Isabelle Duberne-Maleve: everyone invests in beautiful, timeless design



Isabelle Duberne-Maleve (Isabelle Duberne-Maleve) – one of the founders of a unique insider network, of **The Invisible Collection**. The Invisible Collection was not only the first to present unique pieces of art from contemporary design stars – it became a platform that made these items available to a wide audience and internationally. The Invisible Collection is a kind of an art poster of modern design each piece, made to order by the world's best craftsmen, is delivered "with white glove".

On the subject: Home, Smartwatch, authenticity, versatility, durability

Isabelle is a former Bloomberg journalist and editor where she hosted the lifestyle section. She describes herself as an entrepreneur with a passion for everything beautiful, an unconditional passion for the Enlightenment, landscape architecture and Jean-Michel Frank. In 2008, she founded her own fashion and luxury consulting agency and in 2010 was appointed Creative Director of Dior Maison and launched a home collection in collaboration with the brand, which debuted at the Dior flagship store in London. She continues to collaborate in an occasional way with the luxury industry, including brands such as D'Arny (first time house collection) and Dior Perfum.

Isabelle is passionate about interior design and crafts, she seeks the best design talent and combines them with outstanding European craftsmen. A stylish and inquisitive master, Isabelle borrowed the title The Invisible Collection from her friend Zwarg a word of the same name. Her motto is "Design is a bridge between dream and reality".



Photo: Agnieszka Ros, 5/6/2020

Photo: Anamarija, 4/16/2020, @anarija

"Invisible collection"

Anna Zanic, my business partner and co-founder of The Invisible Collection, and I share the same views. We are obsessed with the hunt for new discoveries and therefore we constantly share our findings with each other. It's a never-ending process and it equally the most exciting part of our journey together! The Invisible Collection has always wanted to showcase global talent, from contemporary iconic figures to emerging designers. So being in it is important that we never deviate from our fundamental principles of promoting the beauty of design and high-end. This year we are delighted to have continued to grow with new showrooms in London, Miami and New York. We were also able to make significant investments in the development of our teams and digital presence during 2020.

It's very difficult for us to choose only one favorite designer; we are proud of all of them. We adore the collection of Charles Zanic and Pierre Jonasson, one of contemporary design, and the ceramics of the young master Francis Rapp, who also continues the legacy of his grandfather Jean Rapp. We are inspired by the recently released Malika Embroidered Lines collection the fabrics are entirely handcrafted by women of Thailand for shape in downtown Cairo, where they study the art of embroidery, and this subsequently generates a steady income. For us, this collection testifies to the true power of feminine design.

When we launched the project in 2016, it was a revolutionary moment as we were the first to offer access to exclusive design through a digital model. Since then, The Invisible Collection has included dolls and dolls rooms around the world, highlighting the power of digital platforms to meet demand. The online and offline service allows us to offer unlimited support to customers around the world. All products are authenticated by us, the workshop, the artist or the designer.



Charles Zanic, Julie Agle

Into timeless investments

Unfortunately, most of the exhibition halls had to be closed in one form or another, and, as we assume, for some it will be forever. However, we are building on the power of the online platform by introducing new names and investing in the same. Since everyone says money is not convertible and occurs in their homes, many have decided to invest in beautiful, timeless design, moving away from the "fast fashion" trends in furniture. This is a promising sign for the future, as their production often has a lifetime and are therefore less harmful to the environment.

We created The Invisible Collection exactly when it became clear that the realm of wonderful designer furniture, including prestigious art collections, was almost hidden from the world. After 2020, the importance of beautiful houses has never been more obvious. And so we believe that the demand for bespoke and rare creations will only grow. All the collections we present have been designed by interior designers and artists to ensure the longevity of a piece.



Kelly Behr, 5/16/2020, @kellybehr

D wans, boucle and light fabrics

Over the past year, sofas have become incredibly popular, which are both large and comfortable, but at the same time they look delicate, like a crutch with elegant upholstery. We believe the 2000s by Pierre-Augustin Rose of Julia Charles Zanic embodies this aesthetic. As always, the fabrics are light fabrics and the furniture very beautiful. And we love Pierre Jonasson's Argentine chair.

About online and offline

Both are incredibly important to consumers today. And while we work digitally, we also support the showroom policy – two new openings are planned in 2021 in London and New York. The digital and physical versions of The Invisible Collection are intertwined. It comes for us to create content design and meet with clients, which we love to do. However, The Invisible Collection's digital platform has certainly played a pivotal role in building the brand that we are today.

Share beautiful things on [Instagram](#)

Author: **Ogla Borhek**
A photo: **The Invisible Collection**

Share this: [f](#) [v](#) [p](#)