

VARLET COLLECTION
REFINED HANDBAG HOLDERS

The logo consists of a solid olive-green chevron shape pointing horizontally. Inside the chevron, the word "varlet" is written in a white, lowercase, sans-serif font.

varlet

AN ELEGANT SOLUTION
FOR HOSPITALITY AND RETAIL

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Design, functionality and beauty

The founding idea for the company started in 2016 after observing people in restaurants struggling to find a convenient and safe place for their bags. Since no suitable solution existed, guests have been eating with bags on their laps, putting them on the floor or on the table.



The dedicated solution for hanging bags

Varlet saw the opportunity to design a dedicated solution to this inconvenience and the result is a collection of refined standing bag hangers that have been named varlets, and that are ideal for a variety of spaces, from jewelry stores to hair salons and hospitality.

Our vision is to create a diverse range of beautiful products

Varlet is a niche furniture design company, specializing in **exquisitely designed products** that offer the best solution to the nuisance of where to put a bag in retail and hospitality spaces.

Varlet's vision is to create a diverse range of beautiful products for hospitality and retail spaces. These products enable establishments to give even better service to their guests and customers by providing them a convenient place to hang their bags comfortably and securely while at the same time enhancing the interior design of the space with a new and surprising element.



Varlet aims to be a global reference name

The word varlet has its origins in the 15th century and was used to refer to a person acting as an attendant. The meaning of this no longer used word felt appropriate for the ambitious products that were created, as “bag hanger” simply does not reflect all of the effort and detail that has been put into these products.

Despite being trademarked, the aspiration is for varlet to be used as the global reference name for this category of accessory furniture.



A sophisticated solution to the nuisance of where to put a bag while dining

Varlets are standing bag hangers that are placed next to the table in restaurants to hold guests' bags so that they may eat more comfortably.

Restaurants enhance their guests' experience when offering varlets. This effective solution provides even better service and demonstrates a restaurant's dedication to their guests' enjoyment.

Sculptured for functionality and design, all varlets have been created to seamlessly blend in with exceptional decor and can be placed next to the tables without needing to store them away.

As a result, varlets are a sophisticated solution to the nuisance of where to put a bag while dining, offering comfort and convenience to guests while they enjoy their dining experience.

Refined quality materials & finishes

All varlets have been created by **prioritizing design, functionality, beauty and security**; all equally important and essential to contribute to a final product that is effective in its purpose.

Designed and produced entirely in Spain with refined quality materials and finishes, like polished marble and noble oak wood, varlets are a wonderful complement to gracefully designed interiors.

AND REU CAR ULLA

“Designers will be key in creating unplugged objects that allow for peaceful environments.”

THE DESIGNERS VARLET ONE CREATOR

What does it mean to you to be a product designer?

A creative person specialized in devising objects, taking into consideration their functionality, aesthetics and viable production.

Your studio is located in a town called Banyoles, surrounded by nature and close to Barcelona, how does this influence your work?

It has a direct influence because I believe the environment plays a big role in daily life. It is essential for me to have time to work but also to enjoy my family and friends. When I lived in Barcelona I lacked time due to long journeys to go from one place to another and the accumulation of people. Compared to the stress of a city, in towns everything flows differently, quietly but without pause. From Banyoles I am an hour away from Barcelona as well as the ski slopes and I can be on the beach in 30 minutes, ideal!

What led you to open offices in Tokyo and Edinburgh and what do you admire about these two cultures and their approach to design?

I have always been attracted by Japanese culture and a few years ago, during the design week in Tokyo, Ritsuko Mizuno approached me and proposed to be our representative in Japan. I immediately accepted and we have been working together since 2012.

We have worked for multinationals such as Ricoh but also with small artisan masters. There is an exceptional variety of companies in Japan and they work at a great level. Next August we will be presenting a chair that we have designed for Idée, which is a Muji company.

Recently we have opened our Edinburgh office to be able to better support our ongoing projects there and strengthen our presence in the UK, a very powerful design market in my opinion.

Who do you admire in your field?

I especially admire the design pioneers who worked with very few resources compared to nowadays and many times developed products of much higher quality.

We are currently living in a time where too many products are being produced and where too often price is more important than design and quality. This is not the way forward. We should be mindful of what we produce, and ask ourselves if that object adds value to the market.

5. Congratulations for all the awards that you have won over the years, how did it feel to win the first one and what do they mean to you?

Awards are always subjective, and therefore, are somewhat relative, but I have to confess that a recognition of one's work always encourages and reconfirms that we are working in the right direction.

6. What was the inspiration behind the varlet you have designed?

One is pure geometry, it is a game of basics. Tangent lines, parallels and concentricities. An example that a design that looks purely aesthetic can at the same time be functional.

7. What materials do you like working with?

I do not have favorite materials. I believe that every object requires a specific material and this makes our profession open and fun. I am constantly learning.

8. In your opinion, what is the future of product production.

Local versus global?

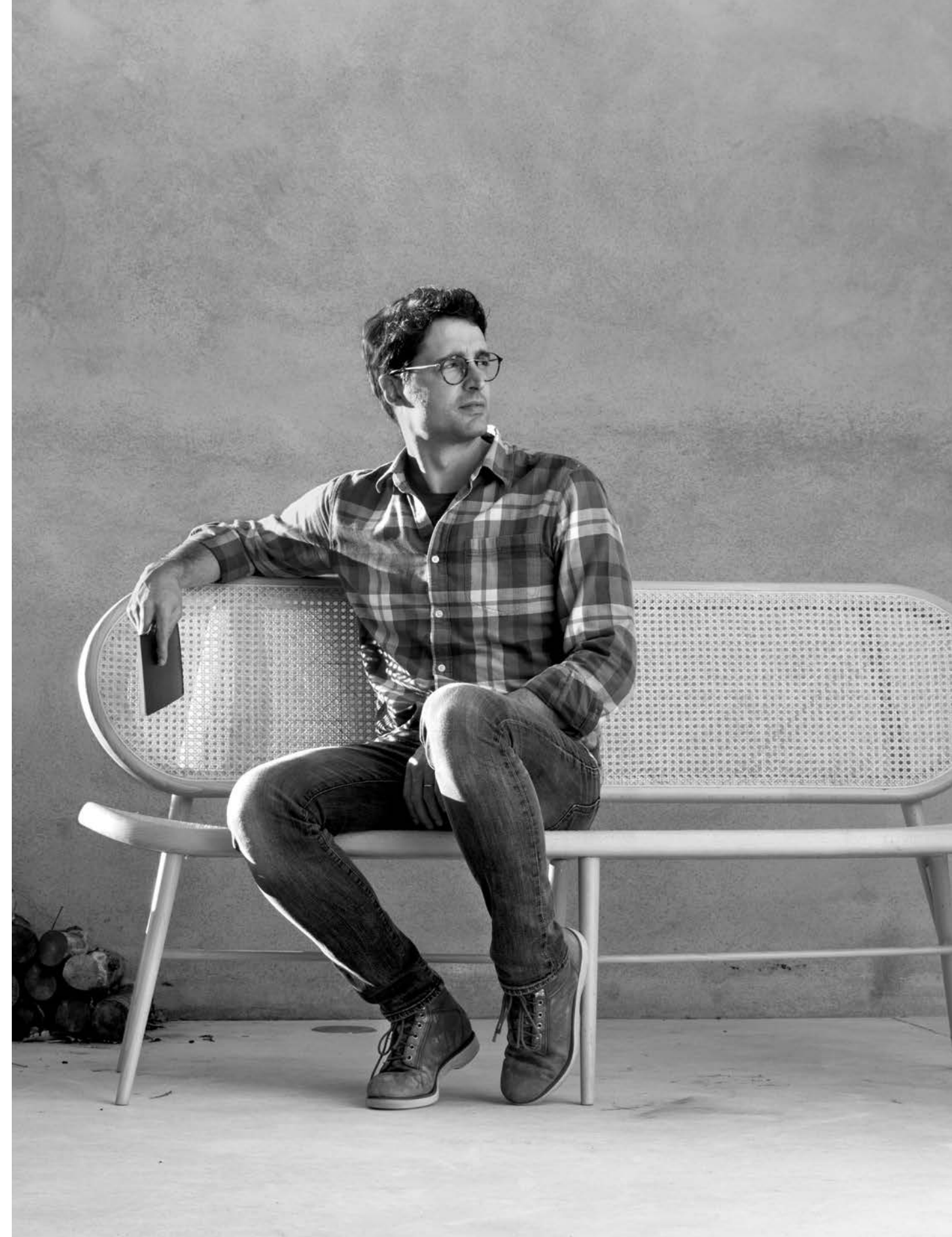
We have been talking about additive manufacturing for years now and I think we can confidently say that this is the present already. I believe in manufacturing locally but with the advantages of modern technology. Design and manufacturing have evolved tremendously in the last 15 years, but probably the interaction between users and objects have done so even more.

It seems that everything needs to be connected (Internet of Things), but I do not think this is the right path. Designers will be key in creating unplugged objects that allow for peaceful environments.

9. You have worked with amazing talented people, any anecdote that you can share?

Working with the Roca brothers from El Celler de Can Roca, (several times awarded "Best Restaurant in the World" by Restaurant Magazine) I was fortunate to enjoy some of the most creative experiences by always pushing every project to the limit, including in areas that were traditionally quite static.

One particular experience that I remember is creating a dessert with Jordi Roca that was meant to explode inside a glass cupola that was placed on the table. Once it exploded the dinner had to turn the cupola upside down and eat the food attached to it. Luckily, the other two brothers stopped the project on time.





Supporting talented up and coming designers

Elisava is considered one of Spain’s best design schools and attracts students from all over the world. The partnership with Elisava allows us to support talented up and coming designers and support our city of Barcelona in a meaningful way.

The collaboration has been an enriching experience and the result is the beautiful minimalistic Varlet Baston designed by Ana Zueras (Master in Furniture Design) which looks elegant but at the same time effortlessly blends into different interiors.

VARLET ONE

one



Sculptured for functionality and design



VARLET ONE IN BRUSHED BRASS AND BLACK MARQUINA MARBLE

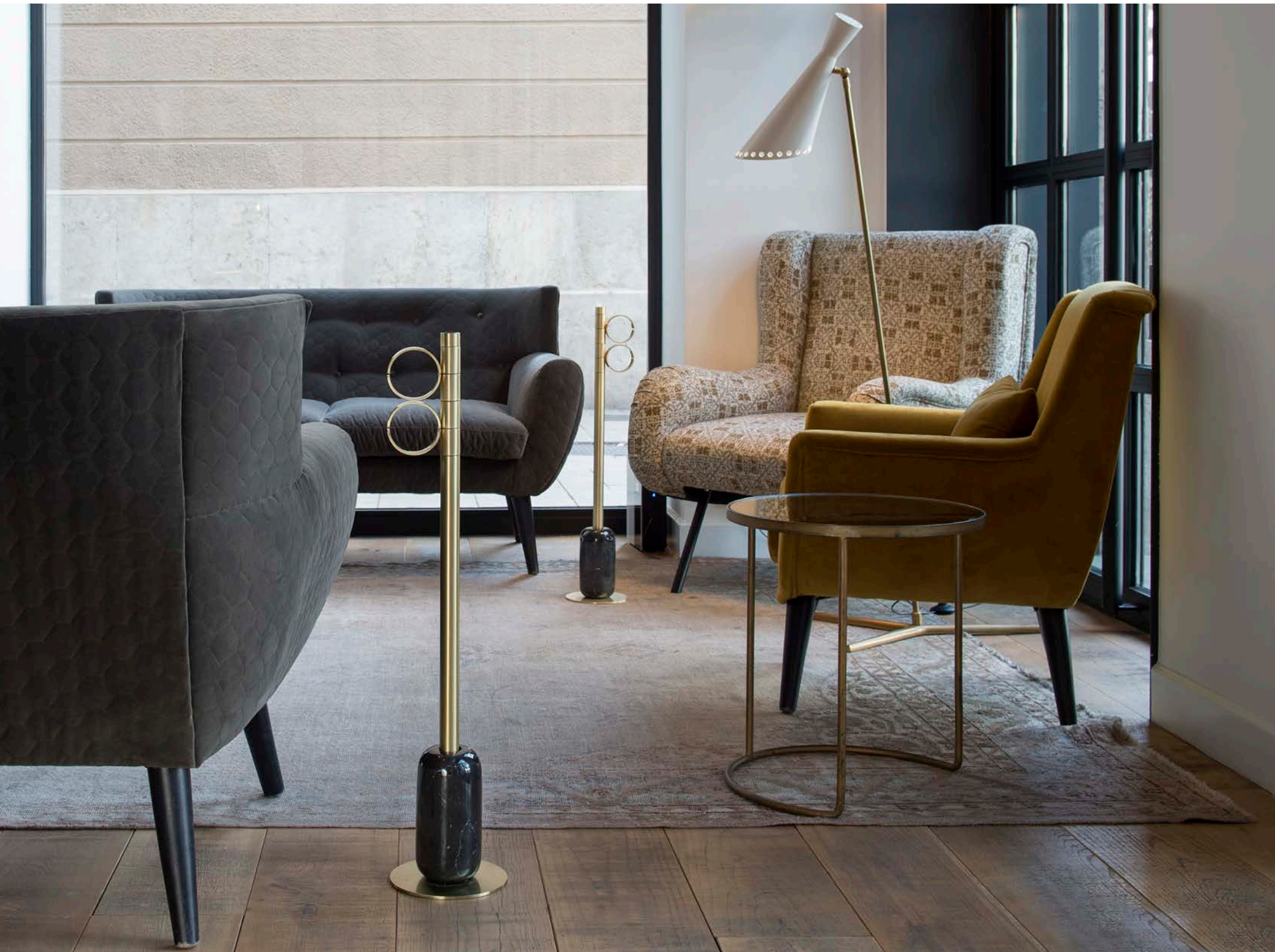
VARLET ONE IN MATTE BLACK AND BLACK MARQUINA MARBLE





VARLET ONE IN BRUSHED BRASS AND WHITE MACAEL MARBLE





VARLET ONE IN BRUSHED BRASS AND BLACK MARQUINA MARBLE



VARLET ONE IN BRUSHED BRASS AND BLACK MARQUINA MARBLE





VARLET BASTON BY ANA ZUERAS

B A S T O N

VARLET BASTON IN SHINY BRASS AND WHITE MACAEL MARBLE

Enhancing guests' experience





VARLET MONOCLE

MONOCLE



VARLET MONOCLE IN NATURAL WOOD



VARLET MONOCLE IN NATURAL WOOD

A wonderful
complement to gracefully
designed interiors



Technical info

TECHNICAL INFO

One by Andreu Carulla

ABOUT

This elegant varlet stands out for its architectural aesthetics and intelligent design that allows for the semi circles to rotate horizontally to adapt to different types of bags, as well as to hang one or more bags comfortably and securely.

For bags with handles, once the bag is hung in the lower semicircle, then it is covered with the top semicircle, creating a complete circle and at the same time protecting the bag from possible theft.

The second position is thought for clutches (small handbags without handles) for which there was not a solution other than putting them on the lap or on the table while eating.





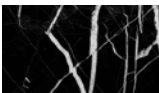










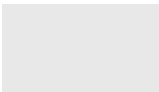


WEIGHT (KG)

4,3 – 7kg

DIMENSIONS (CM)

18 x H83

FINISHES

STRUCTURE	BASE	UPPER BUTTON
A 		
Shiny copper	White Macael	White Macael
B 		
Shiny copper	Marquina	Marquina
C 		
Brushed Brass	White Macael	White Macael
D 		
Brushed Brass	Marquina	Marquina
E 		
Matte Black	Marquina	Marquina
F 		
Matte White	Oak Wood	Oak Wood





TECHNICAL INFO

Baston

by Ana Zueras

ABOUT


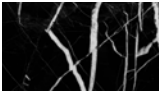




This elegant and light varlet blends into any restaurant adding an elegant feel, thanks to its minimalistic shape and materials.

The ingenious simplicity of its design allows to hang bags and briefcases safely thanks to its curved top, that keeps them protected.

It also occupies minimum space thanks to its tear shape base.

This varlet can hold up to two bags of medium weight.

FINISHES

STRUCTURE	BASE
A	
	
Matte black	Marquina
B	
	
Shiny Brass	Marquina
C	
	
Shiny Brass	White Macael

WEIGHT (KG)

2,9 kg

DIMENSIONS (CM)

H: 85 W: 21 D: 16



TECHNICAL INFO

Monocle

ABOUT

The Monocle varlet features a relaxed design that combines well with warm and contemporary restaurant interiors.

This varlet is durable and requires minimal maintenance. It can hold up to two bags of medium weight.

FINISHES

A



Natural wood

B



Antique
dark wood

C



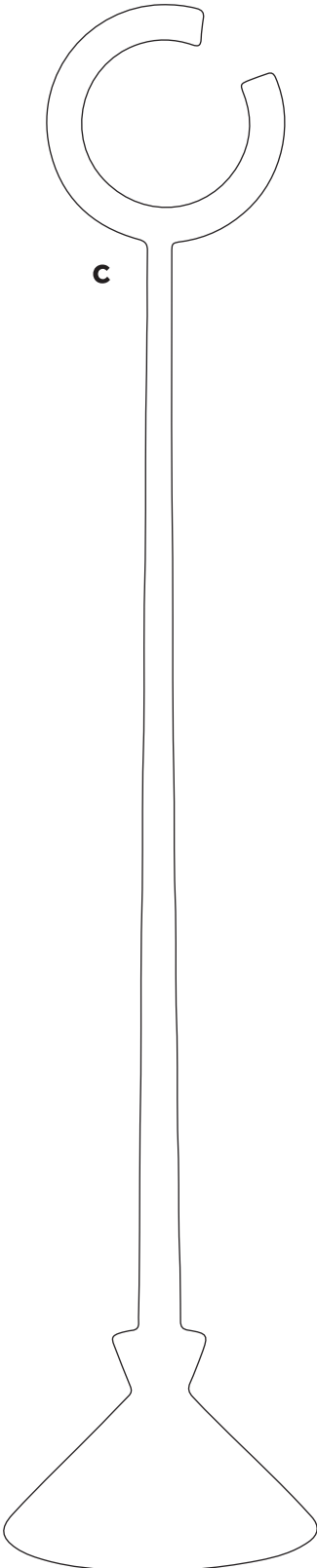
Custom

WEIGHT (KG)

1,9 kg

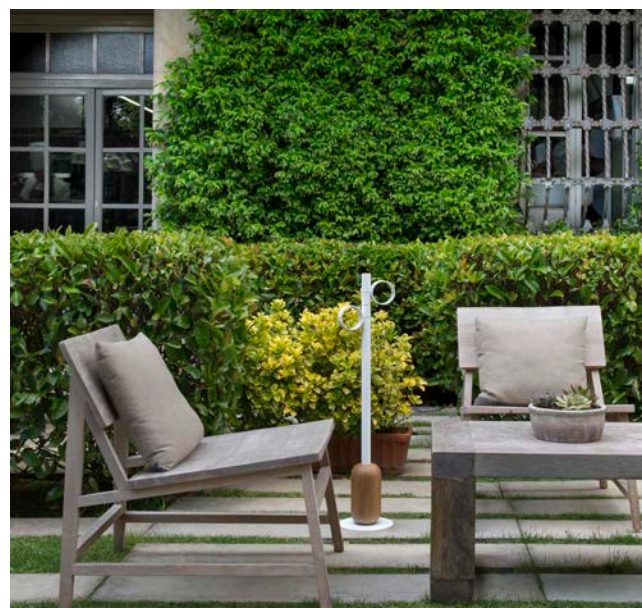
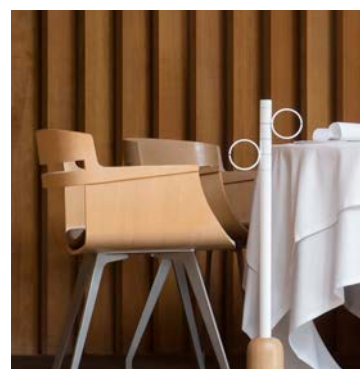
DIMENSIONS (CM)

Ø 18 x H85

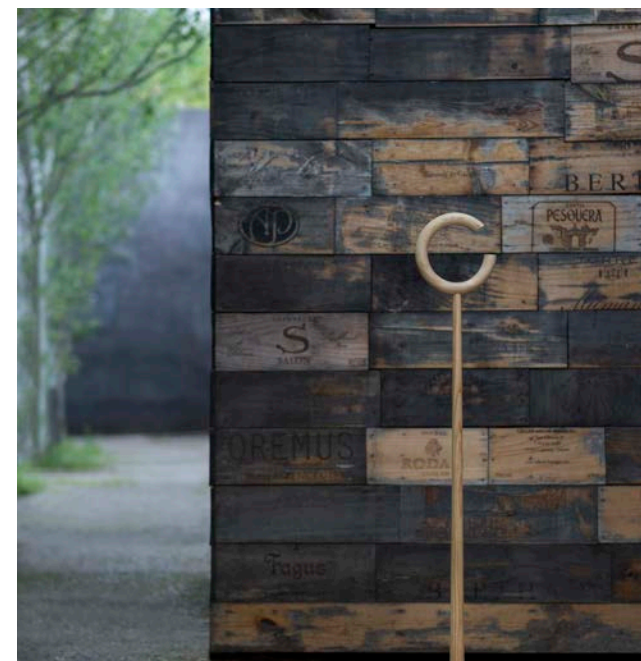




Let your guests
know you have invested
in their comfort
#wehavevarlets



SOCIAL



You can follow Varlet's updates on Instagram
under the name of @varletdesign.

The decision to have varlets is an investment
in comfort and elegance for your guests, so in
case you want to let them know, you can use the
hashtags: #wehavevarlets and #varletyourbag.

Art direction and graphic design by Esiete (esiete.com)
Photography: Olga Planas
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