

ELLE DECORATION

*DECORATING
SPECIAL*



INSIDE STORY NUDE

The first place to look for modern, minimalist glassware created using traditional techniques

Launched in 2014, Turkish brand Nude is fast becoming synonymous with high-end and cutting-edge glass tableware, lighting and accessories. Early on, its canny collaborations with internationally renowned designers Ron Arad and Nigel Coates put the Istanbul-based company on the map, and it has since taken a more risk-taking approach by commissioning up-and-coming names such as Tomas Kral, Defne Koz, Formafantasma and Sebastian Herkner to create exciting new designs.

The brand's monosyllabic name is a reflection of its clean-lined aesthetic and avowed mantra that 'less is more', plus, of course, the literal transparency of glass itself. Nude also fights shy of being labelled a 'luxury' brand: 'To us, that makes a statement about money not taste,' asserts brand director Yair Haidu.

Nude is a subsidiary of Turkish corporation Sisecam Group, which has fabricated glassware since it was founded in 1935 by Turkey's modernising president, Mustafa Kemal Atatürk. While this young brand's lead-free crystal products are radically different from its parent company's more traditional wares, Nude taps into the latter's impressive infrastructure and wealth of skills, among them traditional glassblowing and sandblasting, all

carried out with breathtaking dexterity by the apprentices and experts at its factory in the southern Turkish city of Denizli.

Although Nude favours minimalism – an approach typified by its pared-down 'Stem Zero' glassware of 2017 – it also cultivates wit. Take Arad's idiosyncratic, hourglass-shaped 'Red Or White' wine glasses that lean slightly to one side, suggesting a tipsy stagger. Fusing together two glasses, one facing downwards the other upwards, the design can be flipped over depending on the colour of wine. Nude is also embracing decorative elements. Its 'Parrot' decanter by Tomas Kral (above, right) has a beak-shaped gilded spout and stripes denoting feathers.

Nude's latest exciting designs are by up-and-coming names, such as Tomas Kral, Defne Koz and Tamer Nakışçı

A hybrid of materials is also found in 'Chill', a conceptually clever yet highly functional collection that includes a decanter and tumblers resting on cooling marble bases – pop them into the freezer before use. Beautiful and ingenious. nudeglass.com

Above, from left 'Lady' carafe by Tomas Kral, £56.40; 'Hepburn' coupe glass by Brad Ascalon, £26.40 for two; 'Nest' pink box by Pentagon Design, £33.60; 'Layers' vases (stack of three) by Defne Koz, from £84 each; 'Mist' vase by Tamer Nakışçı, from £61; 'Parrot' carafe by Tomas Kral, £235, all available at Harrods (harrods.com)