



WESTWING

# WESTWING I CROSBY STUDIOS

A collaboration redefining the creative edge of  
contemporary living and design leadership

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MUNICH, 23 JUNE, 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, unveils an exclusive collaboration with acclaimed visionary artist and designer Harry Nuriev, Creative Director and Founder of Crosby Studios. Launching on 23 June 2025, the Westwing I Crosby Studios Collection brings Harry Nuriev's experimental design approach into the world of Home & Living.

This exclusive collaboration brings together two creative forces united by a shared vision: that design holds the power to move, challenge, and inspire. Known for his experimental approach at the intersection of art, fashion, and interiors, Harry Nuriev redefines what it means to live beautifully - and invites audiences into a universe where personal expression and cultural commentary meet in design. Collaborating with a visionary who has worked with brands such as Balenciaga, Alexander Wang, and Nike allows Westwing to enter new conversations - about contemporary design, cross-disciplinary creativity, and the evolving future of lifestyle aesthetics.

The Westwing I Crosby Studios Collection features a curated selection of pieces across furniture, textiles, décor, and tabletop. From sculptural seating and sleek mirrors to graphic glassware and tactile home textiles, each piece reflects Harry Nuriev's instinctive eye for form and experimentation.

*"For this collaboration with Westwing, our goal was to create something comfortable and universally familiar - simple in form, yet sculptural and artistic in presence. The checkerboard pattern, a defining motif of the Collection, was inspired by the idea of a zero point - a blank digital canvas before anything exists. The Collection is my way of offering something sincere and uncomplicated, open to*

*personal interpretation. My goal was to translate our Crosby Studios universe into something everyone can bring into their space - a piece of our world, reimagined through their own lens."*, says Harry Nuriev, Artist, Creative Director and Founder of Crosby Studios.

The designs merge Crosby Studios' signature codes - such as the digital-inspired checkered pattern and minimal, yet sculptural forms - with Westwing's curated aesthetic and passion for inspiring, design-led living. The result: a Collection rooted in creative dialogue and playful transformation.

The partnership is brought to life through a 360° brand campaign, featuring a limited-time showroom in the heart of Paris (25 June to 4 July) and an editorial behind-the-scenes look into Harry Nuriev's creative world. Set in his Paris apartment and design studio, 'Crosby Studios', the feature offers an intimate portrait of the designer, the creative journey behind the Collection, and what it means to Live *Beautiful*. today.

This collaboration marks a strategic milestone for Westwing: it demonstrates how design-driven storytelling can strengthen brand equity, build cultural relevance and connect with creative communities. By reaching beyond traditional Home & Living audiences, Westwing positions itself at the intersection of art, fashion and interior design - and reinforces its ambition to lead with creativity and design thought leadership. With its disruptive design language and curated vision, the Westwing I Crosby Studios Collection celebrates individuality, creativity and a fresh perspective of reimagining interiors.

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*"Working with Harry Nuriev is such a special creative collaboration for us at Westwing. I've been a huge fan of his work for a long time - his style is bold, artistic, and truly one of a kind. He has worked with so many incredible brands, and bringing his creative vision into our world is something I'm really proud of. He brings a fearless creativity that reimagines what interior design can be - and seeing pieces like our bestselling Lennon sofa and other signature pieces reinterpreted through his unique perspective is just incredible.",* says Delia Lachance, Chief Creative Officer & Founder of Westwing.

This project also reflects Westwing's broader goal of creating emotionally resonant experiences and redefining what beautiful living means today and tomorrow.

The Westwing I Crosby Studios Collection is available online and in Stores from 23 June 2025.

## About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 16 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.