



WESTWING

WESTWING LAUNCHES EXCLUSIVE COLLABORATION WITH GUBI:

WESTWING x GUBI
BEETLE EDITION – BY DELIA LACHANCE

GROUP
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MUNICH, 25 AUGUST 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, announces the launch of an exclusive collaboration with Westwing founder Delia Lachance and Danish design brand GUBI, exclusively available at Westwing. This signature drop celebrates one of GUBI's most iconic pieces – the versatile and globally celebrated Beetle Chair – reinterpreted through Delia's unique design lens.

The collaboration is part of Westwing's strategy to further strengthen its brand position as Europe's leading premium one-stop destination in Home & Living. By offering exclusive pieces in partnership with iconic design brands, alongside its own Westwing Collection, Westwing strengthens its curated assortment while reinforcing its ambition to inspire Design Lovers with high-quality pieces that combine refined design with emotional value.

GUBI is globally recognised for its refined aesthetics, quality craftsmanship and timeless design. The Beetle Chair, designed by GamFratesi, has become a modern design classic. With this collaboration, Westwing unveils 10 Beetle Chairs personally reinterpreted by Delia and exclusively available at Westwing.

These curated editions reflect Delia Lachance's personal aesthetic and long-standing connection to the Beetle Chair – one of the first design pieces she selected for her very first office. Today, it remains part of her home and work environment, symbolising continuity and emotional resonance. Each of the ten designs is inspired by Delia's current surroundings and daily life in Portugal, unified by a shared materiality and colour direction. Natural tones, tactile fabrics, and soft contrasts evoke a sense of calm elegance and timeless character, making each chair a

distinctive yet cohesive part of the overall collection.

The selection highlights Delia's curatorial eye and her approach to design as something deeply personal – focused not only on visual appeal, but also on how pieces make people feel in their everyday environments.

Delia's interpretation highlights the Beetle Chair's versatility and emotional quality. Designed to bring character and comfort to a wide range of spaces, the pieces balance softness and structure – a contemporary yet timeless expression of Delia's design approach.

"It's a real honor to reinterpret such an iconic piece together with GUBI. The Beetle Chair has been part of my design journey from the very beginning—it was one of the first pieces I consciously chose, and it's been with me ever since. Now bringing it back, in a way that reflects my current style and life, feels incredibly meaningful", says Delia Lachance, Founder & Chief Creative Officer of Westwing.

The collaboration brings together two brands united by a shared passion for design that is both expressive and enduring, merging Westwing's curatorial expertise with GUBI's creative approach to contemporary design – where modern icons like the Beetle Chair emerge through bold forms, rich materiality, and emotional resonance.

Marie Kristine Schmidt, CEO of GUBI, comments: *"Few designs embody individuality like GamFratesi's Beetle Chair. A modern icon with a bold, versatile silhouette that adds a touch of luxury to any space. It's thrilling to see Delia Lachance's unique interpretation of this timeless piece."*

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The *Beetle Edition* – by *Delia Lachance* in collaboration with GUBI follows a three-phase activation to build visibility and connection across channels. In June, the campaign launched with an exclusive preview moment in Copenhagen. The official launch will follow on 25 August 2025 – combining founder-led storytelling with premium content and curated aesthetics. In the final phase, the concept will be brought to life in-store: the Beetle Bar will travel to the new Westwing store in Munich, offering a unique opportunity to bridge online and offline experiences through an immersive physical brand moment.

With the *Beetle Edition* – by *Delia Lachance*, Westwing continues to build on its ambition to inspire people to create homes that unlock the full beauty of life by curating exclusive design partnerships that resonate with Design Lovers across Europe.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 20 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.