



Collection sheet Doric

DORIC: ELEVATE EVERYDAY PRESENTATION

The Doric collection was developed in response to real needs from the hospitality and retail market. Customers are increasingly looking for ways to **present food, objects and small compositions** in a refined and structured way, both at home and in professional environments.

Inspired by the clean lines and balanced proportions of ancient Doric columns, the collection brings a strong architectural presence to any space, while remaining subtle and functional.

Each piece is made from stainless steel with a **durable, food-safe interior** and a soft matte exterior in Soft Copper or Soft Black, allowing it to integrate easily into a wide range of interiors.

Doric offers retailers a versatile collection that works across multiple use cases: from table styling and gifting to hospitality and in-room presentation. It is both a functional object and a decorative element, making it easy to sell to a broad audience.

QUICK SELLING POINTS

- **Timeless** design that fits in any interior
- **Functional** and **decorative** at the same time
- **Food-safe stainless steel top**
- Durable and **scratch-resistant top**
- Easy to combine with other XLBoom collections (such as Rondo)
- Perfect as a gift item
- Creates instant visual impact through height differences
- **Stackable** to create towers



COMBINE & INCREASE AOV

With Rondo collection

- **Matching** finishes (Soft Copper / Soft Black)
- Perfect for a cohesive table or bar setup

With glassware

- Contrast between metal and glass
- Ideal for hospitality-inspired displays

Gift combinations

- Doric bowl + candle
- Doric stand + small decorative objects
- Doric + bottle presentation (wine / champagne)

Upsell tip

Encourage customers to combine different sizes:

→ “Mixing heights creates a more dynamic setup at home”

HOW TO PRESENT DORIC IN-STORE

Work with levels

- Use different heights (small, medium, large stands) to create a dynamic presentation.
- This immediately adds visual interest and makes the display feel more premium.

Keep it minimal

- Avoid overcrowding. Doric works best when each piece has space.
- Let the shapes and materials speak.

Create small compositions

- Group 2-3 items together:
 - fruit + small object
 - candle + bowl
 - stacked desserts (if food styling)

Combine materials

- Pair Doric with:
 - glassware
 - metal (Rondo)
 - natural textures (wood, stone)

Placement in store

- Ideal for table displays or central islands
- Also works well near checkout (giftable items)



THE DESIGNERS

The Doric collection was designed by PaulinePlusLuis, the Belgian designer duo Pauline de Ruiter and Luis Larrain. Their work is characterized by a strong architectural sensibility and a focus on pure forms, balance, and material expression. By translating architectural references into everyday objects, PaulinePlusLuis creates designs that feel both structured and refined, where functionality and visual harmony naturally come together.

PRACTICAL INFORMATION

- **MATERIAL EXTERIOR:** COATED STAINLESS STEEL
- **INTERIOR/TOP:** STAINLESS STEEL (FOOD SAFE)
- **SHADES:** SOFT COPPER OR SOFT BLACK FINISH
- **USE:** FOOD PRESENTATION, DECORATION, HOSPITALITY, GIFTING
- **AVAILABLE IN:** BOWLS AND STANDS (MULTIPLE SIZES)
- DESIGNED FOR PROFESSIONAL AND DAILY USE