



PRESS RELEASE

PRESS RELEASE - For immediate release

Where design and nature meet: PURE by Jasaco at ADW 2025

Lummen, Belgium - In 2025, the Belgian family-owned company **Jasaco** proudly celebrates a milestone: **35 years of passion, craftsmanship, and refined aesthetics**. With its premium label **PURE by Jasaco**, the company marks the occasion by participating in **Antwerp Design Week**, from **1 to 5 June 2025**, with an immersive botanical scenography showcased in the **Ethnicraft showroom**.

[Stronger together: Belgian creativity united](#)

PURE's participation in ADW reflects a shared vision: Belgian brands joining forces to tell a powerful, international design story. In the Ethnicraft showroom in Antwerp, PURE by Jasaco presents a curated selection of its refined artificial plants and trees, alongside a dedicated installation of **MORPHO** - the high-end lifestyle concept launched earlier this year at **Salone del Mobile** in Milan.

[MORPHO: an ode to nature, emotion, and design](#)

For the world premiere of **MORPHO by Tomorrowland, Ethnicraft, Great Library Design Studio**, and **Dieter Vander Velpen Architects** partnered with PURE by Jasaco. The botanical scenography - composed of hundreds of carefully selected PURE plants - translated the natural elegance of flora and insects into a sensory total experience: a contemporary interpretation of Art Nouveau.

The concept has since travelled from **Milan to New York and Antwerp**, and is soon heading to **Dubai** - a powerful Belgian story with global resonance.

[A blooming trend in green design](#)

The demand for high-quality artificial flowers and plants has been growing rapidly in recent years. Interior professionals, hospitality brands, and retailers are increasingly drawn to long-lasting greenery that's visually stunning, low maintenance, and season-proof. PURE by Jasaco meets this

trend with a product range that's hyper-realistic, tactile, and timeless – without compromising on quality or beauty.

“Design is emotion”

“Design is more than just visual – it's a feeling that greets you the moment you enter a space,” says **Pieter Jansen**, Managing Director of Jasaco. “At ADW, we want to show how nature and design can elevate each other – with sustainable botanical beauty as the common thread.”

Welcome at ADW - and in Lummen

Professionals and press are warmly invited to the **Ethnicraft showroom** during **Antwerp Design Week 2025** for a refreshing look at Belgian design excellence. PURE by Jasaco will be on site for interviews, insights, and imagery.

In addition, the **PURE showroom in Lummen** is open year-round by appointment for journalists, stylists and B2B professionals who wish to experience the full collection in its natural setting.

About Jasaco - PURE by Jasaco

Jasaco (Jansen Sales Company) is a Belgian family-owned business based in **Lummen**, specializing in the import and wholesale of high-quality artificial flowers, plants, and trees. Since 1989, its premium label **PURE by Jasaco** has provided refined, long-lasting décor solutions for florists, garden centres, and interior professionals in retail, hospitality, and visual merchandising.


In addition to curating a carefully selected international collection, Jasaco invests strongly in **in-house product development and trend forecasting**. With a keen eye for colour, texture, and form, the brand creates collections that reflect both current design trends and timeless elegance. PURE by Jasaco offers maintenance-free ambience – where **nature inspires, and design leads**.

Images, press contact & appointments:

Valérie de Sousa

Marketing & Communications Manager

 valerie@jasaco.be

 +32 487 02 85 92

 www.purebyjasaco.be

MORPHO by Tomorrowland, by Ethnicraft and designed by Great Library Design Studio & Dieter Vander Velpen, in collaboration with PURE by Jasaco for the styling of the showroom and exhibition stands during Salone del Mobile in Milan and ICFF in New York.



Showroom PURE by Jasaco in Lummen. (Europaweg 10, 3560 Lummen)

