

Press Release

31 March, 2014

Fill your home with style and light with Philips myLiving

New collection of elegant trend inspired LED lighting design for your home

Frankfurt, Germany – Blending subtle pieces and centerpieces, Royal Philips, the global leader in lighting, brings you the new Philips myLiving collection – elegant designs you can afford with quality lighting you'll love. You can combine pendant and table lamps in diverse designs, from contemporary to expressive, each radiating warm LED light. Whatever your taste, the textured materials, soft colors and organic design bring life and light to your home.



Trend inspired

The new range has ten different designs, each with its own character and design feel. From the contemporary soft pastel hue and tone of *Fado* to the more lively color-gradient glass finish of *Vienne*, Philips myLiving captures muted, earthy colors and artful shapes and finishes that feel current and add an atmospheric touch.

Artful, affordable

Long-lasting materials are used in innovative ways throughout Philips myLiving, for affordable design that provides high light output and maintains a premium look and feel. From the satinated glass of *Skien* to the patterned silicone of *Conbrio*, there is no compromise on diversity in design. The layered metal finish of *Var* with its *matt pastel texture* resembles a true contemporary/fashionable icon, while *Canto's* curved glass pendant has a more subtle luminous elegance.

Diffusing light

Designs feature brilliant Philips LED for a warm atmosphere that brings out the best in your home, and casts an interesting light. The unusual texture of *Conbrio*, with silicone honeycomb design, creates a natural glow and unique light experience – ideal for accenting a beautiful area. *Tenuto's* colorful acrylic design with lined pattern diffuses light softly and evenly, for inviting lighting in a dining area.

Trend alert: The trend for a simpler, uncomplicated and more natural approach to interior design has given way to refreshing combinations of pastel hues and tones and organic shapes. Unobtrusive, yet elegant décor is the order of the day.

Top tip: Use the *Canto* pendant lamp to provide an expressive and interesting centerpiece in your home. The high quality glass gently diffuses light, while the soft curved design creates an interesting and elegant statement – perfect for your living room.



Key features of the myLiving range:

- Soft colors, organic shapes and rounded design
- High quality materials, including silicone, metal and glass
- Warm white light
- Special lens for optimal light distribution – light where you need it
- High light output (430 lumen) at an affordable price (starting from €39.00)
- Energy efficient LEDs integrated into designs

- No need for replacement - long lasting lamps

myLiving portfolio:

Expressive range

Tenuto (€39.00)



Italo (€55.00)



Contemporary range

Largo (€ 39.00)



Vienne (€ 39.00 - € 49.00)



Skien (€49.00)



Bolton (€39.00)



Canto (€55.00)



Var (€ 59.00)



Conbrio (€35.00–€59.00)



Fado (€ 49.00)



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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at www.philips.com/newscenter