

ENKY

From subscription to Exhibition: How Enky is redefining the way professionals live with furniture

There's a question that Aïssa Laroussi, founder of Enky, has been asking since day one: "Why keep buying your furniture? It costs a lot of money, you use it for a relatively short period, and needs keep evolving." And from that question, a new model was born.

Enky is a furniture subscription service for professionals: offices, hotels, co-working spaces, event venues. Instead of purchasing furniture outright, companies access a curated catalog of pieces, vintage designer finds alongside carefully selected new collections, paying for use, not ownership. "Our solution saves clients up to 50% compared to buying," says Aïssa. But the savings are only part of the story.

The deeper shift is philosophical. "More than 90% of our clients aren't interested in owning the object. What they care about is the cost of using it." When possession gives way to experience, the whole relationship between a company and its space transforms: more flexible, more intentional, more alive.

What sets Enky apart is the sourcing. Each piece in the catalog is chosen for its quality, its character, its longevity. "When your goal becomes usage, you completely reverse the way you think about the product: you start looking for something more durable."

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The result is a collection that holds its value, aesthetically and practically, whether it's a mid-century Scandinavian chair or a contemporary Spanish design.

It's that same attention to space and craft that brought Enky to Brussels's creative scene. Womade, one of the city's most vibrant creative collectives, became one of Enky's clients: Enky furnishes their workspace and, in the adjacent space Âme, curates a living showroom where visitors can discover the catalog in a real setting, from vintage designer pieces to contemporary finds.

From Womade to Brussels Design Week was the obvious next step. "I didn't want to build something riding a hype and flip it a few years later.

I wanted to build something long-term that truly transforms a market." Brussels Design Week is exactly the kind of event where that vision gets seen. This September, Enky furnishes the conference space of the Brussels Design Week Hub. A single room, where every seat counts: the Zitta chairs by TON, crafted in the Czech Republic from solid beech, make the case quietly but unmistakably that how professionals sit, meet, and think together is worth getting right.

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