

ALLURE'S 2026 BRAND PLATFORM

	2025	2026
Who we are	An international architectural design firm providing consulting expertise and capabilities to deliver large-scale and future-proofed work environments across EMEA for leading global organizations.	An international architectural firm providing real estate advisory and design expertise to bring large-scale, future-ready work environments to life across EMEA for leading global organizations.
Our vision <i>It's the future we're building towards, the big picture that drives our actions every day</i>	We continuously challenge the standards to elevate everyone we serve	To set new standards across our ecosystem
Our mission <i>Our guiding star</i>	We deliver large-scale design projects in EMEA	To curate best-in-class expertise to our clients
How we did it <i>Our secret ingredient</i>	Through a unique methodology powered by humble and driven people to deliver matchless experiences for our ecosystem	Enabled by our expert partnership model
Our value proposition	We create unparalleled experiences that elevate every aspect of the project and therefore its stakeholders.	End-to-end accountability, integrated expertise, and seamless execution—delivering an unparalleled stakeholder experience.
Key people target	Decision-makers involved in high-stakes real estate projects - leading projects valued above 2 million €.	Decision-makers involved in high-stakes real estate projects in EMEA.

What do they need	They need to partner with the best-in-class expertise at all levels.	They need a trusted EMEA partner that seamlessly integrates real estate advisory with best-in-class architectural and design expertise.
In what context does Allure operates	Allure operates in a context where global corporations face uncertainty and must rapidly adapt to evolving work environments. With real estate being the second-largest investment for these companies, it plays a crucial role in both the strength of their business and their future. As the EMEA region becomes increasingly attractive, global brands are prompted to expand their local presence. They do this by undertaking large-scale, complex real estate and design projects. However, many still take more traditional approach, collaborating with world-renowned partners and depending on local players for delivery. This fragmented choice creates a great opportunity for Allure to disrupt the market with a cohesive offer that seamlessly combines global	Allure operates in a context where global organizations face growing uncertainty and must continuously adapt to evolving work environments. With real estate representing their second-largest investment, it has become a strategic lever - shaping business resilience, performance, and long-term value. As the EMEA region becomes increasingly attractive, global brands are accelerating their local footprint through large-scale, complex real estate and workplace transformation projects. Yet even the most established global organizations often face significant local challenges: competing for talent, building cultural relevance, and translating global identity into local impact. This is where the combination of real estate advisory and end-to-end architectural expertise becomes critical. Many organizations still rely on a fragmented model: global partners for strategy and vision, and local players for delivery. In Allure's view, this approach creates a gap between global understanding and local execution — increasing risk, limiting long-term value, and reducing the true impact

	expertise with local integration.	of the project. And Allure challenges this standard. We offer a cohesive model that seamlessly blends global expertise with local integration, curating best-in-class capabilities under one roof. Through a tailored journey, we support our clients at every stage - globally and locally - turning complex projects into outstanding experiences, enduring value beyond delivery.
Our values	Humble, Driven, Fresh	Humble, Driven, Fresh
How to describe Allure - In 30 words?	Allure is an international architectural design firm providing consulting expertise and capabilities to deliver large-scale and future-proofed work environments across EMEA for leading global organizations.	Allure brings large-scale corporate environments to life across EMEA, combining real estate advisory with best-in-class architectural expertise. We are powered by a multicultural, design- and creativity-led team, constantly challenging established standards.
How to describe Allure - In 50 words?	Allure is an international architectural design firm delivering large-scale, future-proof work environments across EMEA for leading global organizations. With a cohesive offer that seamlessly combines global expertise with local integration, Allure's agile and talented team doesn't just 'manage' projects — it transforms them into outstanding experiences.	Allure is the EMEA expert in bringing large-scale corporate environments to life. By combining real estate advisory with best-in-class in architectural expertise, we support leading global brands across the region. We are powered by our multicultural, design- and creative-led team and partners, constantly challenging established standards to transform every project into an outstanding experience.

Elevator Pitch	<i>Allure is an international architectural design firm providing consulting expertise and capabilities to deliver large-scale and future-proofed work environments across EMEA for leading global organizations.</i> With a cohesive offer that seamlessly blends global expertise with local integration, we have partnered with leading global organizations across various industries, including Finance, Law, Consulting, Luxury, Food & Beverage, Energy and Technology. Our multicultural, agile, and talented team doesn't just 'manage' projects—it leverages cutting-edge ideas and technologies to deliver impactful solutions and craft unparalleled experiences that elevate every aspect of the project—and its stakeholders. Since 2011, we continuously challenge the standards with a humble mindset, driven by a relentless pursuit of	<i>Allure is the EMEA expert in bringing large-scale corporate environments to life. We offer a cohesive model that blends global expertise with local integration. This is how we support leading global brands across the region - from advisory to architecture.</i> We are powered by our multicultural, design- and creative-led team and partners, constantly challenging standards to turn every project into an outstanding experience. To do so, we create a tailored journey for our clients, bringing best-in-class expertise to every stage of the project. We make it our mission to build confidence throughout the process and create enduring value that goes far beyond delivery. Our clients don't just receive beautiful workplaces - they gain a trusted long-term partner for their European portfolio, with a humble mindset and a commitment to excellence, driven by creativity and human relationships. Because at Allure, a satisfied client is our strongest endorsement.
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excellence and a fresh
perspective inspired by
knowledge, creativity,
and human connections.