

GREGOIR RÊVE

Wake up to a renewed dream...

BRAND PRESENTATION

October 2025

GREGOIR RÊVE



*GR*  
*Collection*

**CAMERICH**

HOME  
**GEODESIS**  
FRAGRANCES

# ABOUT GREGOIR GROUP

## GREGOIR MOBILITY SHIFT TO THE NEXT GEAR!

Gregoir Mobility represents leading global brands including **BMW, MINI, BMW Motorrad, Hyundai, KGM, Suzuki, Cannondale**, and **Specialized**.

Headquartered in the heart of Europe's economic triangle, our dealerships combine technological excellence with customer-first service.

We drive progress through innovation, delivering smart, responsible, and design-led mobility solutions for our clients.

## GREGOIR LIFESTYLE RÊVE, WAKE UP TO A RENEWED DREAM!

Launched in **2024, Rêve by Gregoir** is the lifestyle division of the group, dedicated to contemporary indoor and outdoor living.

Based at **Castle Diependael**, an iconic 16th-century landmark, Rêve showcases refined collections such as **Camerich** and **GR Collection**, uniting heritage with modern design.

Beyond furniture, Rêve offers immersive experiences and a curated aesthetic that celebrates elegance, craftsmanship, and inspired living.

# ABOUT GREGOIR GROUP

Leaders in automotive retail since 1989, Gregoir is a trusted partner for the world's leading premium and luxury brands – BMW, MINI, BMW Motorrad. We are strategically positioned in the European capital, Brussels, completing the economic triangle including Antwerp and Ghent.

This allows us to offer award-winning, state-of-the-art distribution facilities – wholesale and retail – in Jette, Puurs, Dendermonde, Oudenaarde, Ghent and Elewijt (featuring Castle Diependael, home to Rêve (Gregoir Lifestyle's) Head Office featuring Camerich flagship showcase in Europe), and other lifestyle accessories including outdoor furniture, candles and home fragrances. Our current product offerings today include the automotive, motorcycle, e-bike, lifestyle, and residential industries, along with accessories making us one-stop-shop for all mobility and lifestyle choices.

We are retail leaders in Mobility & Lifestyle!



} MOBILITY

GREGOIR RÊVE



CAMERICH

HOME  
GEODESIS  
FRAGRANCES

} LIFESTYLE



“Our vision for Gregoir Rêve is deeply rooted in the experiences that have shaped my personal journey over the past 30 years. At Gregoir Mobility, we've set the standard in retail with unmatched expertise and elegance. Now, we're channeling that legacy into creating a new era of luxury living—one that redefines what it means to truly live well.

Wake up to a renewed dream...  
Welcome to Rêve!”

## **Hervé Gregoir**

Owner & CEO, Gregoir Group

# ABOUT GREGOIR RÊVE

We have a dream... The bold, fresh thinkers who redefined luxury on the road with Gregoir Mobility now have a bigger vision for a better tomorrow.

Welcome to Gregoir Rêve, our pioneering new lifestyle brand, inspired by our passion for impeccable service, elegance and design excellence.

Blending heritage with modernity as a transformative force. Our Rêve ethos is that great design, like true luxury, is born from courage: the courage to think outside the box and strive for better solutions, moving the world onwards to a more beautiful, functional future.

Gregoir Rêve burst brilliantly to life at Flanders' iconic Castle Diependael in the spring of 2024. This stunningly restored chateau, formerly a Michelin-star restaurant, now offers a glorious showcase for the CAMERICH range of covetable classic, contemporary furniture; for Rêve's own GR COLLECTION of indoor and outdoor; for our selection of exhilarating GEODESIS candles and home fragrances – and for an expertly curated selection of interiors' accessories.

Inspired by – and created from – all the very best in the world, our exquisite Rêve offering is designed to complement every space. And enhance every lifestyle.

As Rêve's dream home, CASTLE DIEPENDAEL is also a sought-after sanctuary in its own right, a haven of beauty where influencers and clients can enjoy a choice of exquisitely curated immersive experiences in an entrancing setting.

Welcome to a visionary world of elegance, sophistication and endless possibilities.

Rêve by Gregoir... wake up to a renewed dream.

GREGOIR RÊVE

Wake up to a renewed dream...

## FEATURING

- + Castle Diependael
- + Camerich Furniture
- + GR Collection Indoor & Outdoor Furniture
- + Geodesis Home Fragrances
- + An Exclusive Event Venue





KASTEEL  
DIEPENDAEL

BY GREGOIR

REINVENTING A  
BELGIAN LEGEND





KASTEEL  
DIEPENDAEL  
BY GREGOIR

GREGOIR RÊVE

# CASTLE DIEPENDAEL TRANSFORMATION

Celebrate the best of luxury lifestyle in the sublime surroundings of an iconic Belgian castle, totally reinvented for the 21st century. The Gregoir Group has sympathetically transformed the historic 18th century Castle Diependael with an intuitive restoration project, designed to harmonize the best of heritage and modernity.

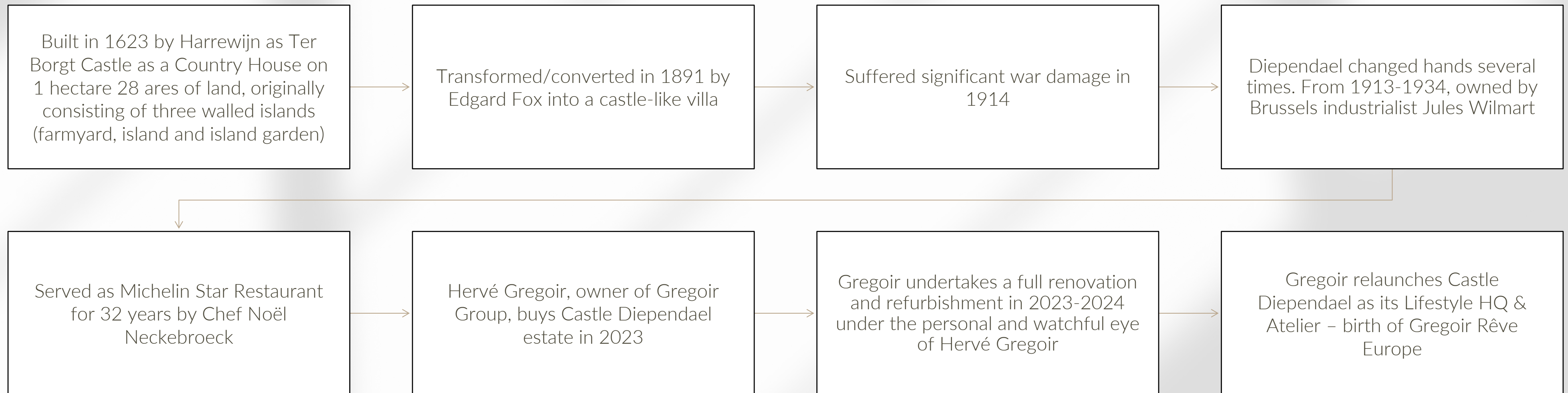
Imbued with an inviting, residential-meets-retail ambience, this beautiful Brussels landmark is now the leading European showcase for Rêve by Gregoir, a new lifestyle concept, featuring the CAMERICH range of highly desirable, contemporary furniture – along with our own, stunning new GR Collection of indoor and outdoor furniture. With exhilarating GEODESIS Candles & home fragrances, plus other luxury lifestyle brands and accessories. All set against the ultra-stylish backdrop of the castle's skillfully renovated interiors.

Nestled in Flanders – the heart of the European capital's commercial district – Castle Diependael has been designed as a luxurious sanctuary of calm: a sought-after event destination offering carefully curated and immersive lifestyle experiences.

The estate dates back to 1623! The compound was originally built as hunting lodge by Heerlijkheid ter Borcht in 1740, Diependael was upgraded by Edgard Fox in 1891 into an elegant estate, with three impressive properties, set in 2 hectares of beautiful water gardens. The castle suffered substantial war damage in 1914, but rose from the ashes to become the renowned home of Chef Noël Neckebroeck's Michelin-starred restaurant for 32 years.

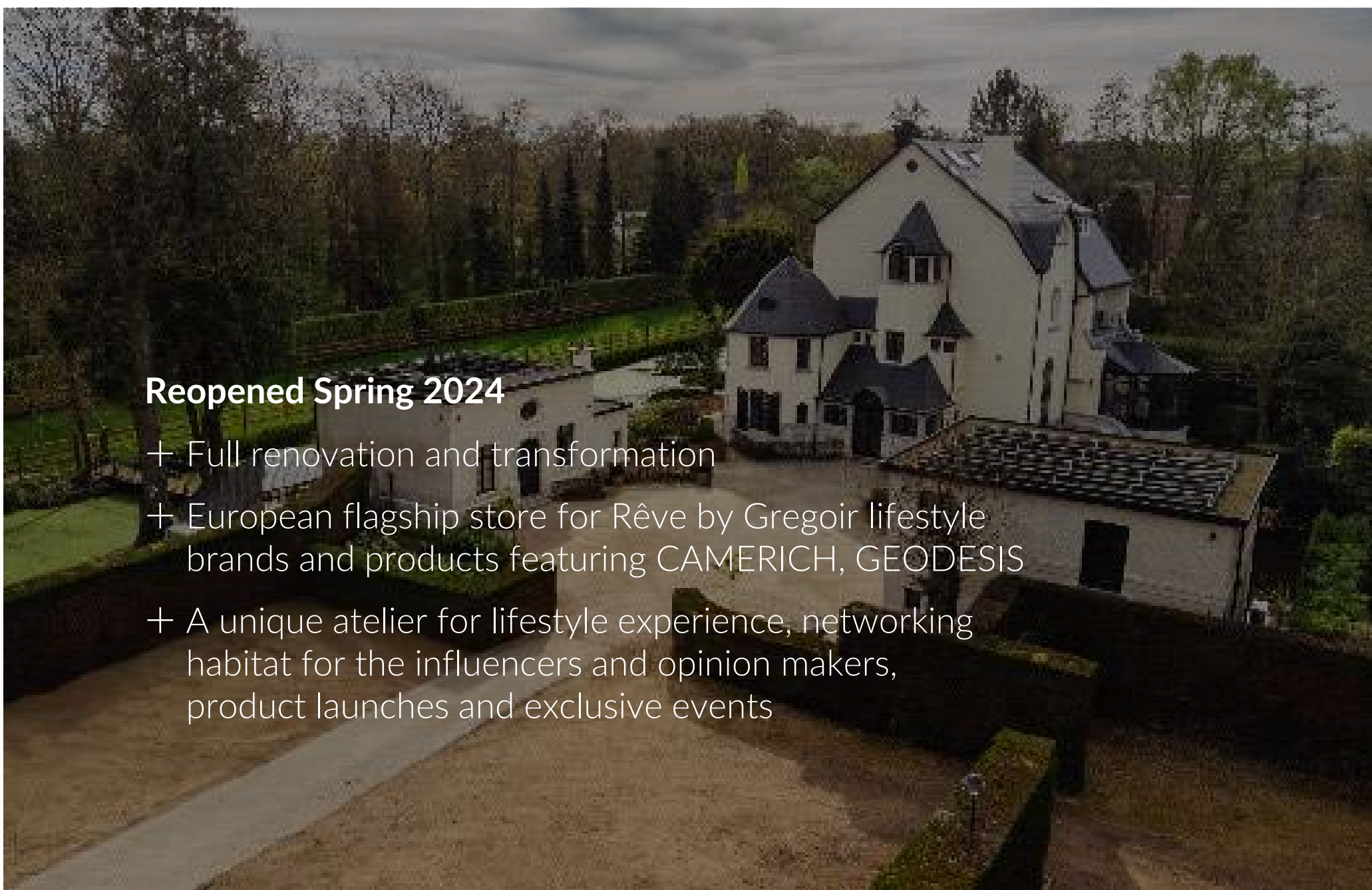
After two years of total transformation and renovation under the watchful eyes of new owner, Hervé Gregoir, Castle Diependael rises back to its new glory, and a new future as the home of Gregoir Rêve. Located in Brussels, the European Capital, Castle Diependael aims to become exclusive atelier for leading influencers and opinion makers of interior design, architecture and lifestyle experiences.

# CASTLE DIEPENDAEL HISTORY



**Reopened Spring 2024**

- + Full renovation and transformation
- + European flagship store for Rêve by Gregoir lifestyle brands and products featuring CAMERICH, GEODESIS
- + A unique atelier for lifestyle experience, networking habitat for the influencers and opinion makers, product launches and exclusive events

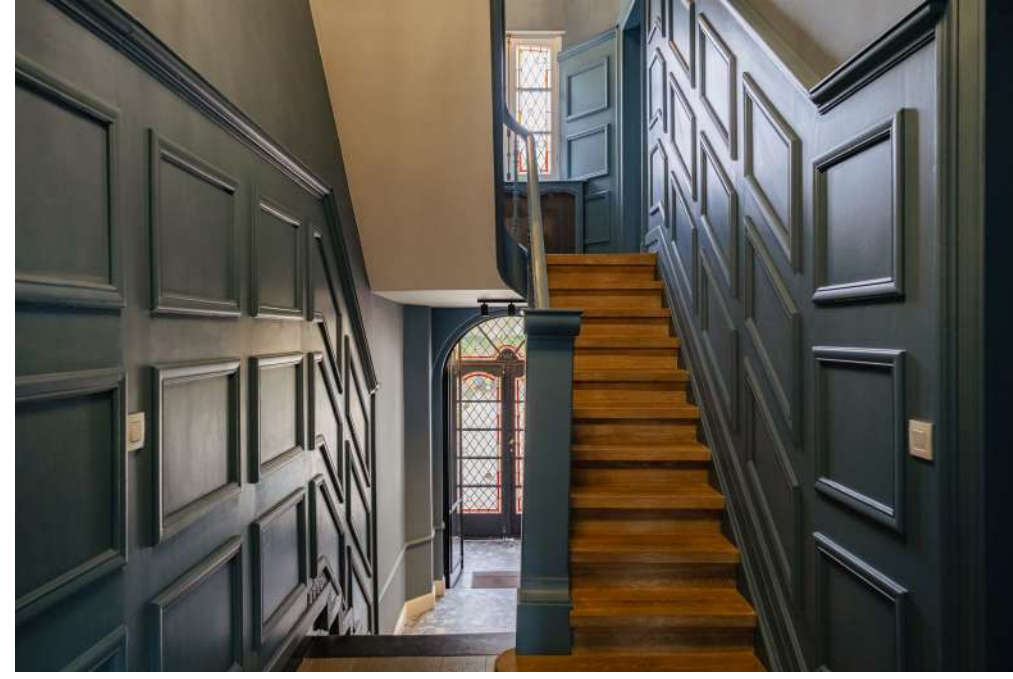




# GREGOIR RÊVE



KASTEEL  
DIEPENDAEL  
BY GREGOIR



# CAMERICH

Exclusive rights to expand  
across Benelux, France & Germany



# ABOUT CAMERICH

## Inspired by Desire

Camerich's unique interiors collection brings iconic style, comfort and harmony to modern urban living. Designed with seductively clean, bold lines and a strong emphasis on quality, our furniture and home accessories blend fine craftsmanship with vibrant aesthetics, created to enhance every space and every lifestyle.

Established in 2005, Camerich is now an internationally renowned brand with stores in the world's leading style capitals. Committed to creating highly desirable contemporary essentials, we work with carefully chosen global designers to keep us ahead of industry trends.

Exclusively delivered by Rêve Gregoir across Benelux, France and Germany, this inspirational collaboration offers a unique range of classic modern collectables, coveted for their timeless, easy elegance.

With bespoke service from our friendly team of interiors experts and customer service ambassadors. A 10-year guarantee. And affordable prices that truly set us apart.

Discover the exciting appeal of our iconic pieces - and start a love affair for lifetime.




www.gregoir.camerich.com


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# Cabinets


All / Beds / Cabinets / Chairs / Coffee Tables / Sofas / Tables / Accessories



MAX Sideboard  
€ 1779.00



CONTENT Cabinet  
€ 5827.00

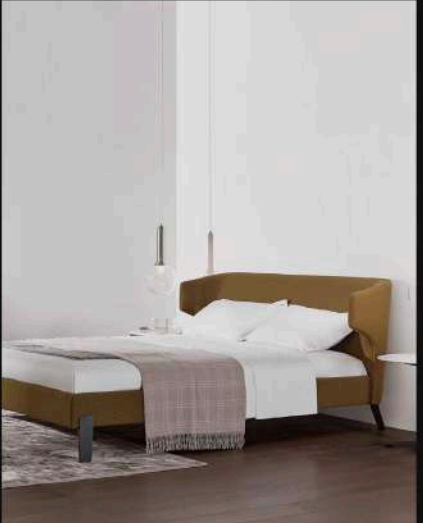


MATRIX TV Stand  
€ 3298.00

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# CAVERICH

Cabinets / Coffee tables / Accessories / Bed / Chairs / Sofas / Tables



Bed  
Embrace

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# CAVERICH

## Design for Desire


We bring iconic style, comfort and harmony to modern living.

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# CAVERICH

## Coffee Tables


All / Beds / Cabinets / Chairs / Coffee Tables / Sofas / Tables / Accessories



TERI Coffee Table  
€ 756.00



ENZO Coffee Table  
€ 1193.00



HARMON Coffee Table  
€ 1349.00

Return to overview



UNITY Table

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# CAVERICH

## Design for Desire

We bring iconic style, comfort and harmony to modern living.

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# CAVERICH

## All / Chairs

### AUSTEN Lounge Chair

€ 1773.00

Austere simplicity merged with soothing comfort. Warm, textured upholstery is defined by contours of sleek leather piping and framed by reassuring metal armrests. A perfect combination of minimalist sensibility and understated luxury. AUSTEN takes the guesswork out of comfort.


1

In stock

Configurator Add to cart

Dimensions

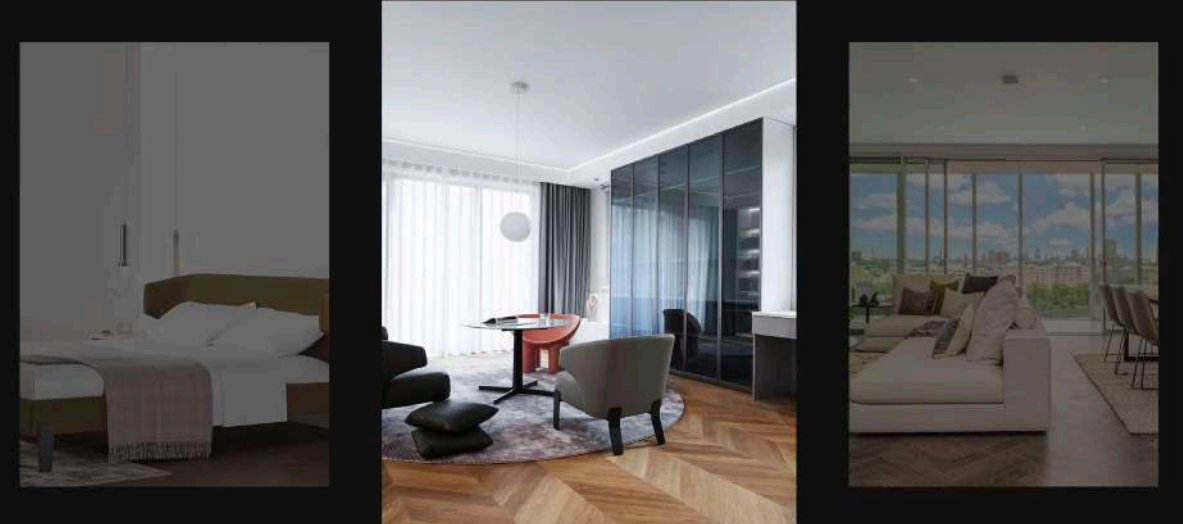
Care guide



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# CAVERICH

Cabinets / Coffee tables / Accessories / Bed / Chairs / Sofas / Tables



Chairs  
Embrace Ballet



Camerich has made its international business strategy a top priority. Our global business network includes more than 100 stores covering Asia, Europe, North America, South America and Oceania.

GREGOIR RÊVE

Wake up to a renewed dream...

GR  
*Collection*



# GR Collection

## **Fabulous, Fashionable, Futureproof**

We are passionate about developing our new, pioneering Rêve by Gregoir brand to elegantly enhance all areas of contemporary living. Our highly personalized service ethos means we really get to know and understand our clients. Empowering us to create our own all-encompassing lifestyle collection, specifically designed to meet their desires.

We've listened to what they tell us about wanting something different: something not delivered by the big-name interior brands. As a result, we are now creating our own, small and exclusive range of outdoor and indoor pieces. Stunning to look at. Superb to use. Practical perfection. For now. And for the future...

**GR Collection – Indoor** is created to complement our Camerich range of contemporary classics. Designed by our visionary Rêve team, constructed by European master craftsmen in Portugal, and named after the inspirational Canadian cities to express Hervé Gregoir's – our ambitious CEO – personal affection for all things Canadian.

**GR Collection – Outdoor** blends indoor elegance with outdoor opulence! Imagine the joy of knowing that you can always escape from the humdrum, harsh or hectic everyday to a retreat offering elegance, comfort and beauty. And that this luxurious sanctuary exists in your own home and garden. Our vision for Rêve is to endow all our clients with the superpower to create their ultimate dream lifestyle.



GR  
*Collection*

THE OTTAWA COLLECTION



GR  
*Collection*

THE OTTAWA COLLECTION

GR  
*Collection*

THE CARIBOU CHAIR





GR  
*Collection*

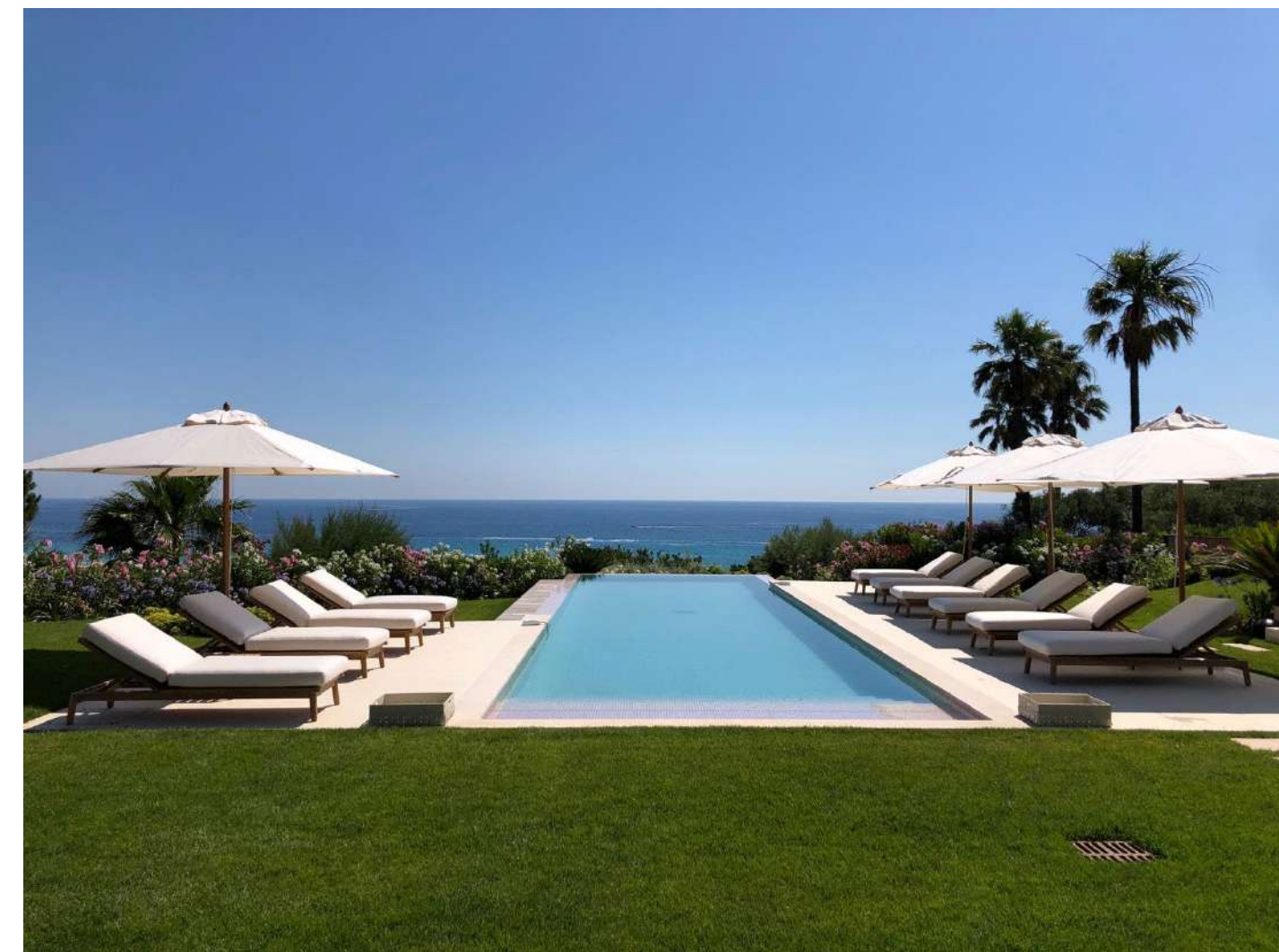
THE TADOUSSAC COLLECTION



GR  
*Collection*

THE TADOUSSAC COLLECTION





GR  
*Collection*

THE QUEBEC COLLECTION





GREGOIR RÊVE



Collection

CAMERICH

HOME  
GEODESIS  
FRAGRANCES