

STYLE GUIDE

MAXIM
LIGHTING



STUDIO·M



STYLE GUIDE

From modern to vintage and everything in between, there is a fixture that describes your style. Find it at Maxim Group.

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NEW TRADITIONAL

TRANSITIONAL

MID-CENTURY MODERN

MODERN

GLAM

BOHEMIAN

RUSTIC

URBAN INDUSTRIAL

COASTAL

VINTAGE

OUTDOOR

MAXIM[®]
LIGHTING



STUDIO•M

The **Charlton**
by Maxim



**NEW
TRADITIONAL**

The **Savant**
by Maxim



Simple & Sophisticated

NEW TRADITIONAL

These designs are timeless. They have evolved into a more contemporary presentation using matte black or two-tone finishes and warmer shades. Use these pieces as a neutral or contrasting tone in bold monochromatic spaces. Consider a patterned ceiling or Chinoiserie wallpaper to add a delightful design element in the space.



The **Flambeau**
by Maxim



The **Jefferson**
by Studio M



The **Helix**
by Maxim



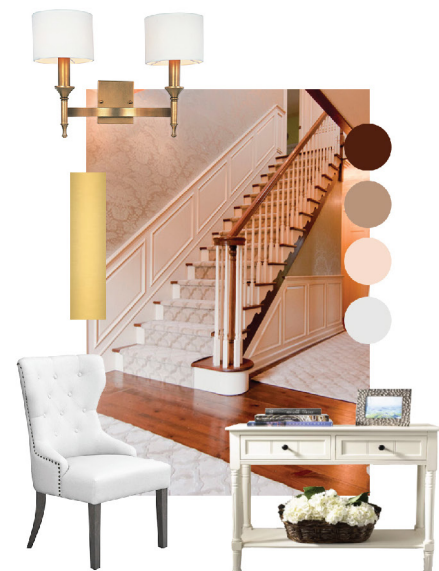
The **Lucent**
by Maxim



CLASSICAL ELEGANCE

Traditional interior design is inspired by 18th and 19th century European décor. It's a timeless style that exemplifies elegance and comfort. Traditional decorating is perfect for those who love antiques, classic art pieces, symmetry and other design elements that are rich with history. Traditional design prides itself on its harmony, order and its friendly charm.

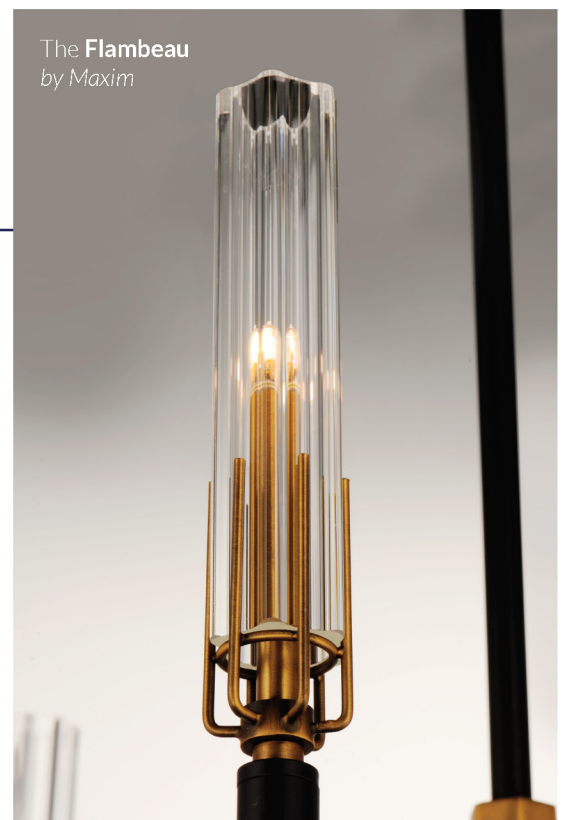
The **Uptown**, by Maxim



REGAL FURNISHINGS

Traditional design is all about the finer details. Here you will find a lot of grand touches like candleholders, china, classic lamps and shades, vases, decorative throw pillows, mirrors, sconces, book collections and chandeliers. It's also common to add a dash of gold and silver to any of these accessories for some natural sophistication.

The **Fairmont**, by Maxim



The **Flambeau**
by Maxim

The Trestle and Heirloom Pendants
The Anvil and Library Floor Lamps
by Maxim



The Crest
by Maxim



the TRESTLE COLLECTION

Both industrial and refined, the Trestle collection pairs Oiled Rubbed Bronze metal shades with antique brass rivet details and hook suspension. Light emits from both the top and bottom of the pendant as well as reveals spaced within the flush mount. The large 3-Light pendant includes a frosted glass diffuser concealing the light cluster inside and evenly diffusing the light below.

NEW TRADITIONAL COLLECTIONS



A.



B.



C.



D.



E.



F.



G.



H.



I.

A. The **Manhattan**
by *Studio M*

B. The **Tux**
by *Maxim*

C. The **Uptown**
by *Maxim*

D. The **Lucent**
by *Maxim*

E. The **Acadia**
by *Maxim*

F. The **Library**
by *Maxim*

G. The **Crest**
by *Maxim*

H. The **Vicksburg**
by *Maxim*

I. The **Fairmont**
by *Maxim*

The Wesley
by Maxim

Modern Classics



NEW TRADITIONAL



TRANSITIONAL

TRANSITIONAL

Keep it simple and comfortable with a transitional environment. Satin Nickel and Neutral colors create a calming environment with styles that are extremely versatile. Essentially the meeting of traditional and modern, these fixtures work with any style.



The **Hemisphere**
by ET2



*Black is the
New Neutral*



The **Haven**
by Maxim



The **Shelter**
by Maxim

*Simple
Silhouettes*



the SHELTER COLLECTION

Graceful arcs of rectangular tubing transition to round cups that support tapered Satin White glass shades creating a crisp and clean transitional design. The frame is finished in your choice of Satin Nickel or Black which bridges modern and transitional design aesthetics.

TRANSITIONAL COLLECTIONS



A. The **Quantum**
by ET2

B. The **Edinburgh**
by ET2

C. The **Raven**
by ET2

D. The **Bongo**
by Maxim

E. The **Crescendo**
by Maxim

F. The **Crest**
by Maxim

G. The **Fungo**
by ET2

H. The **Rondo**
by Maxim

I. The **Lyndon**
by Maxim

The Rondo
by Maxim

*Comfortable
& Calm*



TRANSITIONAL

The **Wings**
by Maxim



MID-CENTURY MODERN

The **Vesper**
by Maxim



MID-CENTURY MODERN

From the beginning of modern product design, exists fixtures with new form and light placement. Clean lines and a style that boasts originality, Mid-Century Modern lighting keeps a room looking classic while maintaining much of its look through beautiful minimalism and detail.



The **Perf**
by Maxim

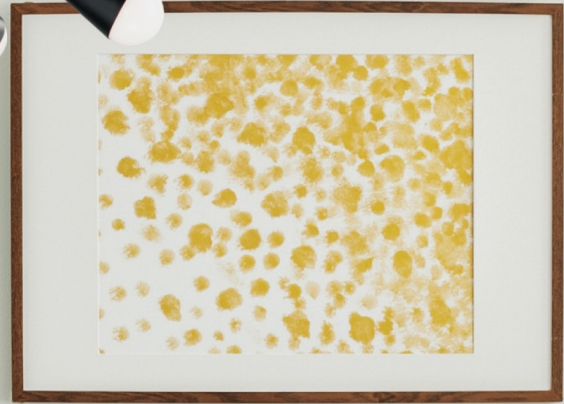


The **Scan**
by Maxim

the SCAN COLLECTION

Inspired by Mid-Century Modern design, this collection features curvilinear hoods that conceal LED modules that can be adjusted to direct the light. The Black finish with contrasting Satin Brass accents softens the look to work in a broader range of design. The wall pin up lamps work great at bedside while the floor lamp version is at home next to a chair.





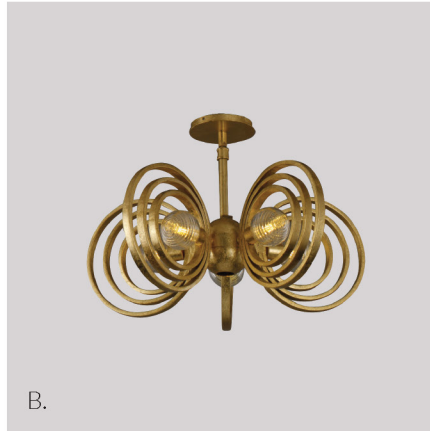
Space Age Sputniks



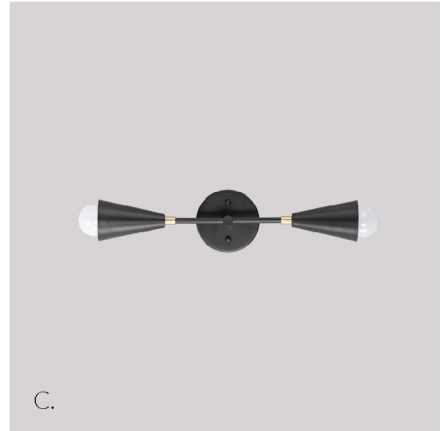
MID-CENTURY MODERN COLLECTIONS



A.



B.



C.



D.



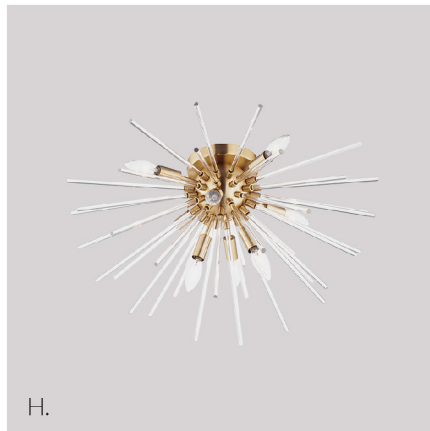
E.



F.



G.



H.



I.

A. The **Parallel**
by ET2

D. The **Mingle**
by Maxim

G. The **Nordic**
by Maxim

B. The **Frequency**
by Studio M

E. The **Bauhaus**
by Maxim

H. The **Polaris**
by ET2

C. The **Lovell**
by Maxim

F. The **Half Moon**
by ET2

I. The **Hoopla**
by ET2

The Swank
by ET2



MODERN

MODERN

Form follows function. One of the key elements of modern design. Clean, sleek lines and architectural forms are found throughout this style. Go Industrial with exposed lamps, interesting metalwork, and cast concrete. Go minimalist with sleek and streamlined designs with an emphasis on the geometry of angles and curves. The simplicity of the design is what has allowed this style to survive and thrive since the 20th century.



SCULPTURAL

Lighting fixtures so striking that they're works of art unto themselves. Interesting shapes, colors and materials have elevated the basic function to be much more than just a simple light



The **Perpetual**
by ET2



The **Rinkle**
by ET2



The **Aura**
by ET2

STREAMLINED ARCHITECTURAL

Drawing upon architecture, these lights illuminate a building design enabling us to appreciate and enhance features we might not have seen in the dark.



The **Alumilux Pathway**
by ET2



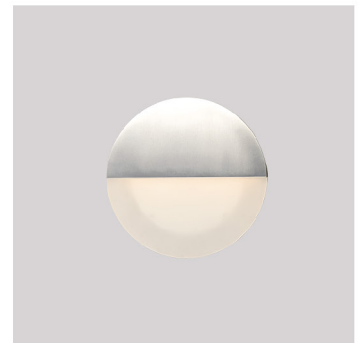
The **Abyss**
by ET2



The **Groove**
by ET2



The **Traverse**
by ET2



The **Alumilux Glow**
by ET2





The iCorona
by ET2

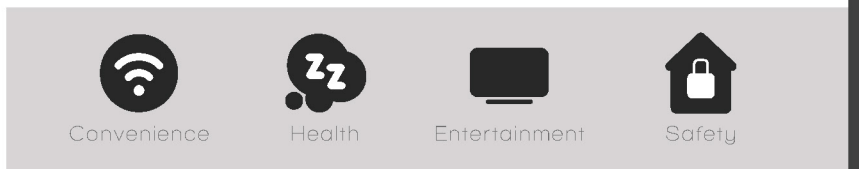


 **reddot** design award



SMART HOME LIGHTING

The future is now with ET2's smart home ready enabled lights. Offering the same great award-winning designs you have come to expect from ET2 packed with technology to make your life easier. These fixtures are perfect for your space oriented towards a modern look and have much to offer both aesthetically and functionally.



MODERN NOT ONLY IN LOOKS

Adjust the brightness of your lights via Bluetooth or choose from over 16 million colors with our Friends of Hue collections.



The **iBar**
by ET2



The **Halo**
by ET2



The **iQ**
by ET2



GLAM

GLAM

You don't need crystal to glam up a space. Rich finishes offer a softer glam approach such as Maxim's Chantilly or Glamour collections. Hand applied painted finishes coupled with interesting glasswork also presents an interesting alternative. For even more drama, add two-tone Black and Gold finishes or mixed metals. These pair well with two-tone kitchen spaces and moody living spaces.



The **Unity**
by ET2



The **Rolland**
by Studio M



The **Glamour**
by Maxim



LUXE GLAM

This approach to glam is achieved by creating a heavy contrast between soft neutral settings of white grey or black and then adding bold accents and sharp metallic colors such as crystal and reflective mirror furniture.

The **Paramount**, by Maxim



MODERN GLAM

A modern take on glam decor, featuring layered neutrals, clean-cut soft textures art deco patterns, metallic decor, bold prints, and a splash of color.

The **Empire**, by Studio M



The **Victoria**
by ET2



OLD HOLLYWOOD GLAM

The golden age of cinema may have only lasted from 1920-1963 but the elegant and sophisticated style is timeless. Feel like a Hollywood star in your own home by utilizing large curved furniture utilize shades of white and gold as your main color palette. Top off with broad patterns and find pieces to add plenty of shine!

The **Chantilly**, by Maxim



RUSTIC GLAM

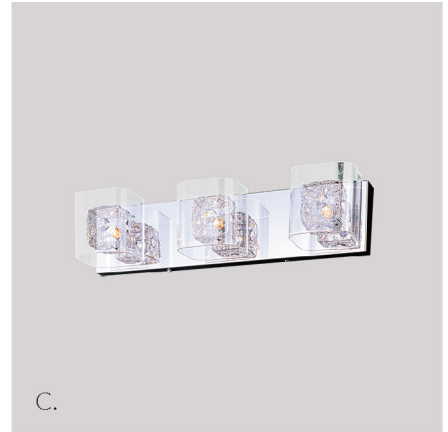
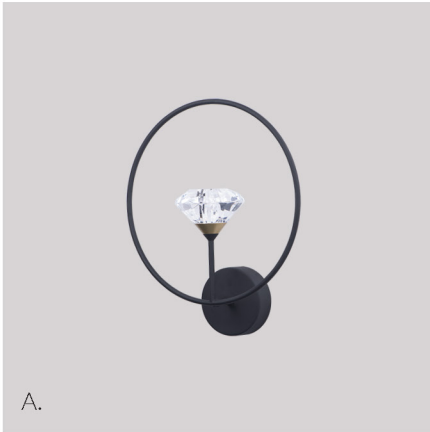
A hybrid between farmhouse and glam, this look presents a more feminine approach to rustic design. Weathered wood and worn furniture pairs with clean whites, distinct lines, and a shiny touch to add some sparkle.

The **Orbit**, by Maxim



The **Willow**
by Maxim

GLAM COLLECTIONS



A. The **Hope**
by ET2

B. The **Norma Jeane**
by Studio M

C. The **Gem**
by ET2

D. The **Divine**
by Maxim

E. The **Floating**
by ET2

F. The **Bouquet**
by Maxim

G. The **Bracelet**
by ET2

H. The **Majestic**
by Maxim

I. The **Portal**
by Studio M





BOHEMIAN



The Arabesque
by Maxim

Global
Elements

BOHEMIAN

Bring a carefree and eclectic aesthetic to your life full of color and vibrancy. This style offers a one-of-a-kind layering of objects, colors, and patterns from all over the world. A dash unconventional and full of life, elements both new and vintage do justice to encapsulate a Bohemian theme.



THE VESPER

With Satin Brass supports and hand blown Satin White cased glass globes, this Maxim pendant checks all the boxes for completing the Bohemian style.



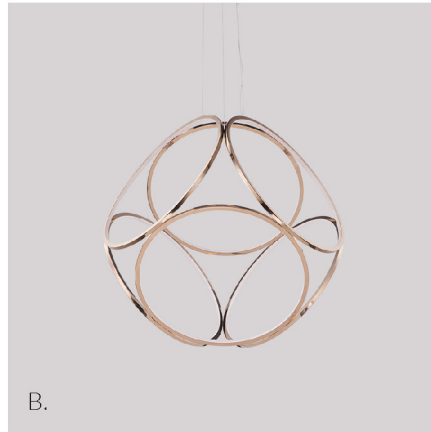
The Vesper
by Maxim

Jungalow
New Bohemian

BOHEMIAN COLLECTIONS



A.



B.



C.



D.



E.



F.



G.



H.



I.

A. The **Savvy**
by Maxim

B. The **Form**
by ET2

C. The **Java**
by Maxim

D. The **Bali**
by Maxim

E. The **Peony**
by Studio M

F. The **Twirl**
by Maxim

G. The **Branch**
by Maxim

H. The **Cradle**
by Studio M

I. The **Crystal Garden**
by Maxim

The Brooklyn
by Maxim



BOUND GLASS FIXTURES

A timeless craft, bound glass uses brass channeling to clasp glass panels in unique shapes and textures. A true testament to Maxim's tenure in the lighting industry, these series are a reimagining of Maxim's early popularity in this craft.



The **Heirloom**
by Maxim



The **Norfolk**
by Maxim



The **Adorn**
by Maxim



RUSTIC

RUSTIC

The farmhouse trend has progressed to a more sophisticated classicism. Inspired by European country homes, this trend presents a whimsical backdrop of layered old and new. Weathered white finishes and natural materials reduce the formality of the design while simultaneously playing homage to the country aesthetic.





CLASSIC COUNTRY

Heavy in scale and proportions, and layered textures that create an overall warm environment. Some products can appear crudely constructed by intent, and pair extremely well with sentimental heirlooms for a familial context.

The **Pier M**, by Maxim



MODERN FARMHOUSE

A stripped down take on rustic design, this look is clean and open with a lot of the same elements from classic country. Vintage accents act in stark contrast to new builds and brighter living spaces. Weathered woods and shiplap are evocative of country living while modern amenities can also be included.

The **Bodega Bay**, by Maxim



The **Cora**
by Maxim

MODERN MOUNTAIN INDUSTRIAL

Aluminum spinnings, leather, and concrete bring an Arts and Crafts element into rustic design. Use of materials and nostalgic lamps with filaments make a woody retreat in the living space. Consider adding natural stones to the flooring or a fireplace to create an enchanting place to relax.

The **Nordic**, by Maxim



The **Citadel**
by Maxim

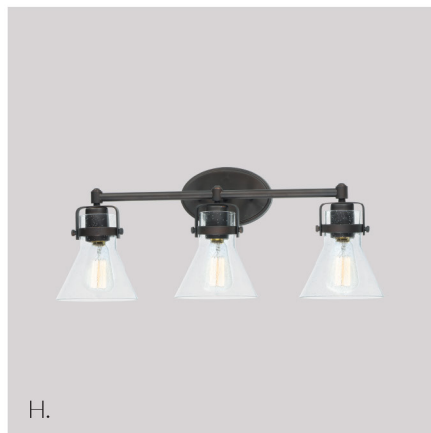


FRENCH COUNTRY

In contrast to the heavy mountain approach, French Country adds whimsical details and a feminine touch to rustic living spaces. While still employing natural materials, French Country takes advantages of curves and curls and emphasizes a softer color palette including pinks and golds. Add in botanicals in the space, including dried vegetation and flowers, to add drama without regular maintenance.

The **Claymore**, by Maxim

RUSTIC COLLECTIONS



A. The **Jetty**
by Maxim

B. The **Crete**
by Maxim

C. The **Road House**
by Maxim

D. The **Lancaster**
by Maxim

E. The **Olde World**
by Maxim

F. The **Outland**
by Maxim

G. The **Orbit**
by Maxim

H. The **Seafarer**
by Maxim

I. The **Crescendo**
by Studio M



Weathered White Finishes





URBAN INDUSTRIAL

URBAN INDUSTRIAL

For warm vibes and crude masculine aesthetics, urban industrial appeals to enthusiasts of filament lamps and metalworks. Natural materials like weathered wood and cast concrete evoke character while streamlined modern designs that emphasize the geometry of angles and curves add fascinating statements to a design.



*Raw
Material*

The Crete
by Maxim



*Exposed
Hardware*

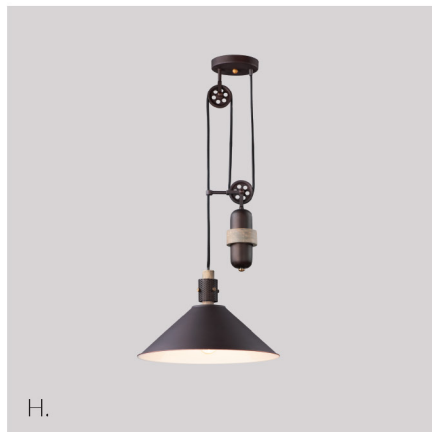
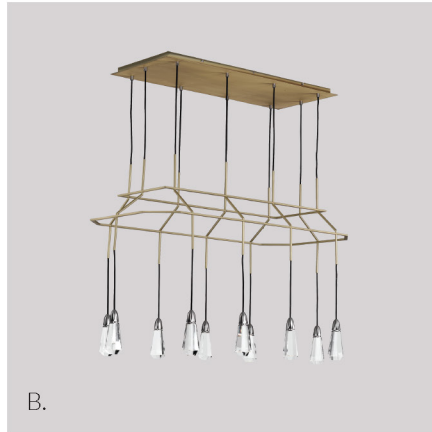
The Boundry
by Maxim

the BOUNDRY COLLECTION



Frames of wood are finished in Barn Wood and cradled by Black metal brackets. The Black mesh screen is accented with a band of mica and Antique Brass sockets to deliver rustic charm with all the right fixings.

INDUSTRIAL COLLECTIONS



A. The **Refine**
by Maxim

B. The **10 Carat**
by Studio M

C. The **Larmes**
by ET2

D. The **Perf**
by Maxim


E. The **Palladium**
by Maxim

F. The **Seafarer**
by Maxim

G. The **Filigree**
by Maxim

H. The **Tucson**
by Maxim

I. The **Orson**
by Maxim

A modern industrial-style living room. The background is a large, dark, textured wall. Three black pendant lights hang from the ceiling. In the foreground, there is a dark, low-profile sofa with a coffee table in front of it. The floor is a dark, textured material. The overall aesthetic is dark and industrial.

Spun Metalwork



COASTAL

COASTAL

Made of textured and natural mixed material, the lighting paired with these spaces places well in Coastal aesthetics as well. Taking rustic elements and adding nautical themes such as Capiz shell or Seagrass will perfectly translate to the Coastal scene.



The **Cage**
by ET2



The **Woven**
by Maxim



*White
Tones*



*Natural
Vibes*

The **Bali**
by Maxim

COASTAL COLLECTIONS



A. The **Scan**
by Studio M

B. The **Seaside**
by Maxim

C. The **Cebu**
by Maxim

D. The **Boardwalk**
by ET2

E. The **Gourd**
by Maxim

F. The **Hi-Bay**
by Maxim

G. The **Turbo**
by ET2

H. The **Prime**
by Maxim

I. The **Cape Cod**
by Maxim

PRIVATE BEACH
NO
TRESPASSING
ACAPESKET LAND CO.
AND PLOT OWNERS.



Nautical Accents



VINTAGE

VINTAGE

Timeless and sometimes kitsch, the vintage theme refreshes accoutrements from yesteryear. Antiques and reproductions harken back to looks once popular, be it American Art Deco or Victorian or even the Colonial Era. The main characteristic is the items are identifiable to a previous time period and style era.



The Napa
by Studio M



*Historical
Appreciation*

The Candella
by Maxim



The Wilshire
by Studio M



ART DECO

The predominant decor of the 1920s and 1930s, characterized by precise and boldly delineated geometric shapes and strong colors. This layer often works well in contrasting backdrops of modernity using geometric furniture or adding romance in Arts and Crafts settings.

The **Crosby**, by Maxim



The Pasadena
by Maxim

EARLY AMERICAN COLONIAL

Of the 18th Century American dwelling aesthetic, this style has found renewed interest from wicker cane furniture and antique aged brass lighting fixtures. Pair the room setting with exposed filament lamps or darkened metalwork chandeliers with classical forms. Throw in some kitsch early American daguerreotype photo of you and the family or nostalgic wallpaper.

The **Pasadena**, by Maxim



VINTAGE COLLECTIONS



A.



B.



C.



D.



E.



F.

A. The **Fiori**
by ET2

C. The **Hermitage**
by Maxim

E. The **Cape Cod**
by Studio M

B. The **Pasadena**
by Maxim

D. The **Mirabelle**
by Maxim

F. The **Revival**
by Maxim



The Cathedral
by Maxim

A glowing black wrought-iron lantern hangs from a wooden pergola in a lush garden. The lantern has a decorative, arched top and a warm, yellow light emanating from within. The pergola is made of dark wood and is covered with green vines and pink flowers. The background shows a well-maintained garden with various plants and a glimpse of a house in the distance.

OUTDOOR

OUTDOOR

The lifetime of your exterior lighting is critical to its design. Stay true to the style of the home with traditional lanterns when appropriate or use sleek minimalist pieces that accentuate the architecture. Consider the longevity of the material. Brass products may patina and weather over time. Die Cast Aluminum has strong protection against rusting, but over time outdoor rated powder coatings still fade and weather. Choose from Maxim's Vivex or polycarbonate collections when installing the fixtures in harsher climates or on the coast. In with today's trends, ET2 offers modern LED outdoor lighting made of concrete with a finish that will never fade!



Outdoor Living





The **Stackhouse**
by Maxim

VIVEX

Beauty that Lasts! Exclusively from Maxim Lighting, Vivex boasts a winning combination of innovation, intricate design capabilities, quality construction, and astonishing finishes. Unlike resin which is cast into inexpensive plaster molds, Vivex is injected under pressure into quality steel molds which produces a very hard and dense component. The parts come out of the mold with detailed definition and intricacies not formerly obtainable from resin casting.



The **Civic**
by Maxim



Modern & Sleek

The **Alumilux Line**
by ET2

OUTDOOR

LMEBRO2101

\$10.00



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