

# Aksesuar Design Calls Out 'Fake Luxury' And Redefines Real Luxury Kitchens And Baths For The DMV

*Alexandria showroom invites homeowners to feel German quality and European aesthetics that are designed for everyday living, not just for photos*

ALEXANDRIA, VA, UNITED STATES, December 5, 2025 /EINPresswire.com/ -- Aksesuar Design, a [luxury kitchen](#), bath and closet design studio in Alexandria, is publicly challenging what it calls “fake luxury” in home remodeling. The studio is introducing a clear alternative for homeowners across Washington DC, Maryland, Virginia and New York who are tired of glossy but disappointing renovations and want real luxury that combines taste, quality and everyday comfort.



Matte elegance with brass edge and Anti-Fingerprint 2.0

For years, many remodel projects in the DMV and New York have promised “luxury” and “European style” yet delivered cabinets that age badly, trend driven showrooms that design for social media, and fragmented projects where homeowners are left to coordinate premium products on their own. Aksesuar Design was created as a direct answer to that experience.

“

Real luxury isn't a shiny door or a high price. It's a home that stays calm, beautiful and functional in everyday life.”

*Sam Kanberoglu*

“Real luxury is not a shiny door and a high price,” said a spokesperson for Aksesuar Design. “Real luxury is a home that still feels calm, beautiful and functional after

thousands of breakfasts, rushed mornings, family dinners and late night conversations. Our showroom exists for homeowners who are done with fake luxury and want a different standard.”

The problem behind the word  
“luxury”

The team at Akseuar Design sees the same pattern in many homes across Washington DC, Maryland, Virginia and New York – from Alexandria, Arlington and Fairfax to McLean, Bethesda, Northwest DC and New York neighborhoods.

Homeowners invest in what is sold as a luxury kitchen or bathroom. It looks beautiful in the first weeks. Then reality appears. Doors sag. Surfaces show every fingerprint. Drawers do not glide as they should. Storage is never quite where it is needed.

Behind the frustration is a simple truth. Much of what is marketed as luxury is ordinary product wrapped in expensive words. The focus is on surface and price rather than on structure, hardware, planning and long term use. Finishes are chosen for impact, not for comfort. Layouts are designed to look good in a single photograph, not to support the daily rhythm of a household.

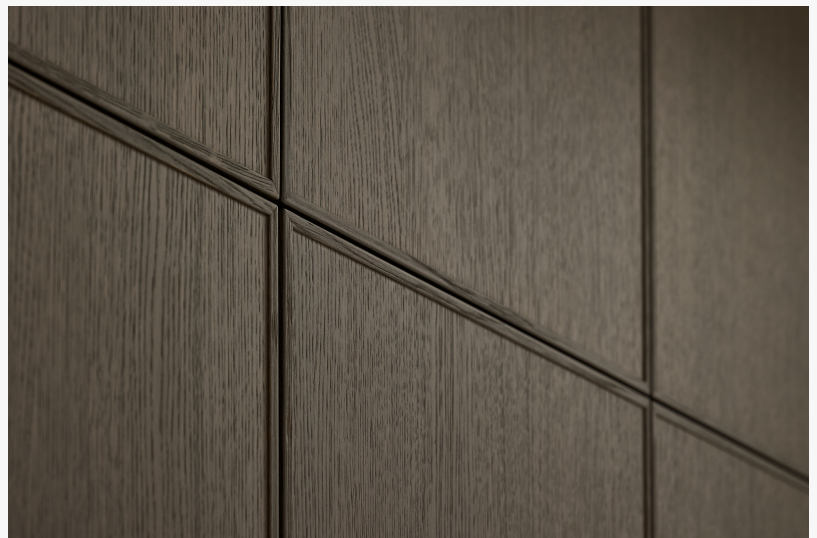
For many homeowners, this is the real pain point. They searched for a [luxury kitchen remodel in Alexandria](#), a modern European kitchen in Washington DC, or a high-end kitchen remodel in New York. They trusted a glossy presentation. They now live with a space that feels tired and impractical far too soon.

When “luxury” cabinets feel cheap

One of the most common complaints Akseuar Design hears from new clients is that their existing cabinets feel cheap long before they should. Doors stop aligning. Drawers feel loose. Shelves bow under the weight of dishes and pantry items. The kitchen looks older than the home itself.



The new RAVENNA LACK frame front combines a classic country house look with modern value.



Real wood in a clean design.

Aksesuar Design defines this as the first face of fake luxury. The project may have been expensive, but the materials and construction were not chosen for long term performance. The cabinet system was never intended to carry the load of a real family kitchen over many years.

In contrast, every display at Aksesuar Design's Alexandria showroom is built with high quality European systems. Visitors can open doors and drawers, feel the weight and movement, and see the engineering behind clean and minimal fronts. The studio combines this quality with precise storage planning so that each cabinet has a clear purpose. Drawers for spices and utensils, hidden waste stations, tall pantry solutions and integrated appliance zones are planned before a single color or handle is chosen.

"Most people know very quickly when a cabinet is not right," the spokesperson said. "They may not know the technical reasons, but they feel the difference when a door closes with a solid, quiet motion and when a drawer keeps its alignment after years of use. We want clients to feel that difference in our showroom, not after they sign a contract somewhere else."

Designed for Instagram or designed for your life

The second form of fake luxury appears in trend driven showrooms. These spaces are built to impress in a photograph. They show open shelves overloaded with styling objects, dramatic color contrasts and features that dominate the room. Homeowners are invited to copy the look, even if it does not match their own routines.

Aksesuar Design has met many clients who visited several showrooms and saw the same trendy elements repeated again and again. They liked the drama in pictures but knew that their real weekday evenings involve cooking, homework, laptops, grocery bags and quick meals. They



PEARL comes in the color Umbral metallic, combined with the expressive worktop decor Red Marble, which is also used in the niche and shelves.



Ravenna Lack - Magnolia Softmatt

understood that a kitchen designed around a photo might not survive the reality of their life.

For Akseusuar Design, real luxury begins with the opposite process. Designers start by understanding how a household cooks, hosts and moves through a space. They learn whether the client entertains often, prepares elaborate meals, prefers quick cooking, works from the kitchen island, or wants to hide all appliances when guests arrive. Only after that does the studio move to layout, storage zoning and circulation. Colors, textures and finishes come later, once the structure of the room is resolved.

This approach allows the studio to offer modern European aesthetics without sacrificing calm and order. Matte lacquer fronts, warm wood veneers, integrated handles and subtle lighting are used to build spaces that feel quiet and composed rather than loud and temporary. The result can still photograph beautifully, yet it continues to feel comfortable at seven o'clock on a Monday morning and at eleven at night on a Saturday.

"Trends come and go," the spokesperson explained. "What stays is the way a room makes you feel when you walk into it every day. Our goal is to design kitchens and bathrooms that make people exhale, not reach for a styling kit before someone visits."

### Premium prices with basic thinking

The third pain point Akseusuar Design sees in the market is a fragmented process. Homeowners begin with cabinets. Then they are sent to another vendor for countertops. Someone else provides appliances. Lighting may not be considered until late in the project. Each business offers its own product, but no one is responsible for the complete experience.

This separation leads to what the studio calls premium prices with basic thinking. The project becomes a puzzle that the homeowner must solve alone. Corners do not line up. Colors clash under real lighting. Storage is missing in key zones because each decision was made in isolation.

Akseusuar Design was formed as a direct alternative to that model. It operates as a design led studio and showroom where complete kitchens, baths and closets are presented as finished environments. Visitors can see how cabinetry, countertops, lighting, hardware and seating work together. They can sit at an island, open tall pantry doors, test the feel of a matte front next to a stone surface and understand how the space might function in their own home.

During a design consultation, the Akseusuar team guides clients through the entire process. They develop floor plans, elevations and renderings. They coordinate materials, appliances and details into a single vision. Instead of asking the homeowner to visit multiple suppliers, the studio becomes one partner that carries the design responsibility from the first sketch to the final installation.



“For many of our clients, time and mental energy are as valuable as any material,” the spokesperson said. “They are willing to invest in quality but do not want to manage six different vendors. We take that weight off their shoulders by thinking through the space as a whole and by standing behind one coherent design.”

A showroom built to be experienced, not just toured

The Akseuar Design showroom in Alexandria is central to this philosophy. It is not set up as a catalog of isolated products. Instead, it is arranged as a sequence of full scale environments where visitors can experience a variety of modern European kitchens, spa inspired bathrooms and thoughtfully organized closets.

Clients are encouraged to touch everything. To open and close doors and drawers. To run their hands over matte surfaces that resist fingerprints. To notice how colors and materials flow from kitchen to dining and living areas. To imagine morning routines and evening gatherings in each layout.

The studio also welcomes interior designers, builders and architects who want a trusted partner for luxury residential projects. Akseuar Design can support trade professionals with detailed planning, vendor coordination and access to high quality European cabinet systems that align with their own design language.

“We want the showroom to be the place where people finally see what they have been searching for,” the spokesperson said. “Not a louder version of the same fake luxury, but a quieter, more intelligent approach that respects both the architecture of the home and the life of the family who lives there.”

An invitation to homeowners in the DMV

Akseuar Design is extending a clear invitation to homeowners across Washington DC, Maryland, Virginia and New York who are considering a remodel and have concerns about repeating past mistakes.

If a previous “luxury” project has aged badly.

If a homeowner feels overwhelmed by trend driven options.

If they want one design partner instead of a collection of separate vendors.

The studio encourages them to experience the Alexandria showroom before signing another contract.

Private design consultations can be booked in advance, giving each visitor dedicated time with a designer to walk through the showroom, discuss their existing space and explore what real luxury could look like in their home.

## About Aksesuar Design Bath & Kitchen

Aksesuar Design is a [luxury kitchen, bath and closet design studio](#) and showroom serving homeowners across Washington DC, Maryland, Virginia and New York. The company specializes in modern European cabinetry, German quality and design that balances aesthetics with everyday function.

Aksesuar Design believes that real luxury is not defined by price or flashy finishes. Real luxury is defined by taste, comfort and spaces that continue to feel calm, beautiful and practical many years after installation. The studio offers full service design consultations in its Alexandria showroom, guiding clients from the first idea to completed remodel projects.

Aksesuar Design serves homeowners across Washington DC, Maryland, Virginia and New York with modern European kitchen, bath and closet remodeling grounded in German quality, thoughtful design and real luxury that lasts.

### Showroom address

Aksesuar Design  
5700 General Washington Dr, Unit E  
Alexandria, VA 22312

### Website

[www.aksesuaredesignusa.com](http://www.aksesuaredesignusa.com)

For more information or to request a design consultation, visit [aksesuaredesignusa.com](http://aksesuaredesignusa.com) or contact the showroom directly.

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