



®

BOCA DO LOBO  
exclusive design

## *Luxury Design*

*to satisfy an appetite for extreme luxury*

Luxury brands are adored by their followers. They offer their clients status and style and they know they are getting what they paid for. Boca do Lobo is amongst the top luxury brands of the world, and the quality and exclusivity of the events the design brand takes part of, as well as the numerous distinctions it's been granted, attest for it. After Maison&Objet, in Paris and Singapore, and BaselWorld - the most luxurious event in the world – Boca do Lobo's team is arriving at Milan for another successful exhibition at the prestigious ISaloni.

Boca do Lobo's stand is a world of pure luxury. Designed as a gallery, the focus of the space is to exhibit the brand's pieces of furniture in their true essence: as artworks. The idea is to celebrate high-end design and haute craftsmanship in a hyper-luxury environment specially created to give each piece its own leading role.

At the same time, the stand gives the visitor a sense of entering inside a Palace, with its high and skillfully elaborated ceilings and exclusive furnishings. And Boca do Lobo's partners will once again contribute to this magical environment: Koziel with its luxurious and sophisticated wallpapers and Castlebel with its unique home fragrances. Inside, in a private meeting room, visitors will be served a Marriage Frères French tea.

This is the first time all the four collections of the brand will be presented to the world, including the brand new Private Collection, composed of luxurious home safes and exclusive table top objects like cigar humidors, watch winders and jewelry cases. As Ana Gomes, Boca do Lobo's Brand Visionaire explains, we found an opportunity of working with another target besides interior designers, architects and design stores. "With Private Collection, our focus is on watch brands, jewelry houses and other luxury concept stores where small luxury objects need to be exhibited inside worthy pieces which consist of true artworks. We believe that when all of these elements come together the chemistry is perfect and so this new market to explore will be for us a great and enriching challenge."

Juliana Guiomar, Boca do Lobo's Chief Marketing Officer, adds that "this is a field of design which is little explored yet and we want to conquer it by keeping on offering pieces which surround the border between Art and Design."

About the collection, Marco Costa, Boca do Lobo's Head Designer, highlights the "skilful manual work by talented craftsmen, combined with a contemporary design which challenges the noblest materials and the wisest hand of Portugal. Timelessness persists, as well as Emotional Design and the ability of creating pieces which tell a story of their own."

Boca do Lobo will surprise the world of interior design once again. You are invited to be a part of this celebration of Luxury Design from April 8th to April 13th at ISaloni, in Milan, Italy. We'll be expecting you.

You can download high resolution images in our website's [press area](#).

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