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BOCA DO LOBO
exclusive design



ICFF 2014 *a new Luxury concept is to be unveiled by* BOCA DO LOBO

New York will stage the US debut of Boca do Lobo's new Private Collection, which has just finished a successful European tour through Paris, Basel and Milan.

The Luxury Design brand will unveil the result of its new hyper luxury design philosophy and revisit its most iconic pieces of furniture art at the 26th annual International Contemporary Furniture Fair - North America's platform for global Design.

This is the 6th consecutive year Boca do Lobo takes part of this exhibition, always with something completely new to offer. This year, it's a series of luxurious home safes and exclusive table top objects like cigar humidors, watch winders and jewelry cases. "With Private Collection, our focus is, besides interior designers and architects, on watch brands, jewelry houses and other luxury concept stores as well, 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" says Ana Gomes, Boca do Lobo's Brand Visionaire.

Juliana Guiomar, the brand'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."



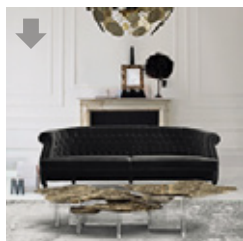
About the collection, Marco Costa, Boca do Lobo's Head Designer, highlights the "skillful manual work by talented craftsmen, combined with a contemporary design which challenges the noblest materials and the wisest hand of Portugal." The international renowned product designer adds that in this collection "timeless persists, as well as Emotional Design and the ability of creating pieces which tell a story of their own."

Designer Julia Czarnota, who was part of the team in charge of Private Collection, confesses that "this was one of the most exciting challenges I was ever faced with. Developing a project this big was really inspiring". About the collection, the designer describes it as the perfect example of how "the best of design is conjugated with its true existential reasons. All of Boca do Lobo's wisdom, as well as its exclusivity and irreverence are reflected on the pieces which compose Private Collection."

Is your appetite for extreme luxury awakened? Come and visit us at booths 1154 and 1162. We'll be expecting you.

we're expecting YOUR VISIT!

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