

BOCA DO LOBO *exclusive design*



10 years
WITH PASSION

10 YEARS...

10 UNIQUE DESIGNS!

BOCA DO LOBO CELEBRATES THE 10TH ANNIVERSARY

A rarely seen passion for Design, craftsmanship and unique materials was the starting point of Boca do Lobo's successful creative journey 10 years ago. Today, the luxury brand is one of the Interior Design World's finest.

BOCA DO LOBO was created to bring excellence in furniture design. Since 2005 we have been working to share the best Portugal has to offer: the knowledge of its people who design and create furniture art, the tradition of working with the noble material of wood, and the artisans and joiners who create the pieces with their years of wisdom and experience and their love and dedication to the art that they perform.



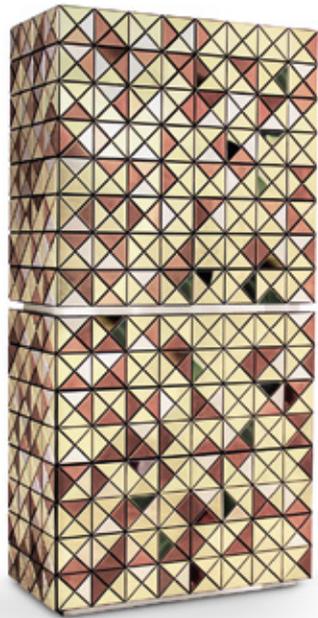
10 YEARS OF HISTORY

BOCA DO LOBO CELEBRATES THE 10TH ANNIVERSARY

It all started with Soho, one of Boca do Lobo's most iconic creations so far. Launched in London in 2005, this luxury sideboard opened the way for Boca do Lobo's first international steps and is still today one of the brand's best sellers. The uniqueness of its essence is embodied in the different techniques applied to its drawers, which go from glass to wood, lacquer in different colors to mirror and gold leaf. It is inspired by the eclectic spirit felt on the streets of the Soho neighborhood, embodying a true cosmopolitan essence.

Gold came in 2006 and represents a landmark for luxury furniture. Entirely finished in gold leaf, this contemporary screen is home jewelry specially created to adorn and embellish a contemporary living room or bedroom. Gold proves that space dividers can be statement pieces without obfuscating a room's décor.

Boca do Lobo's designs were becoming increasingly more mature. The luxury brand was perfecting its unique concept of Emotional Design and creating pieces that actually made users create an emotional bond with them. They were becoming more and more artworks rather than utilitarian furniture.



PIXEL | CABINET



MONDRIAN | SIDEBOARD



DIAMOND | CENTER TABLE

Mondrian (2007) exudes a sense of both experimental design and luxury, again using different techniques and finishes.

Diamond (2008) is one of Boca do Lobo's most sculptural pieces yet. It was also the perfect canvas to experiment new color techniques. There is an amethyst version, an emerald green version and a chocolate version. All extremely rich and savvy colors.

Pixel Cabinet (2009) is still seen as the pinnacle of Boca do Lobo's creativity. The 1088 triangles which complete this luxury cabinet carry the dedication and art of the craftsmen who built it, with a diversity of finishes never before seen.

All the pieces created under Boca do Lobo's signature are now more than ever a celebration of craftsmanship and unique design. Venice (2010) and its delicate hand carved mirror, Millionaire (2011) and its hyper luxury concept, Heritage (2012) and its unique artistic hand painted tiles, Newton (2013) and the dozens of spheres which compose its form. Finally, this year, Boca do Lobo launched Piccadilly Mirror, a result of new concepts that featured impossible constructions and a true challenge to the brand's Craftsmen.

All of Boca do Lobo's creations are produced in a small factory in the North of Portugal by a group of 25 craftsmen with a unique knowhow that has been perfected over generations. The brand's young and extremely talented design team works close to these craftsmen in order to ally tradition and innovation and, therefore, create exceptional furniture. Each piece is unique and, therefore, signed as a last step by the artisan who carefully handcrafted it over several weeks.



BOHÉME | LUXURY SAFE



BARON | LUXURY SAFE



DIAMOND | WATCH WINDER



MILLIONAIRE | LUXURY SAFE / WATCH WINDER



KNOX | WATCH WINDER



CLOUD | WATCH WINDER

A VERY PRIVATE COLLECTION

Boca do Lobo entered the specific niche of hyper luxury design in 2014 with the launch of the ultra exclusive Private Collection. The luxury brand's most recent design journey includes a selection of luxury home safes and matching table top objects like watch winders, jewelry cases and cigar humidors which came to life through a perfected combination of the brand's original key ingredients: a passion for Design, extremely skilful craftsmanship and unique materials and techniques. With Private Collection, Boca do Lobo is working with an even more exclusive target: people with an appetite for extreme luxury.

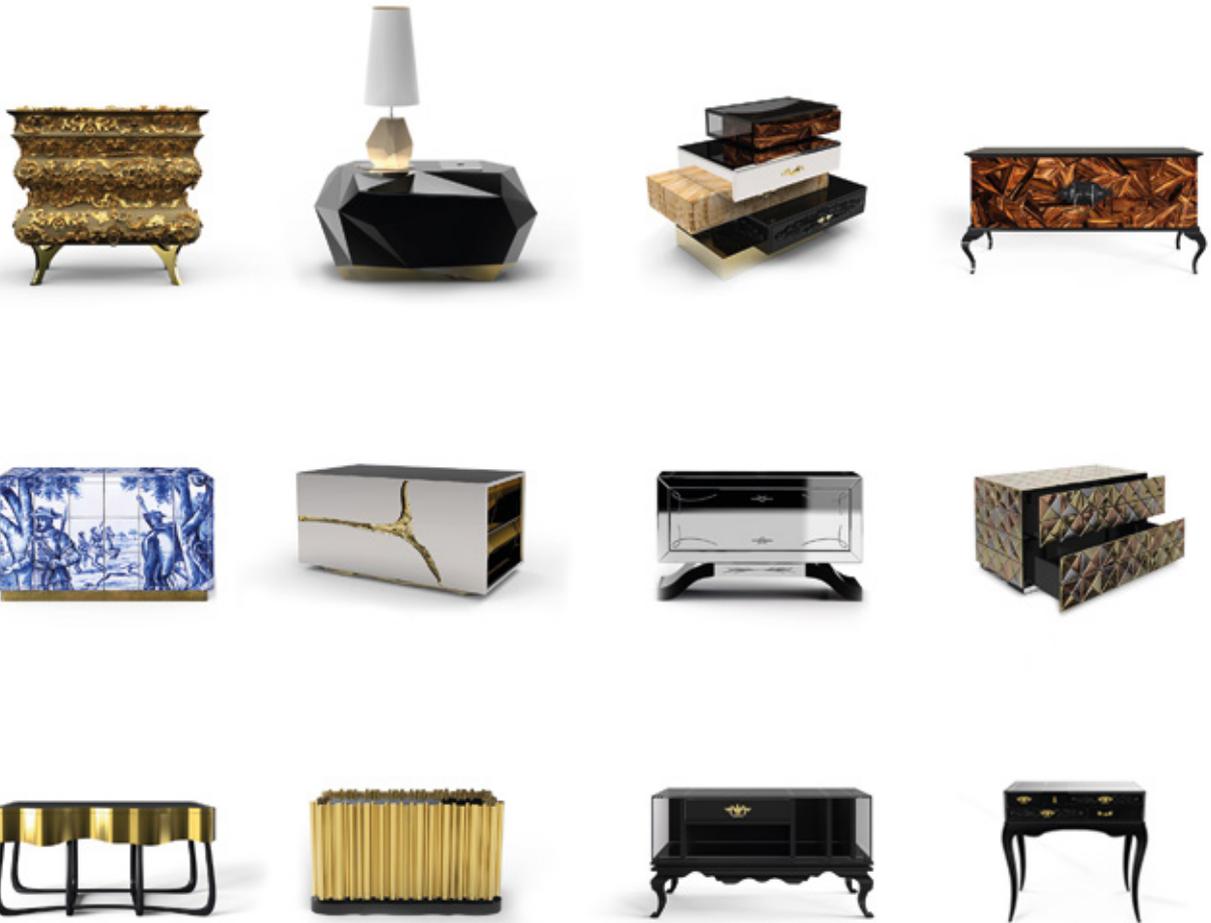


THE CRAFT AND THE MAKERS

BY GESTALTEN

Boca do Lobo is featured on Gestalten's newest release - THE CRAFT AND THE MAKERS. The book consists of a homage to craftsmanship and the return to the authentic. Boca do Lobo's design is described as "at once classical and thoroughly modern", with "an aesthetic that is entirely their own." The luxury brand's craft is featured alongside other small manufacturers' work such as Herve Van der Straeten, Frank Leder and many more.

Craftsmanship is back on the spotlight and consumers are increasingly looking for products that last and have their own histories, timeless pieces they can actually build an emotional connection and identify themselves with. Consumers from the luxury segment are looking for objects crafted with passion and dedication. THE CRAFT AND THE MAKERS Showcases this through a unique perspective, featuring unique products and people and celebrating the perfection of the imperfect.



THE 5TH COLLECTION

MASTER BEDROOM

In the end of 2014 Boca do Lobo launched Master Bedroom Collection : A unique collection of nightstands for the most demanding clients. An exquisite complement to the most luxurious and exclusive rooms.

Master Bedroom nightstands recreate emblematic pieces from different collections of Boca do Lobo, like Symphony, inspired by timeless musicians; Pixel, embracing both real and virtual realities, or Heritage, with its distinctive tiles.

ABOUT US

Boca do Lobo emotional pieces are handmade in Portugal by talented artisans who use their wisdom from years of experience to combine traditional manufacturing techniques with the latest technological methods to shape the finest materials into furniture which gives rise to timeless luxurious cosmopolitan environments.

You can download high resolution images in our website's **press area**.
For further information, please contact:

DÍDIA SOUSA | Press Relations
email: dsousa@bocadolobo.com
Tel. | +351 918 042 909

www.bocadolobo.com | info@bocadolobo.com