



BOCA DO LOBO
exclusive design

**AN UNPREDICTABLE TALK WITH MARCO COSTA
CEO OF BOCA DO LOBO**

FOR IMMEDIATE RELEASE



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DRAW EXPERIENCES AND SURPRISE EVERYONE. THIS IS THE PHILOSOPHY OF BOCA DO LOBO, ONE OF THE MOST EXCLUSIVE DESIGN BRANDS IN THE WORLD THAT WAS BORN TO BREAK UP THE MONOTONY. MARCO COSTA, THE CEO AND RESPONSIBLE FOR DESIGN, IS THE SPEAKER OF THIS PHILOSOPHY.

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After two years of being behind the scenes, the CEO and Head Designer of Boca do Lobo speaks now about the history, the present and the future of the most passionate Portuguese Design Brand.

1. DESCRIBE YOUR EXPERIENCE AS CEO OF THE BEST PORTUGUESE DESIGN COMPANY. WHAT KEEPS YOU MOTIVATED AND WHAT IS YOUR MAIN INSPIRATIONS.

It's a lot of responsibility for someone young like me to be CEO of one of the best design brands in the world, but I also see this as a challenge and at the same time I feel that I have a long path ahead of me that allows me to stimulate doing better every day. At the same time, I fully trust my team, we will always be able to give what is not expected, always trying to do more and better.

My creative freedom rests on everything I see, on what surrounds me. At Boca do Lobo Design Studio we operate within the design world, but we can be true artists in the way we work and think. Everyone says there is a crossover of art and design and I can not agree more. I really like to make new experiences, new materials, new techniques. More than an object to satisfy a need, we want to create pieces or objects of art that are part of people's lives. People who buy Boca do Lobo are also buying an experience that can inspire generations.

2. BOCA DO LOBO HAS, OVER THE LAST FEW YEARS, GRADUALLY CHANGED ITS LANGUAGE AND CULTURE. WHAT IS YOUR ROLE IN THIS CHANGE?

There were no changes in our culture or language, there was an evolution. Over time we have lost timidity and we realize that if there will a power of fitting on our part, we can easily adapt to spaces and projects. The essence, the charisma, and the boldness are there, but in a more versatile way.

3. THE BET ON CRAFTSMANSHIP AND TRADITIONAL TECHNIQUES IS ONE OF THE BRAND'S CORE VALUES. HOW ARE CRAFTSMANSHIP AND THE BOCA DO LOBO WORLD INTERTWINED?

The Art of Designing and Crafting Exclusive Pieces is the life moto of Boca do Lobo, without that it was just another design brand. The richness of the manual arts finds here a new way of imposing and surviving, using the contemporary style as a base but, at the same time, introducing techniques of Portuguese craftsmanship. The link is in the complementarity that both parties have been able to find in the relationship that unites them: on the one hand we needed a singularity that only craftsmanship can give us and accompany what we want to create, on the other, we help these arts to be reborn ... Each piece is unique, the gold leaf does not sit the same way twice.

4. HOW CAN YOU MAINTAIN THE BALANCE BETWEEN THE NEEDS OF THE MARKETPLACE AND THE UNIQUE DESIGN OF THE BRAND?

There began to exist an emotional need regarding the uniqueness of a product at the time of acquisition. Our audience demands an experience with design, with respect to the exclusive

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world of luxury and art, and therefore our presence in the world, in the main international capitals, is a way to reach more easily those who want to see us, feel and touch in our pieces. We make a difference and stay in the public's mind because our products have a twist that only we can give.

5. BOCA DO LOBO IS PRESENTED WITH 5 COLLECTIONS. CONSIDERS THAT THERE IS ROOM FOR NEW PRODUCT TYPES ARE CREATED ?

At the moment we have 5 collections, of which, undoubtedly, stands out the Limited Edition, being the standard bearer with the leading bestsellers, such as the Diamond Sideboard or even the unparalleled Pixel Cabinet. However, we must not forget collections that are pillars to the brand as Soho and Colors and even the Master Bedroom which serves one of the most important areas of the house.

At the same time, is important to mention Private Collection, that serves an extremely high luxury public. Another category that could undoubtedly open new doors to the world of Hotels and of Casinos, is the Play At Home Collection, whose main focus is the gaming tables.

6. THE FILM 50 SHADOWS OF GREY WAS A GREAT MOMENT FOR THE BOCA DO LOBO. THEY FEEL THAT WAS THIS THE MAIN LANDMARK OF YOUR STORY? HOW DOES THE ASSOCIATION WITH CINEMA ARISE?

I do not believe that it was the main landmark in the history of Boca do Lobo, but it was undoubtedly a great responsibility. It was an important step, brought national and international notoriety, was like a consequence of the recognition we have gained throughout the time, and since that year more doors were opened in the world of cinema and staging.

In fact, what happened was simple: Universal Pictures acknowledged that our pieces was to the height of the most eccentric side of the millionaire Mr. Grey and thought it they would fit like a glove in your apartment. We agree et voilà.

7. THE PRESENCE IN THE DIGITAL WORLD IS ONE OF YOUR MAIN WEAPONS, JUST LOOK AT THE NUMBERS ON THE SOCIAL NETWORKS OF THE BRAND. HOW DID YOU MANAGE TO CREATE THIS EMPIRE?

The secret is to reach out to people to inspire and surprise with the best in the world industry, also divulging our projects and pieces.

We have a passionate and dedicated team, willing to learn and be challenged every day, exploring strategies and actions in order to boost the brand. In fact, we a strong presence in the web world, it is easy to perceive our notoriety through the numerous blogs, social networks and international magazines that publish us.

I believe that the fact that we show our behind the scenes, without fears, also helps because it is part of our essence, our creative side and that makes all the difference.

8. WHAT IS THE REVENUE TO REACH € 10M TARGET IN 2020?

We are in great growth and as our services improve we will create our own path to success...

We have highly focused goals and the fact that we are a young team, we can easily be transversal in a world that is constantly changing. The fact that we already have the loyalty of some clients that have been consolidated with the custom and bespoke of our pieces is also a big step, the strategy 'happy customers' we assemble will give us bases, year after year to achieve our goals. It is a secret from the Gods, but results.

9. IT FEELS THAT THE POSSIBLE EXPANSION OF THE BRAND TO OTHER BUSINESS AREAS WOULD OVERALL RESULTS?

As for business that could boost Boca do Lobo, we always think how to surprise and innovate and nothing better than an unlikely partner to do something unexpected and have a boom in every corner of the world.

Boca do Lobo is a brand that aims to raise the exclusive design, but we want to have a sustained growth that gives us freedom for when we will decide to risk, we are able to do it. But, at the same time, we have to keep in mind the minimization of errors and impairments.

10. DESCRIBE YOURSELF IN THREE WORDS AS CEO.

Passionate, dedicated and... Reserved.

ABOUT BOCA DO LOBO WORLD

Boca do Lobo furniture is an exclusive emotional experience, a sense of belonging and a state of mind. We strive to encourage sensational experiences by creating beautiful pieces which are passionately inspired and handcrafted in Portugal by a staff that loves what they do; experiences which pass on the feeling of exclusivity. Our designers possess an undeniable talent for composing pieces which stir emotion in their admirers. Our artisan's wisdom, accumulated from years of experience, is instilled with love and dedication in the art that they perform. No detail or element is overlooked as we offer the best at the frontier between design and art. Each piece will bring you on a journey to sources of pleasure you may have forgotten, and take you to places you have never been before; a journey to Boca do Lobo

World – a world of emotions.

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