

Richie Design Brief

About the company

*Company Name/أسم الشركة:

Richie Furniture By Shoulah

*Factory Location/عنوان المصنع:

Damietta

*About the company/نبذة عن الشركة:

Richie has an international and contemporary style. It offers a practical, stylish approach to dining rooms, living rooms and bedrooms.

While "Classical" accents could feature within Richie collections, a more modern attitude in general is to be adopted, It aims at being elegant and luxurious with a smart twist in each design.

*Our product style/طرز المنتجات:

- Classic/كلاسيك Modern/حديث Contemporary/معاصر Ethnic/عربي
 Others/اخرى (please specify): _____

*Our product range/نوع المنتجات:

- Residential/سكني Office/مكتبي Outdoor/خارجي Public Area/مناطق عامة
 Restaurant/مطاعم Educational/تعليمي Hotel/فندقي Kitchens/مطابخ
 Lighting/إضاءة Upholstered Chairs & Sofas/تجديد-كنب-كراسي
 Others/اخرى: _____

*Target audience/السوق المستهدف:

Organized by

In collaboration with

*List 4 products that best describe the identity and character of the company (attach photos and description):

*يرجاء إرسال صور لأربع منتجات تعبر عن هوية الشركة مع توصيف لهذه المنتجات:





About the requested product

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EGYPTIAN
FURNITURE
EXPORT
COUNCIL

In collaboration with



Chamber of
Woodworking
& Furniture
Industry



*Product Description/ وصف المنتج:

Dining Room, living Room and a bedroom

*Product Function/ وظيفة المنتج:

Home Furniture

*Product Character/ شخصية المنتج: (e.g. Fun, serious, luxurious or minimalistic and so on)

Luxurious, Elegant upholstered Furniture.

*Target audience/ العميل المستهدف:

It should appeal to a wider audience (age bracket 25-45 years old)

*Requested materials (If any)/ الخامات المطلوبة إن وجد:

Velvet, natural leather, natural wood, marble and stainless steel (golden metal)

*Preferred colors (If any)/ الألوان المفضلة إن وجد:

Curcumin/mustard yellow, Burgandy, navy blue and navy green.

*Success Criteria/ مقومات النجاح:

Elegant, recognizable, relatively easy to manufacture design and suitable for most people and tastes.

*Additional Inputs/ إضافات:

*Agree to create a complete family from the product/ هل ترغب في تصنيع مجموعة كاملة من المنتج:

Yes

No

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