



PRIVATE LABEL

LUXURY STATEMENTS

Private Label Group Is A Result Of The Passion For
Design Of Two Seekers



The Private Label Group was built under a dream of two seekers who believe that every creative mind must get recognition for breaking patterns and standards, for being bold by daring to think differently.

Born in the heart of the Portuguese craftsmanship - Paços de Ferreira, a place where all the best Portuguese furniture brands gather for producing -, the Private Label Group is the result of the passion for design and, above all, the need to glorify the art of craftsmanship.

With a legacy of more than 300 years of craftsmanship's wise knowledge, the Private Label Group states itself as the aggregating force which is giving a new interpretation to the ancient Portuguese heritage on the manufacturing techniques.

Every story has a beginning.



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By bringing together the best Portuguese furniture and lighting manufacturers, each one with its know-how carried on for generations, the Private Label Group grows them into brands, generating an encounter amidst the luxury design and the craftsmanship.

Alongside with them, Private Label can enhance each one of the brands that is currently representing, by generating a powerful and never seen design force, giving them the space to grow up and honor the Portuguese craftsmanship legacy on a worldwide scale.

In addition to this, Private Label Group offers different services, from the residential to contract solutions and a design studio that draws one of the Private Label's main forces.

We have been writing the history of the modern Portuguese craftsmanship, and we will continue to do it in the future!



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Private Label Group consists of the following brands, Mezzo Collection, Aster Boundless Expressions, Fairytale Creating Stories, and represent some other three brands, Outline Leading Design, Pardo Crafted by Artisans and Gold Castle Forcing Design.

Mezzo Collection is the response to an urge to create mid-century inspired furniture with a modern signature.

The brand gathers its inspiration from the everyday life of the golden years, from music to art and entertainment to politics. It seeks to find a perfect balance between the timeless and modern aesthetics and the vintage design.

Aster Boundless Expressions is the story of a man with a multicultural vision, urged by his long travels all over the world. A free and youthful spirit, with a modern lifestyle, who is always searching for new horizons, every culture he knows.

Impressing with its modern simplicity and timeless aesthetic, Aster Boundless Expressions has crafted a concept guided by a tailor-made approach and exceptional craftsmanship, creating a unique language with Portuguese identity.

Fairytale wants to take children into an unforgettable journey, walking side by side with them in their imaginary world full of dreams, adventures, fantasies, happiness, playful memories and joy.

A child's imagination is a powerful and unique thing. Children can create incredible tales and stories in their fantasy play taking us to an enchanted and playful world where all the imagination is the beginning and the trigger for creation.

The brands Private Label represents we have the Outline Leading Design, foreseeing modern trends, keeping them simple yet luxurious. The Outline is the full expression of simplicity and minimalism.

Pardo crafted by Artisans gathering its inspiration from the hidden nature's sceneries, filled with colors, textures, and smells, Pardo is the perfect symbioses.

The last is Gold Castle Forcing Design rewriting the history of metalworking in the interiors, Gold Castle is the outcome of the revival of craftsmanship's abilities and meticulous skills.



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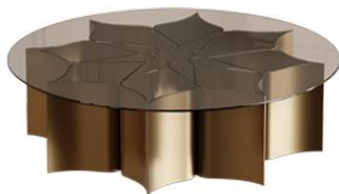


Getting its inspiration from the New Orleans arcology habitat, that merges architecture and ecology awareness, the **Noah Dining Table** is the epitome of contemporary design. The blending of the Frisé walnut wood with polished brass details gives a luxurious and elegant touch to any dining room.

By **Outline**

The **Cliff Sideboard** is a reference to modern luxury design. Its elegant appearance embellished by hypnotizing wood details covering all structure rests on strong brass feet that give a more interesting look. Cliff is an encounter between nature and magnificence.

By **Pardo**



Inspired by the exquisite beauty of the Lotus flower, this center table characterized by its clean straight lines is associated with beauty and the art of carefully handle metals. The **Lotus Center Table** is a promising mesmerizing piece with a powerful presence in every ambiance.

By **Gold Castle**



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The **Seashell Bed** will bring to the kids' bedroom a magical undersea world. Its bedhead in the shape of a shell is the main feature, full of rich details that will make a difference in the overall decor.

By **Fairytale**



Aesthetic and function in perfect harmony, the **Brigid Armchair** brings a sense of relaxation to the living space. Its contemporary and clean lines result in a generous seat with a slight slope, which is securely supported by a wood structure.

By **Aster**

Rivers Bed look is easy on the eye. Balancing between simplicity and boldness, the gentle vertical lines guiding the eye within its silhouette create a sleek design. Though, the appeal of the piece lies in the headboard thickness, due to the irregular yet contemplative shape, embellished by sophisticated brass elements with a unique style.

By **Mezzo**





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Private Label offers to the clients different solutions for their projects. We have Residential Solutions, Contract Solutions and Private Studio.

Private Label has the perfect solutions to furnish a house, turning it into a genuine home. It manages complete and coordinated interior design projects for residential destinations, by manufacturing high-quality furniture, designed and customized on request using specific fabrics, colors and finishes.

Our team supports each project with personalized guidance, in order to help our clients creating an entirely bespoke project according to their needs.

Private Label's contract solutions provide not only commercial but also hospitality purposes. Each project is carefully tailored and designed according to the clients' needs, creating a customized interior design.

Entirely hand-made in Portugal by skilled craftsmen, Private Label uses high-quality materials to create refined furniture for retail projects, restaurants, hotels and cafes. In order to transform these spaces into a pleasing experience for the clients, we customize specifically design pieces, required to these spaces for both practical functions and decorative needs.

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