





Furniture collection

Designer Aljohara Beydoun



This collection is more than just furniture; it is an invitation to explore the rich soul of Najd, to feel the whispers of its poetic legacy, and to bring a piece of its timeless inspiration into the world

Welcome to The Land of Poets

Inspired by the timeless beauty and poetic soul of Najd, the furniture collection captures the essence of this legendary land.

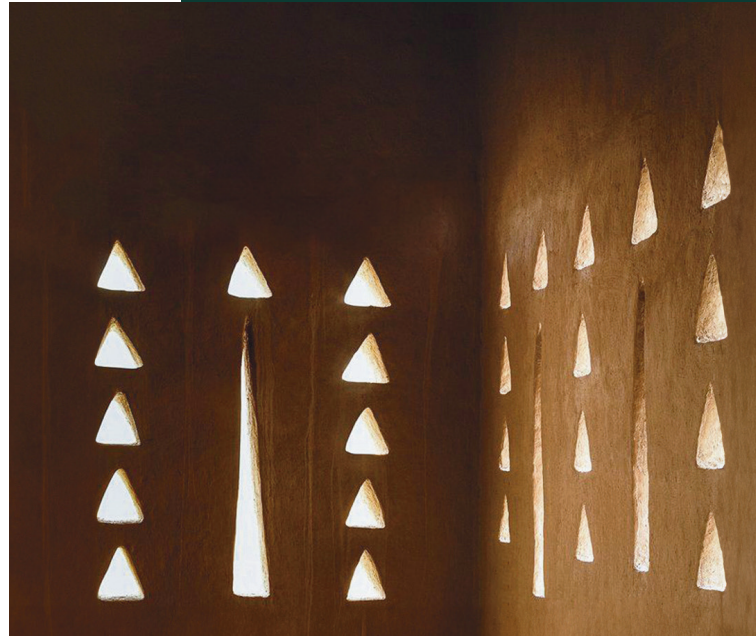
Each piece in the collection is a tribute to the region's stark yet mesmerizing landscapes, blending the rugged textures of its harsh terrains with the gentle curves of its soft dunes.

The design ethos reflects the bare surroundings, invoking a sense of serene simplicity while embodying the profound depth of Najd's cultural heritage.

This unique harmony between austerity and richness creates a captivating narrative, where the stark beauty of the land meets the poetic spirit that has inspired countless hearts.

Every detail, from the choice of materials to the finishing touches, is meticulously crafted to reflect the raw, untouched beauty of Najd.

The subdued color palette, reminiscent of the earth and sky, enhances the overall aesthetic, offering a serene and contemplative experience.





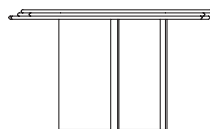
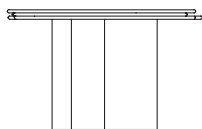
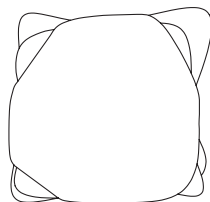
Designer Aljohara Beydoun

Dining table

— T 1601

Table with sculptural shapes, union of different materials; different material layers define the top. Suitable for modularity.

176X64 cm
H.85 cm





Elm Briar, Emerald Onyx,
Red Jasper marble



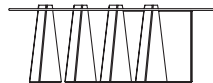
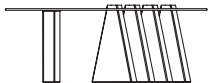
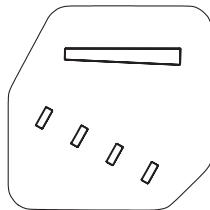
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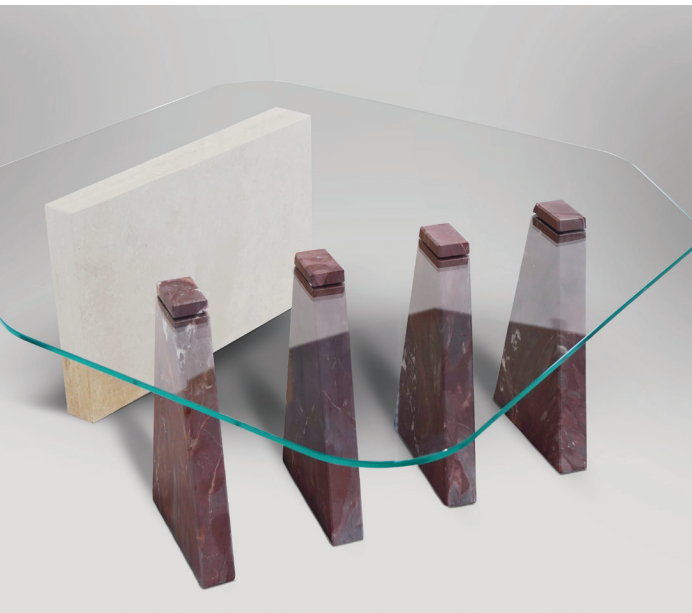
Coffee-Table

— AT 1603

Sculptural bases in marble and stone support a transparent top with architectural aesthetics

119X119 cm
H.45 cm





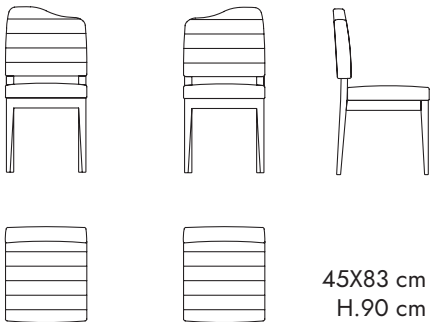
Pyramid tracks in red jasper
marble dialogue with a
volume in travertine



Designer Aljohara Beydoun

Chair

— LA 1603



45X83 cm
H.90 cm



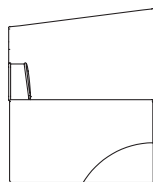
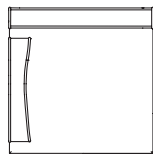
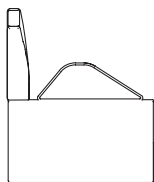


Tor sur ton embroidery with
ancient value

Little Armchair

— LA 1601

72X73 cm
H.87,5 cm





Minimal volume of
traditional inspiration,
enriched by marble edges

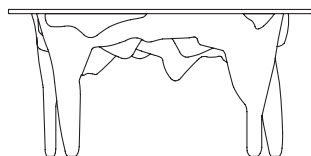
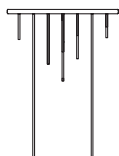


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Sideboard

— AC 1601

176X65 cm
H.86 cm





Organically shaped metal
structures, inspired by
dreamlike landscapes



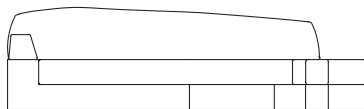
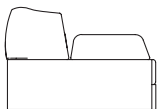
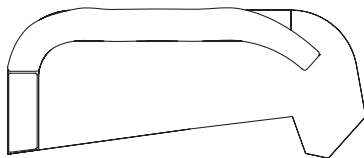
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Sofa

— S 1604

Sculptural base in elm root, monochrome velvet covering

215X87,4 cm
H.61 cm





Organically shaped seats, soft volumes rest
on monolithic bases. A different proposal
for experiencing the living area



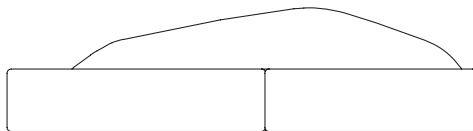
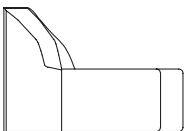
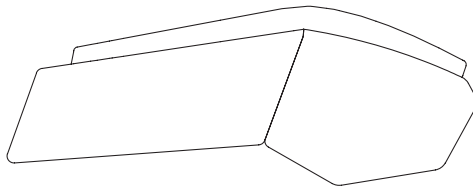
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Modular sofa

— S 1602

Pure shapes that fit together to define spaces for relaxation and conviviality. A sinuous shape, perfect for modular projects.

338,5X123,7 cm
H.89 cm



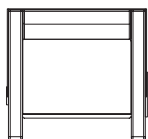
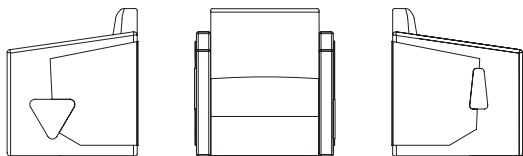


Padding covered in
monochrome velvet

Armchair

— LA 1602

Single armchair with a sculptural shape, enriched by a leather shell and marble details.



80X74 cm
H.84 cm





Sculptural encounter
between marble, leather
and velvet

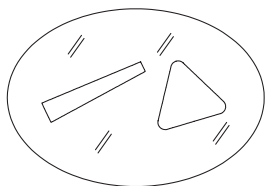
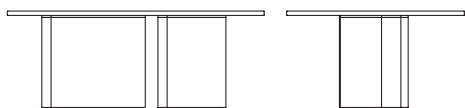


Designer Aljohara Beydoun

Coffee-Table

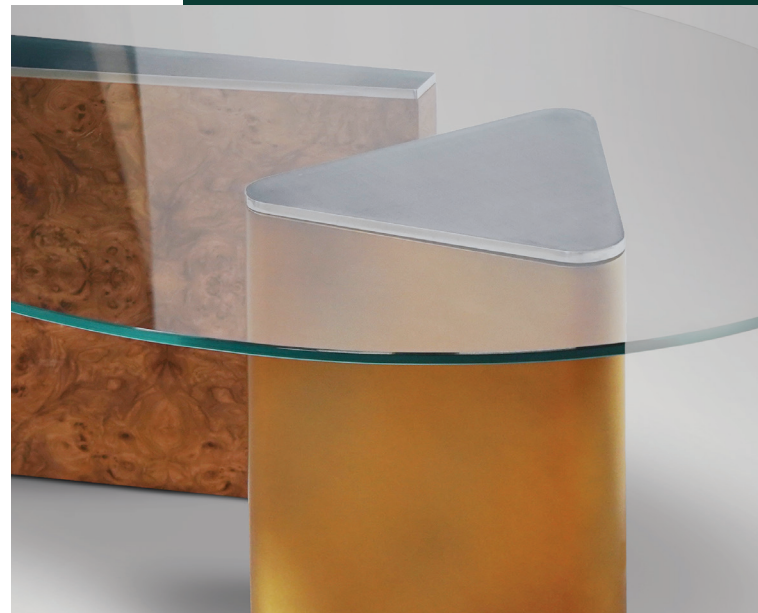
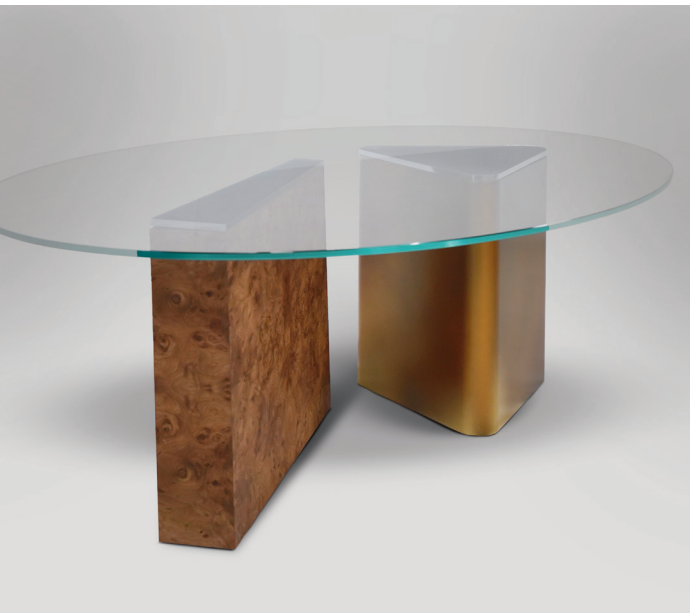
— AT 1601

Center table defined by sculptural and massive volumes, supporting a light glass top.



120X80 cm
H.45 cm





Invisible connection between
wooden base, glass
and metal plates

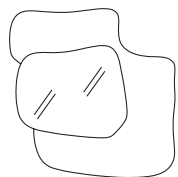
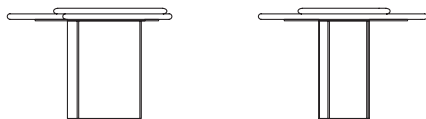


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Table

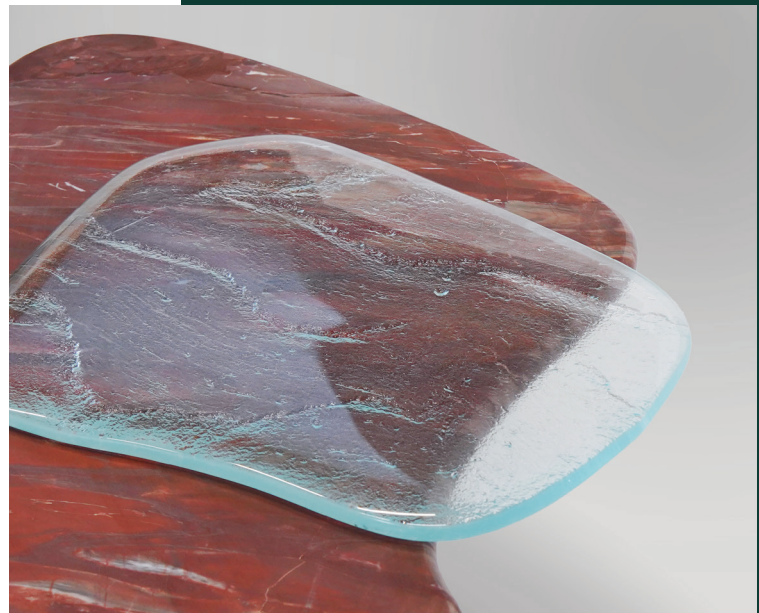
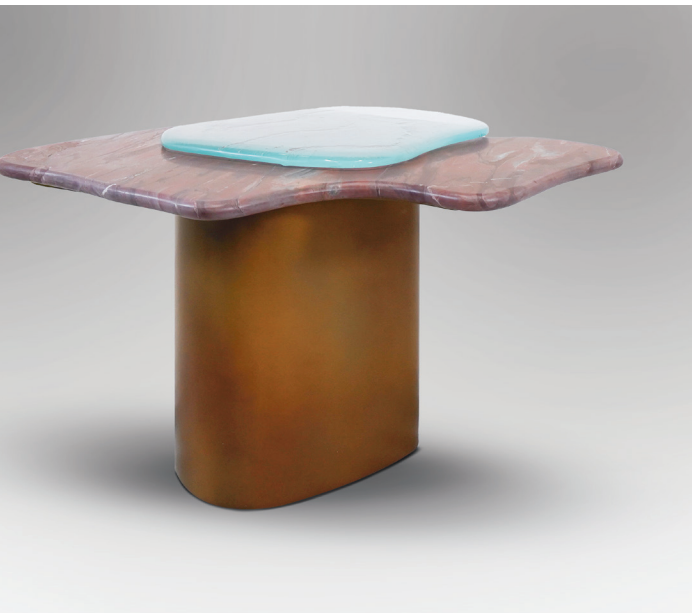
— AT 1602

Sinuous shapes that distinguish a coffee table with an iconic look.



59X60 cm
H.39 cm





Sinuously shaped lunar glass,
resting on red jasper



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