



Soher

Handmade Luxury interiors

<http://soher.com/>

Sophistication, authenticity and glamour are a matter of principle for Soher and they have always guided our path as a brand. A philosophy of luxury, perceived as exclusivity, refined attention to every detail and a personal service adapted to the style and needs of every customer.

Soher has been internationally renowned ever since it was founded in 1942 by Vicente Simó Iborra. The firm is present in more than fifty countries and has managed to bring together tradition and trends to create unique products defined by their character and distinction, ranging from furniture to decorative pieces in classic designs, including hand-chiselled sculptures and clocks of aesthetic artistry that transmit an aura of distinction to every room.

Soher's team of designers prepares each piece by combining the best artistic traditions with avant-garde trends in interior design and decoration, creating unique, delicate and exclusive ambiances for our customers.

As in a traditional workshop, skilled artisans work on every

piece, preserving for history the trades of traditional crafts and fine woodworking. The result: an elegant, unique piece of furniture, with carefully-fashioned details, carved by hand along timeless lines and manufactured from the best raw materials: quality woods such as ebony, semiprecious stones, Swarovski crystals, high quality leather, gold and silver leaf finishes and excellent bronzes.

Draughtsmen, sculptors, decorators and an extensive team of artists and artisans convert our ideas and inspirations into exclusive pieces, which come to life in their hands after starting out as sketches and models in constant evolution.

Just like a work of art, each piece of Soher furniture is finished with care, skill and minute attention to detail. Pieces created using traditional handcrafted techniques and made to measure for each room, whether for the home or for contract environments, and manufactured with exquisite care. And with the certainty that they will last for ever.



Iris

Black ebony and its bronze floral handles are its characteristic features

Press information: <http://bit.ly/2NCwiC0>

Iris combines stylised tables in different sizes with sideboards and display cabinets, all with pure and elegant lines. The armchairs and sofas provide a soft and comfortable counterpoint to the lightness of the wooden pieces.

The svelte bases of the collection are made from brass, shaped in the form of bamboo. Resting on these, the natural grain of the ebony gives the wooden structures a unique and unrepeatable image.

The floral handles in bronze provide Iris with a distinguished and singular detail, which has become one of the distinguishing features of this line.

Our stand will also be home to some of our most recent collections, such as Palace, Marquis and Ritz, a guarantee of distinction and elegance.



Iris





Ritz Bedroom

Ritz transfers the timelessness of classic furniture to the bedroom

Press information: <http://bit.ly/2NCwiC0>

The Belle Époque was much more than a historical period of happy years between the end of the Franco-Prussian War in 1871 and the beginning of the First World War of 1914. They were years that marked a whole era and the influence of this period has survived up to the 21st century, with classic furniture proposals that have preserved their sophisticated and exclusive essence.

Our Ritz collection is inspired precisely by the premises and values of César Ritz, the promoter and creator of the luxury hotels that defined an unparalleled lifestyle and aesthetics.

The exclusiveness and elegance that Ritz conveys in our catalogue for lounges and dining rooms now pervades the bedroom with the timelessness of the classic furniture. We have created a continual and homogenous visual look that will turn each home or contract space into somewhere unique and

exquisite.

The majestic style of the classic Ritz furniture is expressed in a formidable headboard and a very detailed coffered ceiling to which the padding and upholstery provide just the right level of comfort required by the bedroom at night-time.

The sinuosity and the golden details of the headboard are reproduced in the intricately decorated lamps and the bedside tables on which they stand and their bases ooze with an artisan quality that aspires to the sublime.

The Ritz furniture line shares materials with its bedroom version, to be precise, its American black walnut veneer, its beautiful marquetry and its wood carvings with gold leaf, which make up all the pieces of high class furniture and decoration, including mirrors and dressing tables.

Ritz Bedroom

The golden details, in fabrics and legs, are also distinguishing features of the stools and armchairs of this collection, whose aristocratic character is consolidated by soft and serene textiles that enhance all the splendour of the metallic tones.

A dream-like bedroom whose classic and timeless furniture surrounds moments of intimacy with an inimitable and exceptional style.





Ritz

Luxury furniture reminiscent of the Belle Époque

Press information: <http://bit.ly/2GLStjo>

Ritz represents sophisticated luxury furniture, exclusivity, good taste and personalised attention. And it shares the philosophy and values of César Ritz, whose surname became synonymous with luxury hotels for the most discerning clients.

His legacy stems from a life marked by his ability to excel, his determination and the constant search for the sublime.

César Ritz (1850-1918) was the thirteenth child of a modest Swiss family who, in spite of all the difficulties, became a hotelier to kings and to nobility and made hotel services a luxury product.

Ritz was a pioneer in the installation of bathrooms in hotel rooms, a revolutionary initiative that was considered, at the time, the height of comfort and exclusivity. His seal of identity consisted of luxury furniture and high-class decoration which included the best woods, gilded mirrors and details in bronze.

This elegant style spread to the homes of the nobility and became one of the greatest architectural and decorative

exponents of the Belle Époque.

At Soher we share the principles of Ritz hotels with regard to our refined taste and the personal attention we give our customers. Thus, our Ritz collection comprises exclusive pieces of luxury furniture, of the highest quality and handmade by our master craftsmen.

Our flexible and customised way of working allows us to adapt this high-end furniture to the needs and tastes of our customers, designing specific decorative projects.

Our Ritz collection pays homage to the essence and sophistication of the hotels of the same name. Made from American walnut root veneer, beautiful marquetry and gilded carved wood, this line of luxury furniture succeeds in imbuing living rooms, dining rooms and bedrooms, around the world, with the magnificence of the decoration of the Belle Époque.

Armchairs, sofas and coffee tables bring into the twenty-first century the spaces used for the discussions and meetings

Ritz

of intellectuals and aristocrats that defined a whole era. An exquisite design and black, red and golden tones aesthetically define the furniture of the Ritz dining room: chairs, tables, sideboards, display cabinets and decorative elements of inimitable sumptuousness.

At Soher, we identify with the figure of César Ritz not only for his style, but also for his entrepreneurial nature and his indomitable spirit, beyond the reach of discouragement, always in search of the exceptional.





Earth

Exclusive furniture inspired by nature

Press information: <http://bit.ly/2DGui2D>

Our Earth collection is an exclusive line of furniture inspired by the details and splendour of nature.

Top-quality materials combined with a timeless design to create items of high-end decoration that convert the living room or dining room into an oasis of sumptuous sophistication and unmistakable aesthetics.

Available in two versions, American walnut and birch veneer, the focus of this exclusive line of furniture is on its attention to detail, its finishes, the select choice of materials, its exquisite design and the traditional craftsmanship applied in the manufacturing process.

Earth includes circular coffee tables in two sizes, with a marble top resting on a star-studded "arabesque" inspired metal structure, which serves as the base.

These sinuous lines are transmitted in turn to armchairs, in light tones, and to soft sofas upholstered in quality nubuck. And they combine with the straight contours of the wooden tables, circular and square, in two tones, that complement this

collection.

The exclusive pieces of the Earth collection transcend the living room and imbue the dining room with their classic elegance, thanks to soft, padded chairs, with and without armrests, defined by curved lines that also inspire the elliptical silhouette of the centre table and the rounded outlines of sideboards and display cabinets.

Created from quality materials, allowing the natural beauty of the wood to be revealed, these compositions combine functionality with an unmistakable sophistication that is carried to their intricate bronze handles. Handles crafted with care and detail and plated in bronze, emphasising the elegance of the furniture.

At Soher we specialise in exclusive furniture and haute décor, therefore we have complemented this line of furniture with luxury decorative pieces that perfectly suit the Earth aesthetic. Vases and lamps that accompany and adorn this line and provide an unmistakable halo in any space.

Earth





Savoy

Hollywood-style furniture and high-end decoration

Press information: <http://bit.ly/2G8dVB3>

The sophistication of classic Hollywood impregnates the Savoy collection with its light tones, exotic woods, rich upholsteries and glossy lacquers that make the living room an oasis of warmth, elegance and, at the same time, freshness. Furniture and high-end decoration that fully transmit the beauty and quality that define all the creations of Soher.

The apparent chromatic neutrality of the line speaks for its versatility, suiting it to all kinds of exclusive spaces to which it transmits the glamour and sensuality of the golden age of Hollywood which is perceptible in the singular use of wood in the design of sofas and armchairs.

Exquisite art deco style details and handcrafted pieces of high-end decoration are in perfect harmony with the golden gleam of the furniture, especially the intricate golden bases of the tables in the Savoy collection, some of the most exquisite pieces of occasional furniture of the company's catalogue.

The tables are available with leather or natural stone surfaces, in

line with the contemporary interior design trends that in Soher we combine with the highest standards in fine woodworking and handcrafted techniques, which provide our furniture with an unmistakable halo of elegance.

Savoy, which establishes its own codes of elegance and distinction, is available in different woods and lacquers and manages to create exceptional and exclusive ambiances thanks to the stimulating consensus of curves and straight lines, creating decorative designs that always attract attention.

With its range of possibilities, this collection of furniture and high-end decoration manages to turn the living room into an impeccable and luxurious space, providing an air of renewal to the décor of all kinds of rooms. Side tables and coffee tables join forces with sofas and armchairs inspired by art deco with avant-garde lines that inspire serenity, comfort and calm.

This line of luxury furniture shares the values that Soher transmits to each one of its creations, whether bronze

Savoy

sculptures, sofas, headboards, display cabinets or dining chairs and tables: quality materials, durability, exclusive design, top-class craftsmanship and an unalterable commitment to customer satisfaction.





Astoria

Art deco inspiration for the bedroom, living room and dining room

Press information: <http://bit.ly/2FWSolz>

Astoria is our new collection inspired by art deco that conveys sophistication and exquisiteness in the bedroom, the living room and the dining room.

Art deco was a movement of popular design that started in 1920, and it has influenced decorative and visual art for decades.

This style, which uses geometric shapes, ornamental lines and primary colours, originates in avant-garde artistic movements such as the cubism, futurism, art nouveau and the rationalism of the Bauhaus art school.

Sumptuous, elegant and modernist, the art deco inspiration furniture and decoration convey sophistication and unmistakable style both at home and in hotels, restaurants and all types of public areas.

The Astoria collection of furniture by Soher, made by expert craftsmen using top quality materials, combines sheets of Vavona burl, taken from the root of the sequoia tree, pieces of

bronze and top quality leather.

The Astoria dining room is made up of four luxury pieces of art deco: a stunning table, comfortable chairs, an elegant sideboard and a sophisticated display cabinet.

With room for eight people, the dining table stands on two cylindrical legs with circular bases, distinguished by the bronze trim and the inlay work, which is complemented by a set of chairs and armchairs upholstered in luxury leathers and embossed on the back.

The Astoria sideboard and the display cabinet are the centre pieces of the collection in which wood and bronze are combined to create exquisite furniture. The sideboard has exclusive handmade drawers, while the glass coexists with the other noble materials in the display case to give it a distinct aura of splendour.

With regard to the living room, the sophisticated design of each of its pieces makes this room an exclusive cosy space

Astoria

with sofas and armchairs upholstered in top quality light toned leathers whose defining element lies in the metallic details and embossing.

The round coffee table and the side tables have marble tops on them.

In the bedroom, the geometric lines of Astoria evoke the essence and the attention to detail of the art-deco style. An impressive

bed with a fully upholstered headrest is the protagonist of the room, accompanied by a set of bedside tables and a dressing table with drawers that have bronze handles and golden bases. An armchair and a bench, magnificently padded, round off the aesthetic aura of exclusiveness of the room.





Metrópolis

Expressionism takes shape in high-end furniture

Press information: <http://bit.ly/2G57DSZ>

Avant-garde aesthetics permeate the Metropolis collection, a line of high-end furniture inspired by the film of the same name that became the greatest exponent of German expressionism in the 1920s.

The futurist style based on art deco principles imagined by Fritz Lang takes shape in this collection, defined by walnut wood, leather and bronze decorations.

The iconic pieces of this collection of high-end furniture include its chairs, which bring together an avant-garde style and the elegance of art deco in their design, in the white ivory colour of their leather upholstery and in their gold-plated details. Their stately essence is transmitted elegantly to the rest of the room. In this collection, chairs recover their historic status as a symbol of distinction. In ancient Egypt, the chair represented the power and nobility that distinguished the pharaoh from the people. And just as art deco takes inspiration from the great masterpieces of antiquity, Soher transmits to these chairs the

aura of exclusivity that they always enjoyed and which now imbues homes, meeting rooms and luxury hotels around the world such as the Westin Dubai Al Habtoor City.

Avant-garde design thus connects with traditional handcrafted techniques thanks to the master cabinet makers who handle the wood and work carefully on each one of the products of Metropolis.

The chairs of this line bear the stamp that guarantees the authenticity, exclusivity and craftsmanship of the furniture and haute décor elements of Soher. Characteristics that they share with the other pieces of furniture in the living or dining room, including sofas, armchairs, occasional tables, sideboards and display cabinets, which are complemented by vases, lamps and other elements of haute décor.

Metropolis also brings its sophisticated essence to the bedroom, visually characterised by the contrast between the light tones of the leather and the dark chromatism of the wood,

Metrópolis

and taking shape in beds, dressing tables and bedside tables. The sumptuously upholstered headboards and stools provide the necessary warmth and comfort to the room.

