Etreluxe | PROFILE

KITCHEN & WARDROBES
FURNITURE & RAILINGS
DOORS & WINDOWS
BATH & SURFACES

ARMANI / Dada | grande forge | MARVIN | MESTRE | nolte | Molteni&C

FLEXFORM | MADE IN ITALY | GAROFOLI | Poltrona Frau | VENUSDESIGN

INDEX

ABOUT THE GROUP

1 / The Company
2 / India Presence
3 / Key Numbers

THE BRANDS

1 / Armani/Dada
2 / Grand Forge
3 / Marvin
4 / Mestre
5 / Minotti
6 / Molteni&C
7 / Nolte
8 / Poltrona Frau
9 / Alumil
10 / Garofoli
11 / Venus Design

THE INDUSTRIAL KNOW-HOW

1 / The Contract division
2 / Contract division organogram
3 / Drawing development
4 / Custom made Wardrobe And Kitchens
5 / Environmental sustainablity
6 / The Certification of Our Brands

CONTRACT AND PROJECTS

1 / Notable Projects
2 / List of clientele & Projects

ETRELUXE INDIA

ETRELUXE
is a luxury lifestyle brand for interior spaces, making available a range of international design products on a PAN India basis. Established as Gotus India P. Ltd. in 2004 and transformed in 2014 as EtreLuxe, it brings forth the best brands in home luxury and living segment from across the world under one name. Making available prestigious design objects and finishes from exclusive international line of products and solutions under four key areas of- bath, kitchen, living and surfaces. We have designed and executed numerous projects till date and pushed the creative envelope of design and luxury to new limits for more than a decade now. We have presented the discerning Indian customer with a careful selection of design and products from across the world in styles that are exquisite, following the latest trends and are progressive. Our showrooms spread across 19000sq ft space and present in key commercial centres of Delhi NCR, bear testament to the careful thought process that goes behind our work.

OPERATING BRANDS

ARMANI / Dada | grande forge | MARVIN | MESTRE | nolte | Molteni&C

FLEXFORM | MADE IN ITALY | GAROFOLI | Poltrona Frau | VENUSDESIGN

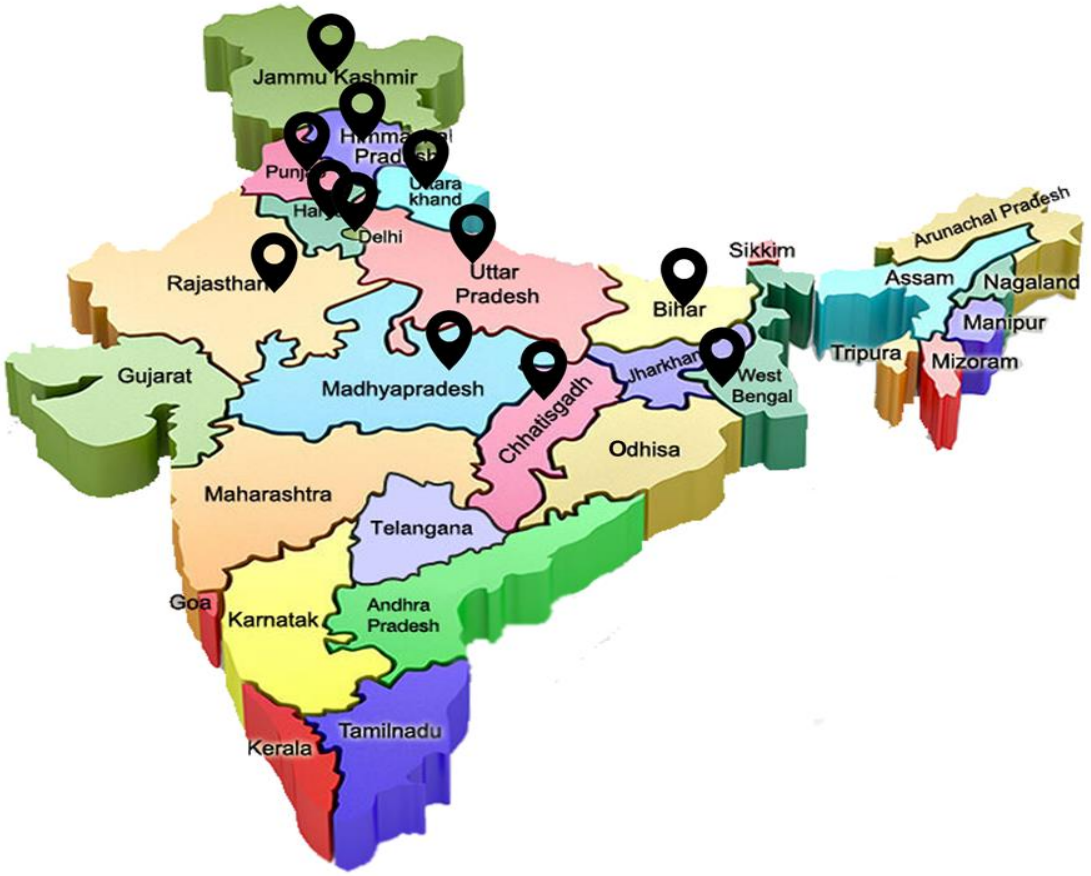
TERRITORY

HARYANA	UTTARAKHAND	HIMACHAL PRADESH
PUNJAB	DELHI	UTTAR PRADESH
RAJASTHAN	JAMMU & KASHMIR	WEST BENGAL
CHHATTISGARH	MADHYA PRADESH	

INDIA PRESENCE

TERRITORIES

JAMMU & KASHMIR
PUNJAB
HARYANA
UTTARAKHAND
BIHAR
HIMACHAL PRADESH
RAJASTHAN
UTTAR PRADESH
MADHYA PRADESH
CHHATTISGARH
WEST BENGAL
DELHI



KEY NUMBERS

HEADQUARTER
PROJECT & RETAIL SHOWROOM

19000 sq. ft. Retail space

30000 sq. ft. Warehousing Space

6000 sq. ft. Project space

2% of the turnover invested in knowledge workshop for employees every year.

ORGANIZATION
EMPLOYEES

296 Total

12 Sales & Business development

10 Designers

8 Accounts & Admin

6 Logistic

10 Project Managers

250 Installers

DISTRIBUTION
DIRECT PRESENCE

11 Brands

7 from Italy

2 from France

1 from Germany

1 from Greece

THE BRANDS

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6 / Nolte
7 / Poltrona Frau
8 / Garofoli
9 / Venus Design

Armani/Dada

The Armani/Dada collection is the result of a partnership between **Armani** and **Dada** for the production and distribution of kitchen systems designed to interpret and express the excellence of the Armani style.
The collaboration between the two groups was intended to bring the simplicity and **elegance of Italian style** to the world.

The main Contract productions:
Burj Khalifa Armani Residence, Dubai
Federation Tower, Moscow
Imperial Cullinan, Hong Kong
Ocean One, Hong Kong
One Central, Macau

Grand Forge

A passion and a unique know-how

Created in 1948, **SCHUTT GRANDE FORGE** perpetuates the tradition of art ironwork. Three generations of the SCHUTT family have succeeded at the head of the company, developing its know-how and fame.

Located in Alsace, France, not far from Strasbourg, at the crossroads of European paths and cultures, SCHUTT GRANDE FORGE cultivates an art of living and an ancestral taste for crafts. The company specializes in the manufacture of elegant balusters with exclusive designs for **railings and balustrades and many accessories for gates, fences and balconies.**

Marvin

WINDOWS AND DOORS TO ELEVATE YOUR EVERY DAY

Known to challenge industry standards, the **Marvin Family** of Brands strives to push design to its limits in **aesthetics**, **function and durability**. Our products are preferred for new construction, remodels and replacement projects when compromise isn't an option.

Bronces Mestre

Mestre is a environmentally responsible brand that include technology to water saving and create **high quality products with timeless designs** to increase his durability.

"With this **luxury spanish brand**, you can add an unique and artistic touch at home respecting the environment at the same time"
We have implemented aerators in the majority of our products with a technology that restricts water flow. This progress will help us to spend only the necessary water.

Molteni&C

Leading company specialized in the production of **high-end** home furnishings and **large productions** (residential community and public buildings). Founded as a company manufacturing systems, it now produces a complete offer for the home, distributed through a network of single-brand Molteni&C Dada shops and corners at multi-brand shops.

- Year of establishment: **1934**
- Production area: **124.000 sqm**
- Product mix: **50% living room, 50% bedroom**
- **67% export** to over **80 Countries**

Nolte

NOLTE PERFECTION, OR WHY EVERYBODY LOVES GERMAN

Annual sales of over 850 million Euros, four production units, 3000+ employees and an existence that has steered the course of furniture innovation the world over - this is Nolte. With a strong presence in over **60 countries across the world**, Nolte kitchens and bedrooms have come to be loved for their **undeniable level of beauty and quality**, that's more than just typically German. Nolte is known for its constant stream of new design ideas that aren't just stunning aesthetically but also exceptional in functionality. Over the last 12 years, more than 5000 delighted families have enjoyed the Nolte experience in India.

Poltrona Frau

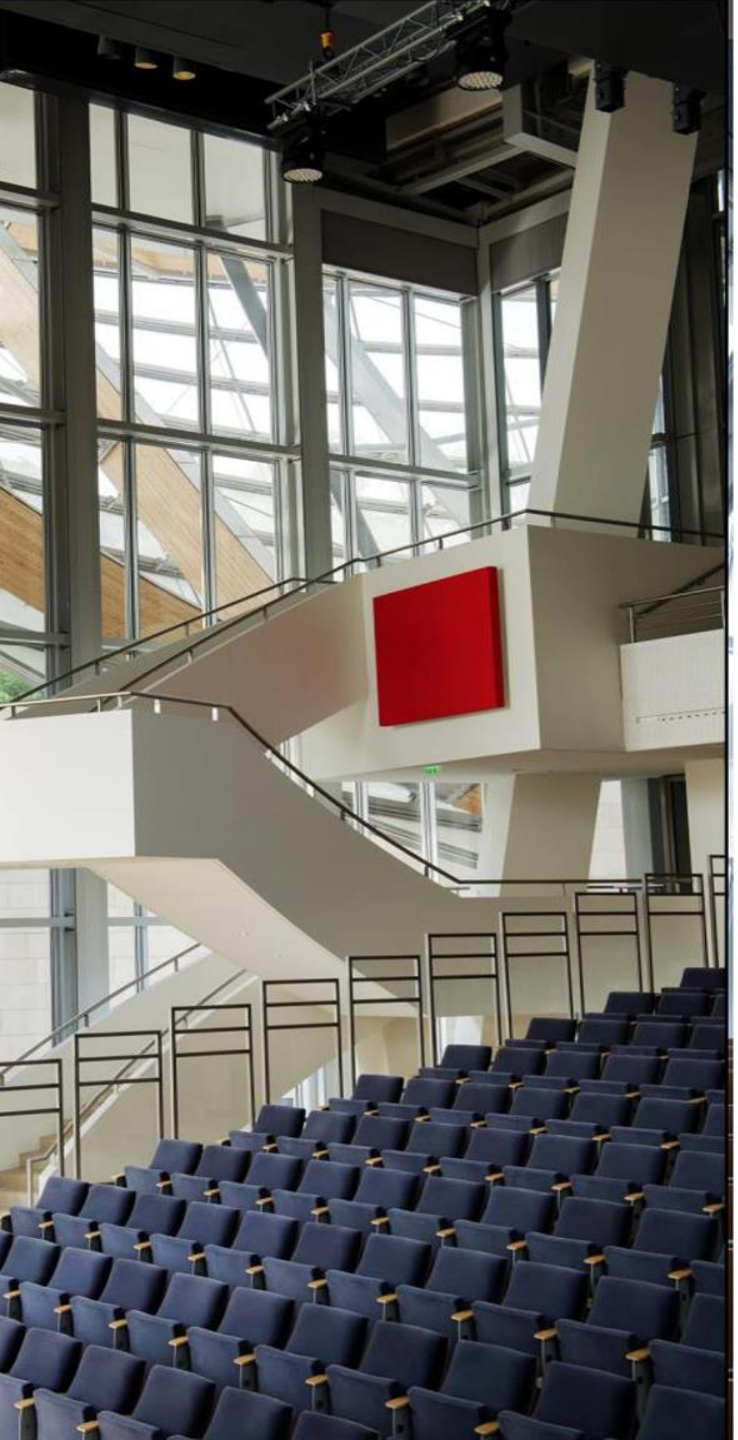
Sartorial tradition and high technology, respect for
the environment and an eye on the future,
know-how, flair and passion

340,000 m2 of Pelle Frau leather a year, the charm of a laser-cutting department, preceded by a visible wardrobe where the historic patterns are reordered in Bakelite, high-end tailoring, curved needles, frames, twine, jute and vegetable horsehair, the exclusive pleasure of the "touch" and the "hand" that accompany the creation of each product. Emphasising its attention to research and innovation, since the 1960's the Poltrona Frau headquarters in Tolentino has brought together various highly specialised departments, each of which committed to **guaranteeing the highest quality** and processing standards in the living, Contract and Interior in Motion segments, in a single production chain.

Poltrona Frau

Home theater recliners

Stanley was **designed by Adam D. Tihany** to furnish a private cinema in a totally modern villa in Dubai. The chair is named after the designer's favourite film director: Stanley Kubrik, while the design is inspired by the interiors of the famous G-5 Gulfstream private jets.Its elegant, **timeless style** teams with high levels of functionality.Just one button controls asophisticated motorised mechanism that pulls out the footrest and inclines the back, for extreme comfort. The supporting frame is in metal, while the back is in seasoned beech-wood. The seat has elastic canvas suspension under fire-retardant padding with a density suitable for correct ergonomic support. The base is in painted wood.



Poltrona Frau

POLTRONA FRAU CONTRACT AND FRANK GEHRY TOGETHER TOGETHER FOR THE LOUIS VUITTON FOUNDATION 11/13/2014

A fruitful collaboration that has lasted for years, that between the **American architect Frank Gehry** and the Poltrona Frau Contract Division, which has reached its peak in the project of the **Louis Vuitton Foundation**. It is a creative hub for French and international artists, open to the public on 27 October 2014 in Paris, in Bois de Boulogne, and intended to host temporary exhibitions, galleries and permanent collections. Inside there is also an **auditorium** with **340 seats** provided by Poltrona Frau, where multidisciplinary events and performances will be organized.

GAROFOLI

The **Garofoli** Group is one of the world leaders in the design, construction and sale of interior doors and is particularly specialised in solid wood doors. The Group, led by **founder Fernando Garofoli**, is positioned at the highest end of the reference market. Today, its products are concrete symbols of the excellence of "**Made in Italy**" in the world today. From classic doors in solid wood to designer products in aluminium, Garofoli S.p.A. can meet the demands of an increasingly sophisticated market using criteria in line with the latest in interior design.

VENUS DESIGN

The Venus born more than 40 years ago as a handicraft company has become over time one of the **leading manufacturers of doors in Italy**, being able to maintain that attention in the care of processing that allows it to be one of the few able to provide a product highly industrialized with the finishing of the craft piece.

THE INDUSTRIAL KNOW-HOW

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THE INDUSTRIAL
KNOW-HOW

THE CONTRACT DIVISION

ACROSS INDIA CONTRACT ACTIVITIES

Turnkey projects
produced by
the companies
Molteni&C, Dada,
Grand Forge, Marvin,
Mestre, Minotti, Nolte,
Alumil, Poltrona Frau

fifteen-year-long experience
of the Contract Division

The creation of
public areas and offices

FEATURES

A **dedicated team** of architects and technicians

Use both of **mass-produced** and **tailor-made products**, designed to meet the needs of the customer and the project

Partnership with architects and designers

Concept realisation through a mock-up process

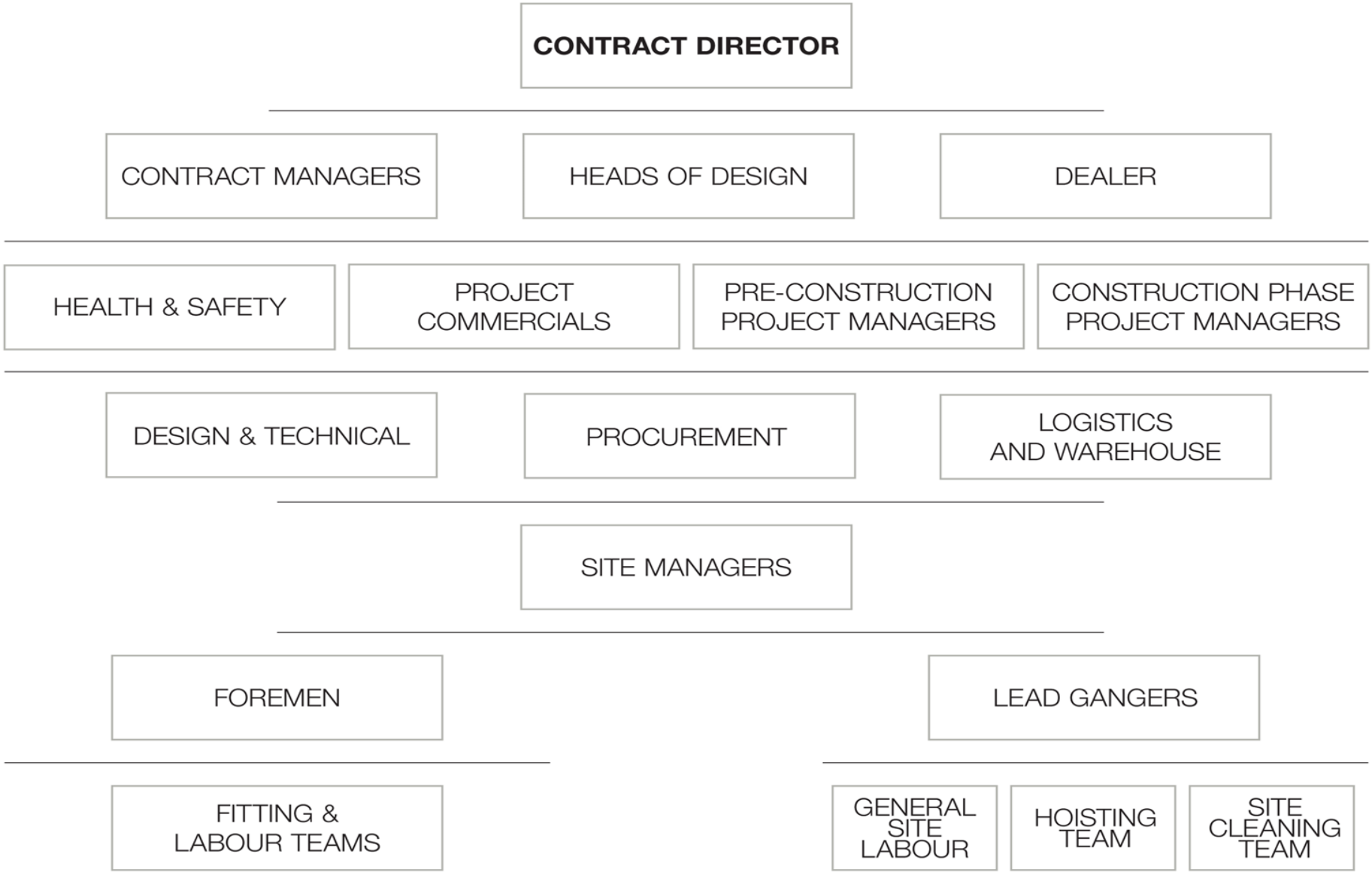
Integrated design services, development of financial plans and logistics (transport, assembling and fitting out)

Sub-contracting including design, installation and project management

Post-sale assistance and maintenance

THE INDUSTRIAL
KNOW-HOW

CONTRACT DIVISION ORGANOGRAM



THE INDUSTRIAL
KNOW-HOW

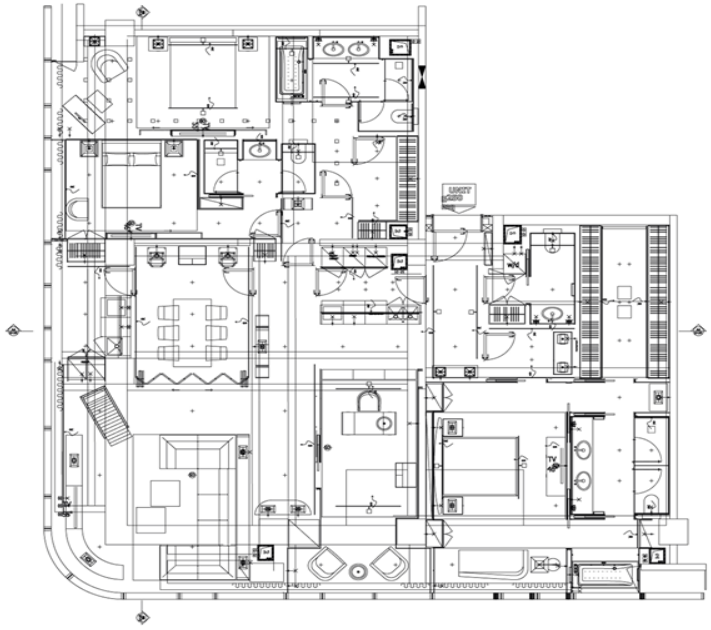
DRAWING DEVELOPMENT

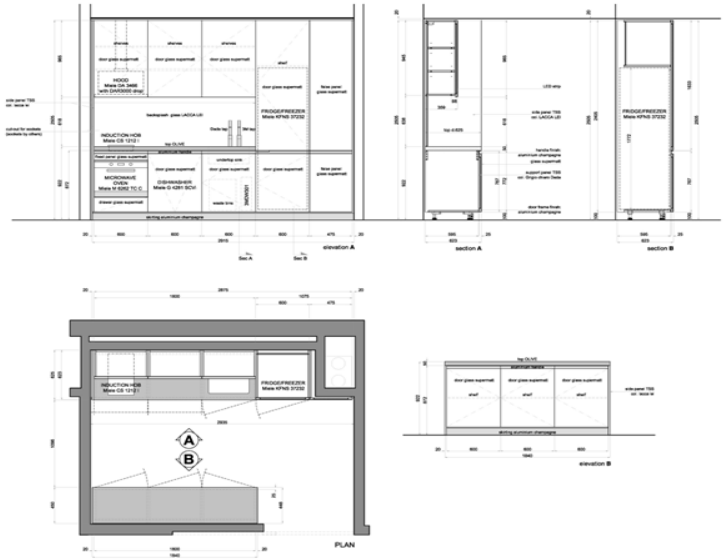
Concept design and development

Coordination with design team and other trades

Drawing approval process

Production drawings created from site layouts





THE INDUSTRIAL
KNOW-HOW

CUSTOM MADE
WARDROBES AND KITCHENS

WIDE CHOICE OF
DOORS AND HANDLES

WARDROBES AND KITCHENS
MATCHABLE FINISHES

ENVIRONMENTAL SUSTAINABILITY

_Products with a high aesthetic and technological quality, meant to last in time and therefore with a **low impact on waste production**.

_Wood from **certified plantations**, as a recyclable, renewable and biodegradable material.

_Exclusive use of **water-based, non-toxic coatings**.

THE CERTIFICATION OF OUR BRANDS

_**“Forest Stewardship Certificate”**
FSC-STD-40-004 V2.1
FSC-STD-40-005 V2.1
Purchase, production and sales of **wooden products FSC certificated**, important international non-profit organization for forest protection.

_**UNI EN ISO 14001:2004** (ISO 14001:2004)
Enviromental system certification

_**UNI EN ISO 9001:2008** (ISO 9001:2008)
Quality system standard certification

CONTRACT AND PROJECTS

1 / Notable Projects
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NOTABLE PROJECTS

DLF - The CREST |GURUGRAM, INDIA

200 Kitchens
800 Wardrobes
800 Vanities

NOTABLE PROJECTS

DLF - Ultima|GURUGRAM, INDIA

148 Kitchens
592 Wardrobes
592 Vanities

NOTABLE PROJECTS

M3M GOLF ESTATE|GURUGRAM, INDIA

540 KITCHEN

NOTABLE PROJECTS

INDIA BULLS ENIGMA|GURUGRAM, INDIA

480 KITCHEN

NOTABLE PROJECTS

RAM PRASTHA PLATINUM|GHAZIABAD, INDIA

108 KITCHEN
368 WARDROBES
1090 DOORS

NOTABLE PROJECTS

WORLD ONE – WORLD CREST | MUMBAI

INTERIOR DESIGN **GIORGIO ARMANI DESIGN STUDIO**

N.446 KITCHENS with custom-designed finishes and details

In Maximum City, the World One – World Crest Mumbai is one of the most outstanding projects.
It is designed by world-class architects Pei Cobb Freed & Partners, who boast mind-boggling professional accomplishments in every continent. The World One Mumbai – India's tallest tower, the closest to the sky you can possibly live – is without doubt among the world's most iconic buildings – in terms of luxury, design daring, lavishness of living conditions and solutions, and lifestyle.
In this place – a paradigm of a contemporary concept of living that leads forms, functions and desires to the extreme.

NOTABLE PROJECTS

SAUDI EMBASSY | CHANAKYAPURI, INDIA

19 KITCHEN
38 WARDROBES
WALL PANELING

nolte

PROJECTS

120 *kitchens*, **228** *wardrobes*
BRIGADE GATEWAY, BANGALORE

212 *kitchens*
EMBASSY GROVE, BANGALORE

298 *kitchens*
SJR LUXURIA, BANGALORE

85 *wardrobes*
ASSETZ PARK AVENUE, BANGALORE

88 *wardrobes*
CHOICE MARINA, COCHIN

487 *kitchens*
GOLF EDGE PROJECT, HYDERABAD

OUR CLIENTS

GLOBE CAPACITORS
HCL
HPL
RUNGTA MINES
TITUS LEGAL FIRM INDIA
MUTHOOT
SNS PROJECTS
MGM MINERALS LTD.
SAHU EXPORTS
MAX GROUP
ACE CRANES
D S GROUP
RAJDARBAAR PAN MASALA
KOTHARI
G D GOENKA
RAMPRASTHA
L&T

DALMIA CEMENTS
KJS CEMENTS
DANISH EMBASSY
SAUDI EMBASSY
HPL
AMITY
HIDUSTAN SANITARY
HYATT COMUNICATION
SS GROUP
AHLUWALIA CONSTRUCTIONS
INETRGLOBE
DLF
IREO
SAHA DEVELOPERS
RAHEJA DEVELOPERS
NBCC

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FLEXFORM | MADE IN ITALY