KITCHEN & WARDROBES
FURNITURE & RAILINGS
DOORS & WINDOWS
BATH & SURFACES
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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 | GAROFOLI | Poltrona Frau | VENUS DESIGN

TERRITORY

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

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

1 / Armani/Dada
2 / Grand Forge
3 / Marvin
4 / Mestre
5 / Molteni&C
6 / Nolte
7 / Poltrona Frau
8 / Garofoli
9 / Venus Design
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.
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, remolds and replacement projects when compromise isn't an option.
Bronics 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.
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 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.
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.
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 a sophisticated 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.
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

1 / The Contract division
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5 / Environmental sustainability
6 / The Certification of our brands
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
Concept design and development
Coordination with design team and other trades
Drawing approval process
Production drawings created from site layouts
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.

Enviromental system certification

Quality system standard certification
CONTRACT AND PROJECTS

1 / Notable Projects
2 / List of clientele & Projects
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
M3M GOLF ESTATE | GURUGRAM, INDIA

540 KITCHEN
INDIA BULLS ENIGMA | GURUGRAM, INDIA

480 KITCHEN
NOTABLE PROJECTS

RAM PRASTHA PLATINUM | GHAZIABAD, INDIA

108 KITCHEN
368 WARDROBES
1090 DOORS
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.
SAUDI EMBASSY | CHANAKYAPURI, INDIA

19 KITCHEN
38 WARDROBES
WALL PANELING
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
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ETRELUXE

99, Empire Plaza, Sultanpur
Opp. Metro Pillar PP14,
Main M. G. Road,
New Delhi - 110030
E dilip@etreluxeindia.com
T +91 11 2680 9772-5
W www.etreluxeindia.com
M 099999 91169, 8869, 0069