



FLORENSTYLE®  
LUXURY BESPOKE FURNITURE



“DETAILS MAKE PERFECTION, AND PERFECTION IS NOT A DETAIL.”

"I DETTAGLI FANNO LA PERFEZIONE E LA PERFEZIONE NON È UN DETTAGLIO"

LEONARDO DA VINCI



## OUR FOUNDER

The brains, heart, and soul behind FlorenStyle, **Roberto Pascali**.

Hailing from Florence, Italy, Roberto has been making furniture since he was 14 years old. With over three decades of experience in Italy, Serbia, and Russia, he eventually settled in Dubai in 2012.





## OUR STORY

FlorenStyle is an Italian bespoke furniture company in the UAE. We manufacture high-end furniture catering to a variety of industries, including residential projects, hotels & restaurants, as well as offices and show rooms.

Combining innovation with excellence, we manufacture premium quality furniture using the finest raw materials. With over 40 years of skilled Italian craftsmanship, Florenstyle plays an active role in shaping the creativity of designers, architects & consultants to ensure beautiful bespoke results. Our in-house joinery service delivers meticulous production system which satisfy client needs beyond industry standards.





## ABOUT US

We design and manufacture custom Italian furniture in our expansive 2500 sq.ft factory based in the heart of Dubai, Al Quoz.

Each piece is handcrafted by our experienced artisans meticulously with only the most opulent materials sourced locally and globally.



# THE FACTORY



JOINERY



ASSEMBLY



PAINT



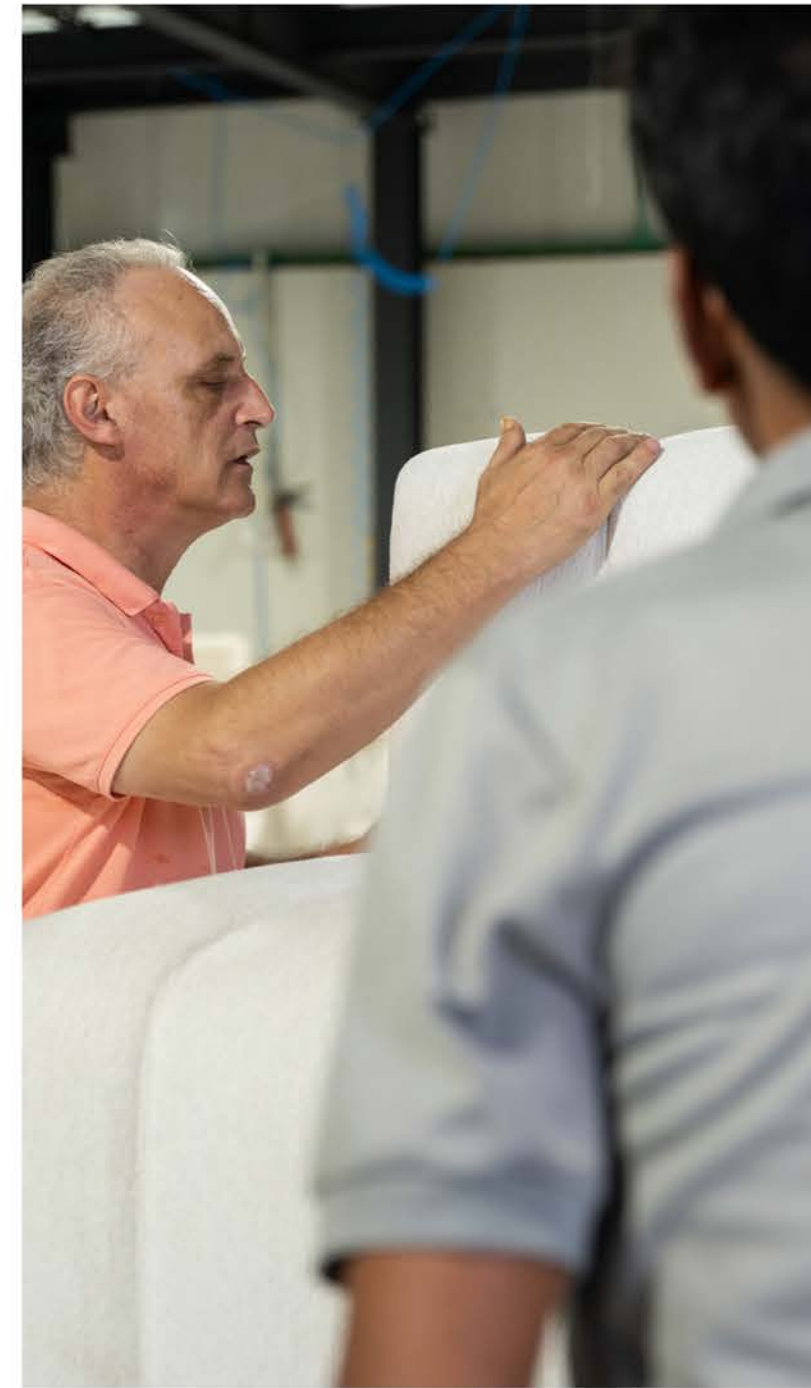
## THE FACTORY



UPHOLSTERY



TAILORING



PACKAGING



WAREHOUSE



## F & B PROJECTS







ATRANGI - JUMEIRAH AL QASR

By Chef Ritu Dalmia



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ATRANGI - JUMEIRAH AL QASR

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## TAJ MEDA, BUSINESS BAY DUBAI

From sleek bar seating to elegantly designed dining furniture, every piece embodies the essence of Mediterranean charm. Crafted with meticulous attention to detail, our furniture creates an inviting atmosphere, enhancing your dining experience and allowing you to indulge in the stylish ambiance of this remarkable destination.









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MAMA ZONIA, PEIR 7 DUBAI MARINA

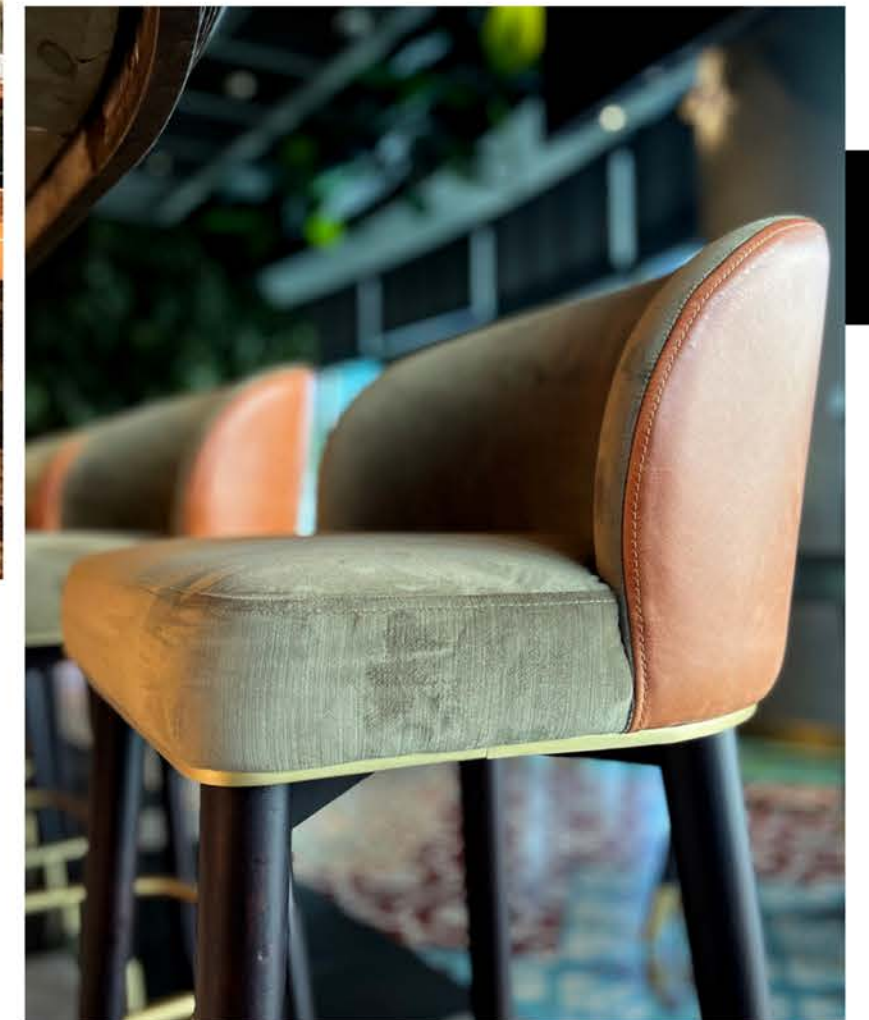








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An extraordinary blend of design and inspiration, drawing influence from the captivating beauty of the Amazon rainforest's organic shapes and textures.





Each piece has been crafted to embody this unique aesthetic, making it a truly exceptional addition to enhance the overall ambiance of any space.







## RACLETTE BRASSERIE & CAFÉ

The carefully curated furniture at Raclette reflects the perfect blend of Parisian elegance and rustic charm, adding a cozy and inviting atmosphere to the dining space.





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NOURISH - AL KHAWANEEJ





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## ROBERTO'S RISTORANTE, DIFC DUBAI

The furniture at Roberto's is the epitome of modern Italian dining, creating an ambiance of elegance and sophistication, enhancing your dining experience.





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## RESIDENTIAL

Our designs have a luxurious and timeless appeal, combining traditional Italian craftsmanship with contemporary flair.

We help you create your dream home.







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## JUMEIRAH ISLANDS MANSION



Our client was determined to create a home that would captivate attention while maintaining a cozy atmosphere. They handpicked us to bring their dream to life, specifically for their overall Italian furniture needs.









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"I chose FlorenStyle for their bespoke designs and unique curated furniture. Instead of purchasing ready-made pieces, I wanted customised sizes and personalisation, which they provided."

- Nishita Khurana





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The right furniture in your living space brings with it elegance, peace, and invokes a true sense of belonging in you.

At FlorenStyle, we believe in creating the right piece for you.







Experience the allure of Italian design as our furniture collection embodies timeless beauty and sophistication, creating an enchanting ambiance in any space.

Indulge in sophistication.



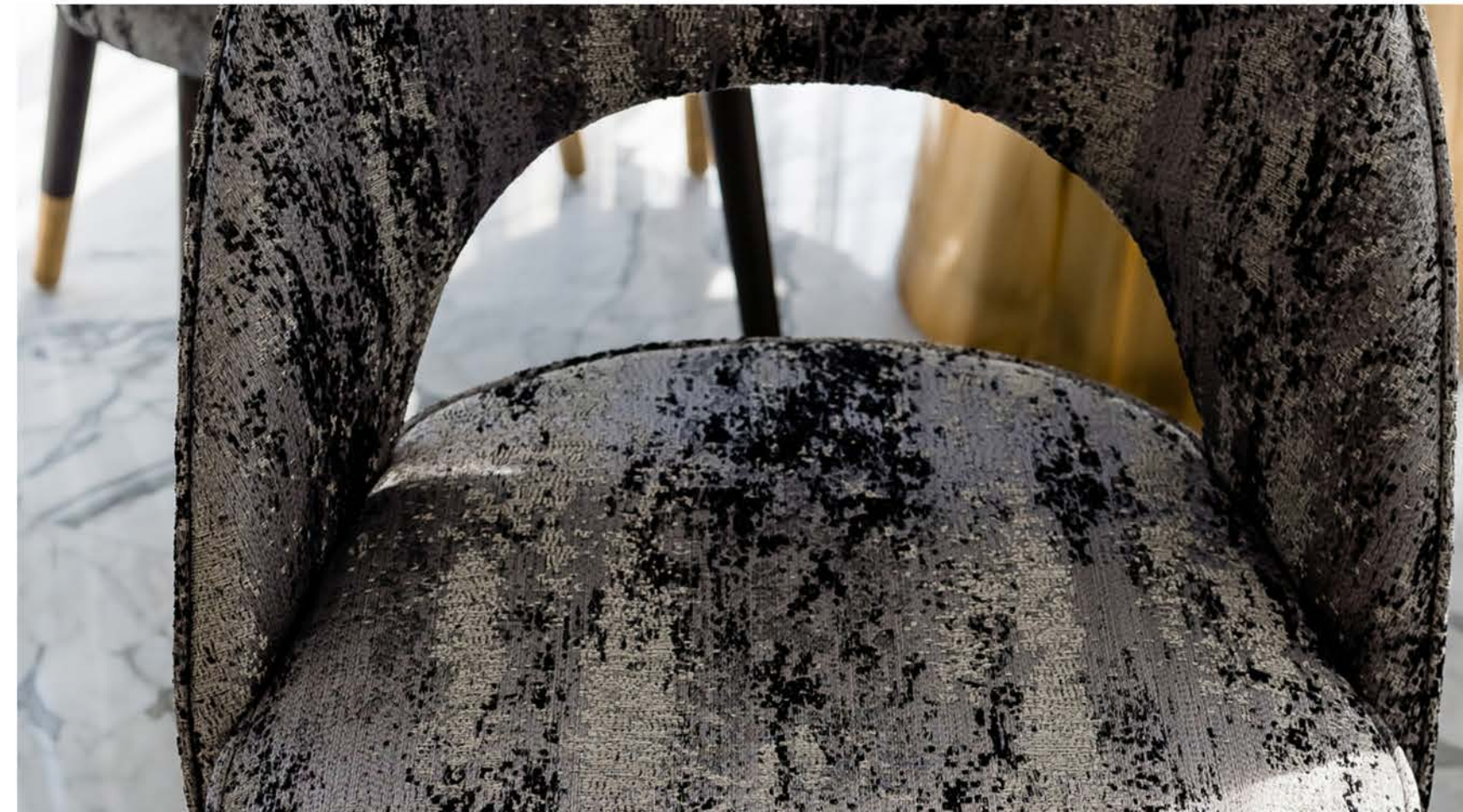
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FLORENSTYLE®  
LUXURY RESORT FURNITURE





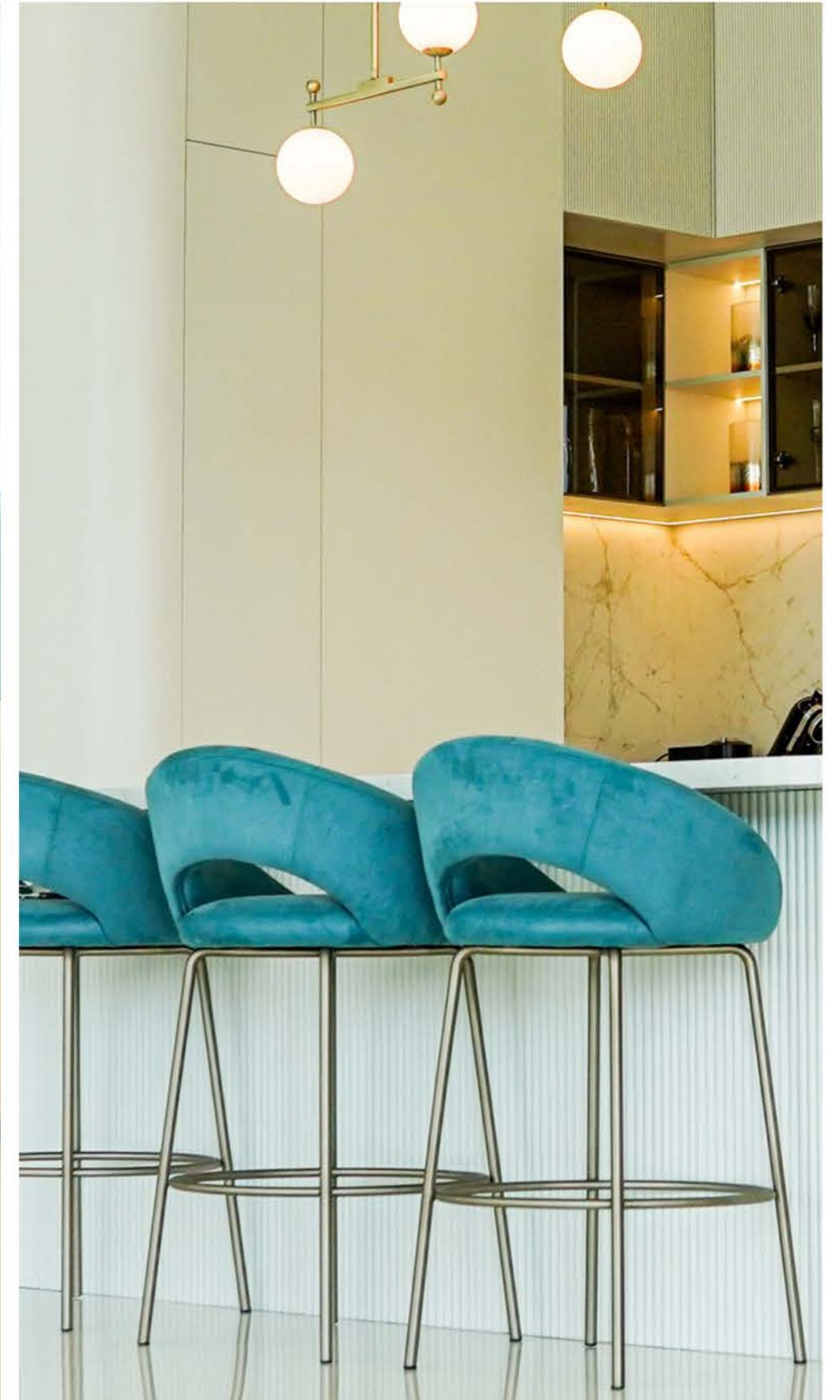




## DUBAI HILLS VILLA



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ONE ZAA'BEEL APARTMENT

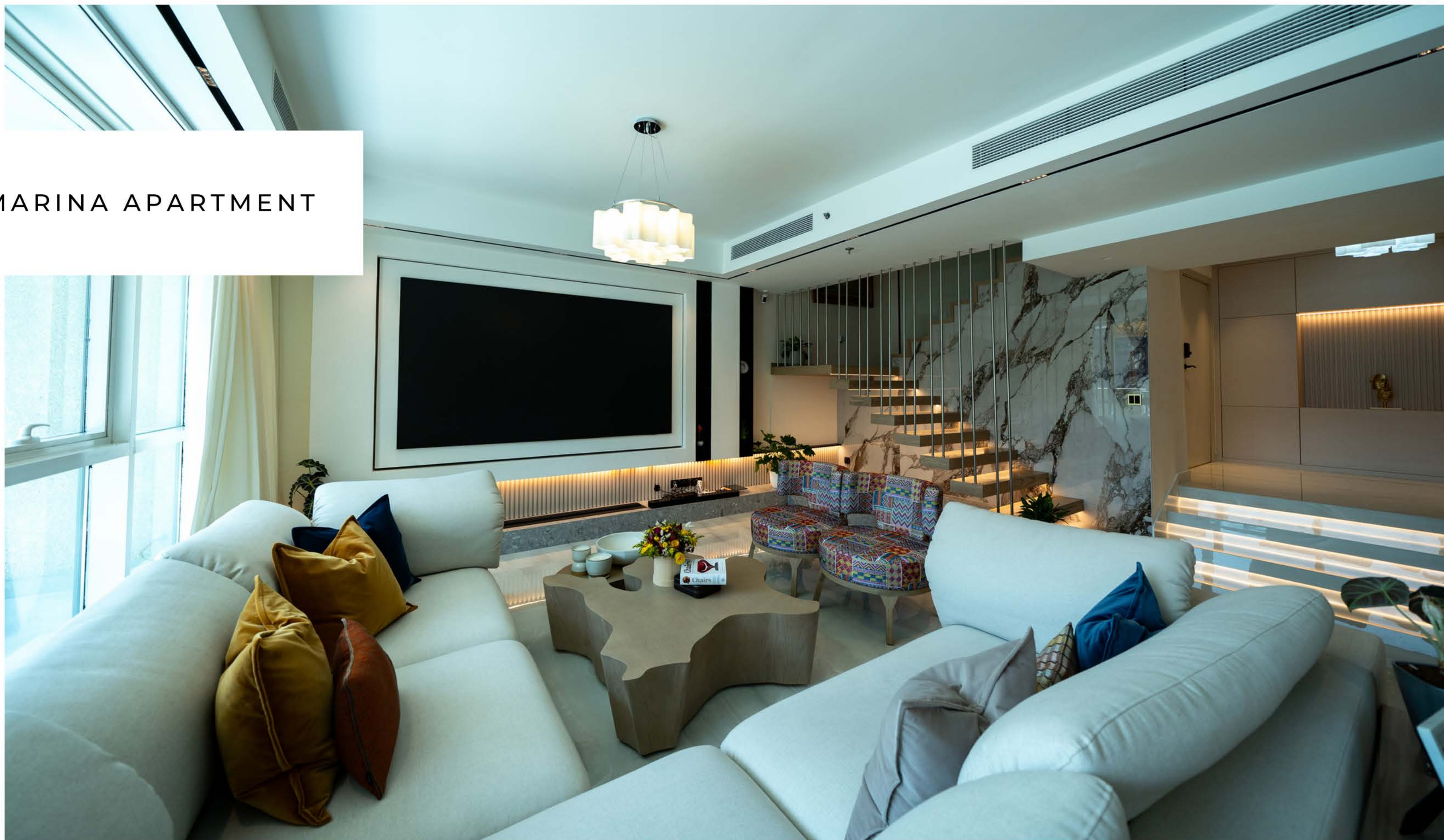


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## DUBAI MARINA APARTMENT











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## DUBAI HILLS MANSION

Tailored to Perfection.











With a keen eye for elegance, our artisans bring to life timeless styles that seamlessly blend with any interior, effortlessly elevating your living spaces to new heights of sophistication.





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## CUSTOM CREATIONS

Let our furniture become the centerpiece of your exceptional lifestyle.









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You see a couch. We see a place to unwind after a long day, a place to curl up with a book, a place to have important conversations, and much more.

A home of its own.









# MEET THE TEAM



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# OUR CLIENTS



NEW EVOLUTION  
DESIGN & BUILD



trifecta design.



CASTALLA



OMNIYAT

OUTTA MIND  
Think Design Think Outtamind



DESIGNSMITH.  
Architecture | Interiors | Fitout est. 1988





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