

One year of luxury lifestyle with Penthouse Livings

What is common among brands like BMW, Apple, VITO, and KOHLER? They all define luxury with functionality and are all available in Bangladesh through Meghna Executive Holdings. The latest addition to this group of lifestyle brands is Penthouse Livings Limited, which recently completed one year of successful operations in the country.

Located in one of the most vibrant parts of the city, the sole showroom spanning over 7500 sq. ft. is situated in Banani, giving them an edge to capture a rather growing niche segment of the country who seem to be fascinated towards living a luxury lifestyle.

Evidently, a sizeable chunk among the citizens of Dhaka are starting to put emphasis towards home décor and lavish interior design. Recognising this new shift towards luxury living, Penthouse Livings inaugurated as the brainchild of Moklasur Rahman Pinto, Managing Director, Meghna Executive Holdings on 25 October, 2019.

Since then, Penthouse Livings has received an overwhelming response, which comes as no surprise as it provides customers with a global shopping experience locally. The luxury lifestyle brand is home to several renowned furniture and home décor brands from around the world,



giving shoppers the freedom to pick and choose everything under one roof.

Some of the most desirable lifestyle brands around the world that maybe difficult to find elsewhere in Bangladesh, but are not foreign within the bounds of Penthouse Livings include Christopher Guy, Caracole, Nourison, Eichholtz, Jonathan Adler, Michael Aram, Kim Seybert, Anna, Cristal De Paris, Michael Amini, Hudson Valley, Intercoil, Falken Porzellan, Lenox Corporation, Richmond Interiors, Gabriela Seres, and Mackenzie Child.

Currently housing over 20 such luxury lifestyle brands, the company plans to introduce 15 more in the near future, under the guidance and leadership of M Shamsul Arefeen, Director of Operations.



The USA-based brand Christopher Guy is the most exclusive brand among these, which offers customisation options. Some of their furniture, rugs, lighting, and other home décor accessories hold the tag of Eichholtz, an elite brand of Netherlands. On the other hand, the modern and elegant rugs are products of Nourison.



Walking into the store, the first thing to notice is the brand window, which is repeated in every floor to display the most exclusive and bestselling products that are available. It is also hard to miss the eye-catching and resplendent chandeliers and wall scones during a store visit, which are mostly sourced from Hudson Valley.

The store has a unique way of displaying products, in the sense it applies visual merchandising. The combination of dramatic lighting and placement of products truly reflect what the layout would be like at one's own home. Furthermore, the store provides renowned artists the opportunity to showcase their paintings in-store.

Penthouse Livings offers a one-stop solution that covers everything from ceiling to floor, covering a vast array of products, including sophisticated furniture, exquisite tableware, elegant dinnerware, striking



mirrors, scented candles, and lighting solutions among many others.

The company caters to both corporate clients and residential customers, and Caracole is one such brand that is highly popular among both customer groups. Their long-term clients are mostly project-based and categorise under the

hospitality sector, including hotels and office spaces.

Along with that, the company also works with individual residential projects to offer personalised services. By tailoring their products and services to fit the specific requirements, home layout, and budget of every client, they offer solutions that are feasible both financially and spatially.

The brand also offers supreme architectural and interior solutions that is largely made possible due to the contribution of the in-house architects and construction supporting team, which includes Israt Jahan Ritu, Senior Architect and Nafis Mustafa Choudhury, who was also part of the interior design team initially. Furthermore, their expert logistics support team safeguards that delivery of products is done in a professional and impeccable manner.

Penthouse Livings is a trustworthy brand when it comes to providing authentic and genuine products in a hassle-free and affordable manner. By providing easy access to world class brands with premium home décor products and furniture, the company is redefining the luxury living scenario of the country.

To know more, check out —

Website: www.penthouselivings.com

Facebook: <https://www.facebook.com/penthousebd/>

Instagram: <https://www.instagram.com/penthouselivingsbd/>

Showroom Address: Suvastu Suraiya Trade Centre, Plot No. 57, Block B, Kemal Ataturk Avenue, Banani, Dhaka - 1213

By Fariha Amber
Photo Courtesy: Penthouse Livings