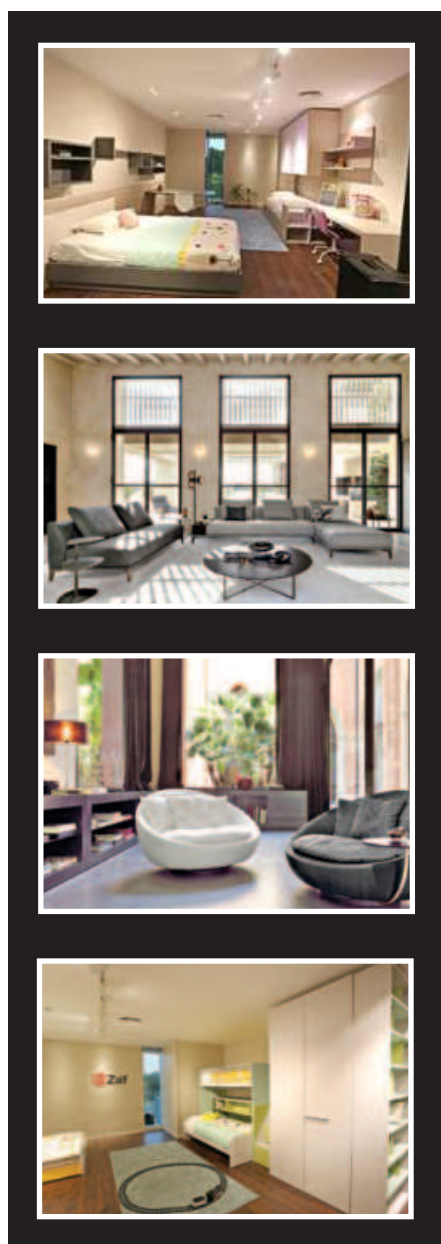




# Shanta Lifestyle Limited and Gruppo Euromobil: A Successful Partnership



Gruppo Euromobil, conceived in Italy in the year 1972, is a contemporary home and contract furniture specialist. The firm gained fame immediately for its technological investments that created a perfect balance between design, quality, and affordability. The Group consists of three brands — Euromobil, Zalf, and Désirée — all inspired by the same philosophy that boasts advanced technology production, combining fine craftsmanship with extremely innovative, flexible, and versatile manufacturing systems.

Euromobil is the first company in the Group, founded in 1972. It produces timeless kitchen collections for which all aspects of quality are absolute values. Zalf was founded in 1974 and shortly became part of Gruppo. The brand designs living rooms, sleeping areas, children's and teen bedrooms, and office compositions in a welcoming and distinctive way. Désirée has been a part of the Euromobil family since 1995. Désirée manufactures sofas, armchairs, beds, and complementary items such as rugs and poufs in line with the "Home soft home" design philosophy, i.e. a special take on interpreting and recreating the inviting and convivial atmosphere typical of the home.

The unique and world-renowned pieces from Désirée are made by designers like Roberto Gobbo, Marc Sadler, Matteo Thun & Antonio Rodriguez, Setsu & Shinobu Ito and Jai Jalan with attention to detail and production quality, guaranteeing excellence and practicality.

Shanta Lifestyle Limited has collaborated with Gruppo Euromobil to bring all its world-leading brands exclusively to Bangladesh.

Shanta Lifestyle aims to cater to the burgeoning interior décor needs of Bangladeshi consumers who seek design

solutions that are pragmatic and exclusive. It has been established to provide a one-stop solution for all interior décor needs and set standards in this landscape. The partnership with Gruppo Euromobil is a testament to this ambition.

The Experience Center is located on the second floor of Shanta Forum in Tejgaon and displays the popular products from Désirée and Zalf — all of which are also available on its website, [www.shantalifestyle.com](http://www.shantalifestyle.com). This website highlights other brands available at Shanta Lifestyle and offers customisation with the aid of Augmented Reality (AR) to allow the consumers to visualise different alterations in real-time.

The store has designated areas, which are to mimic certain spaces of a home. The first area that is sure to grab the attention of its visitors is the living space. The space features the sofa, Kubic by Roberto Gobbo. This rectangular, compact, and soft sofa welcomes visitors with warmth and comfort. The Kubic in its fabric finish can transform into a full-sized bed when the need arises.

The Kubic is coordinated with the Ludwig sofa, also designed by Roberto Gobbo. The sofa features no arm or leg rest and comes in a removable leather covering. The body of the sofa is made of metal. The design of the Ludwig ensures versatility and flexibility. The Ludwig can fit into any living space, adding to the aesthetic and prompting curiosity. Beside the sofa rests the armchair, Koster by Marc Sadler. This has an unstructured shape inspired by the '50s, harmonising and completing the seating arrangement. The set is made complete by the tables, Sabi by Setsu & Shinobu Ito, which features an array of centre and side tables to add colour and contrast to the entire living area. The larger and dark

browned coloured Sabi is accompanied by the side table variant in white, creating a pleasing contrast of shades.

Delving further into the showroom reveals a night-time set-up. The Shellon bed is at the centre, conceived by Setsu & Shinobu Ito, which stays true to the Désirée motto of being soft, and transmits a welcoming emotion to the visitors. The bed rests on its slim metal legs to create a floating sensation invoking a lightweight appeal. The bed is flanked by the coffee table — Stum also by Setsu & Shinobu Ito. The minimalistic metal body design is highlighted by its usability. Right beside the bed rests the armchair, Kara designed by Marc Sadler, which is clean and elegant, accentuated by the walnut bronze. The wooden structured armchair has a swivel and a pouf, which makes it the perfect companion to de-stress. The set is made complete by the side table, Yori by Setsu & Shinobu Ito, and is an homage to the Japanese bonsai tree. The golden finish and reflective glass top are essential to store books.

Next, there is the Zalf area, which features four different zones for children of different age groups. The solutions Z773, Z780, Z781, and Z784 are all designed to provide everything a child or teenager needs in their room. Different rooms are of different colour schemes and feature beds, desks, wardrobes, and a wall-linked bookcase. All the set-ups can be customised and tweaked to liking upon consultation with the representatives.

Shanta Lifestyle Limited also offers state-of-the-art kitchen solutions from Euromobil that offer modularity, charm, and flexibility recognised all over the world. The solutions can be availed via consultations at Shanta Lifestyle.

**Photo: Bayezid Bin Waheed**