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# The Nature of the Brand

La Roche Furniture is one of leading companies in today's Egyptian Furniture platform, furnishing world leading hotels.

Founded in 1984, a family owned business with a humble production facility of 700 sqm, has reached a substantial size of 11,000 sqm.

Offering contemporary living solutions for a demanding modern generation setting for no less than an unmistakable lifestyle. La Roche sets the pace for contemporary furniture for Egypt and the region at large.

Our unflagging quest for perfection to our furniture made by La Roche helped to turn the made in Egypt label into a seal of quality.

Today, by continually striving to having our own factory and custom made computer controlled machinery enables us a lot of flexibility.

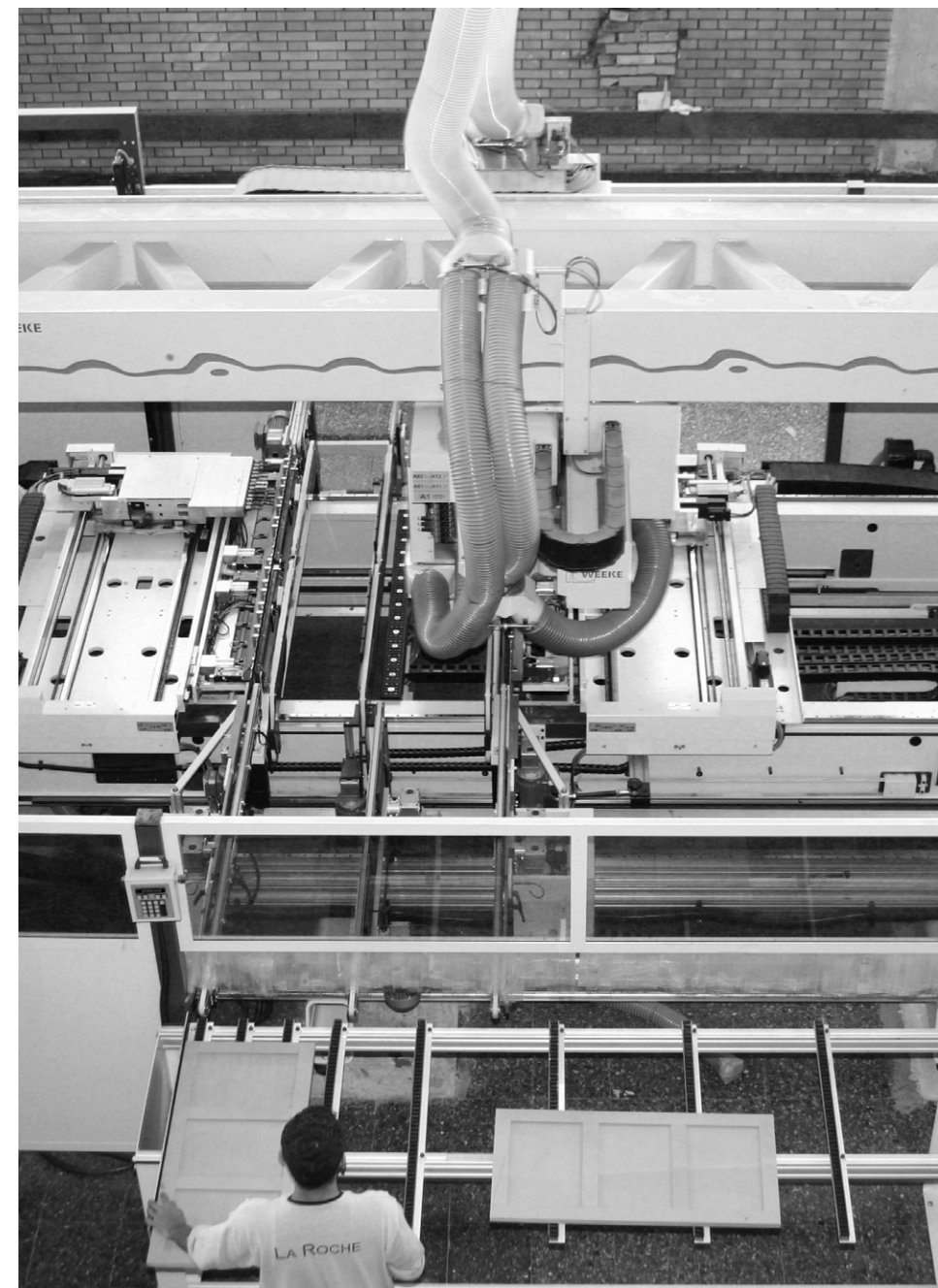
We design products using sophisticated software and equipment and durable materials, created for clients in search for pieces stating both differentiation and fondness.

La Roche produces top notch contemporary furniture and fitting using the finest materials around the world.

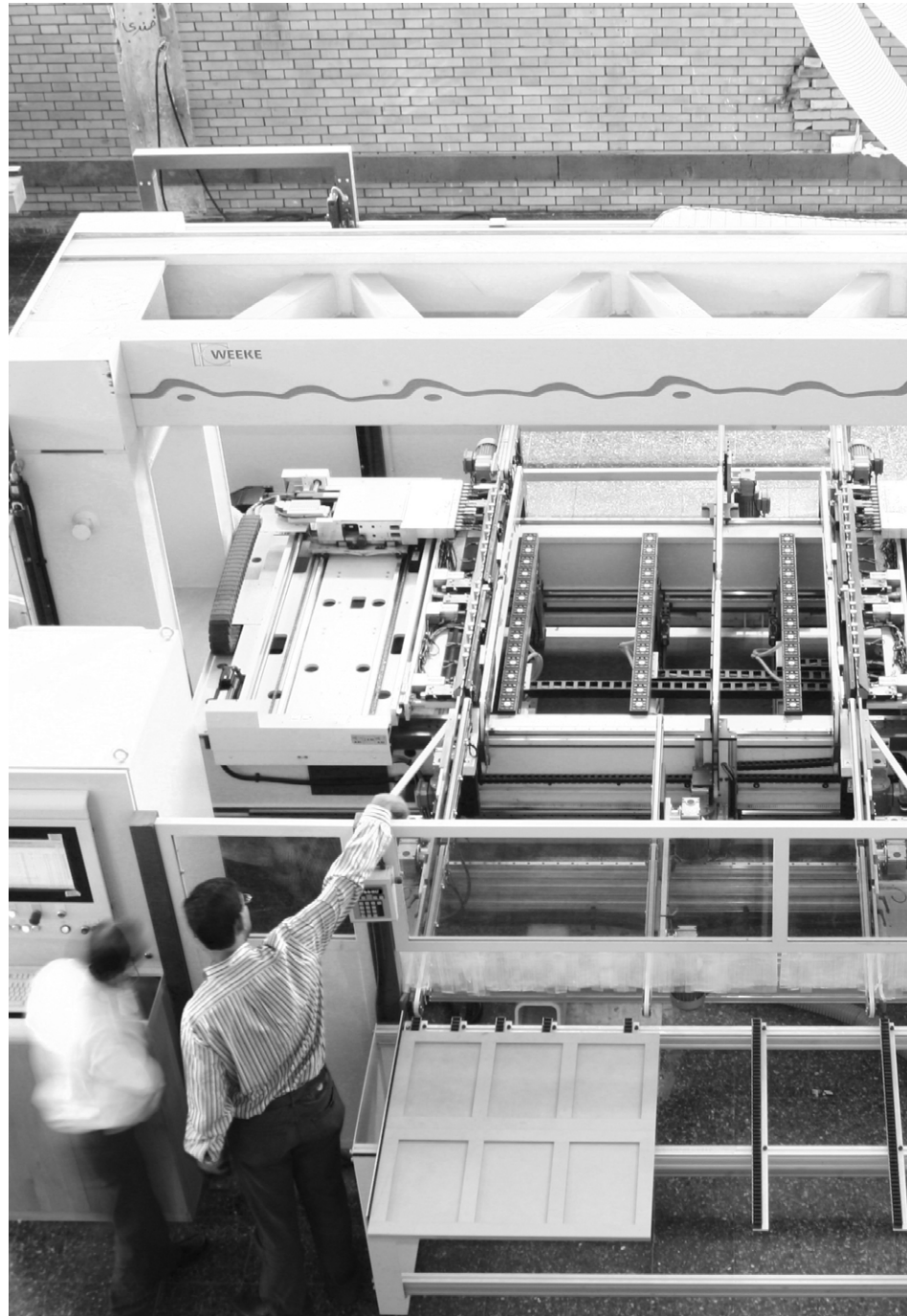
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Located in 10th of Ramadan City, the factory is equipped with high precision automated production line securing our position in the future where digital manufactory is dominant.



This processing center is a factory on its own. This high capacity through feed computer controlled processing center can produce complicated workpieces at a blink of an eye.



## Factory: Creating unrivaled quality of furniture

Creating unrivaled quality of furniture could be done by experience and well trained professionals and the use of modern day technologies. The Factory is well-equipped with the latest German production lines fully integrated with our very own in house studio run by our talented designers.

Through computer aided design software, powering all equipment, it gives us a great versatility and flexibility in producing our wide sophisticated range of products from small individual batches scaling to large production runs.

## Materials & Design Concept

We create unrivaled furniture and fittings for highly demanding clientele who seeks attention to minor details, originality and exclusivity. With our made to measure furniture and designs in accordance to customer needs whilst maintain original design.

Our continuous hunt for high-end material that fit our unique designs are the key principles that have always driven our company to be innovative as it is.

## Techniques: CNC Manufacturing & Automatic Lacquering

— *Quality Services*  
*Services / Techniques*  
*and Craftsmanship*



Our biggest asset is our staff whom have grown to be the La Roche big family.

Our Family has led us through a great adventure created our own path with whole heartedness and professionalism.

Our volumes indicate how we have developed into a trademark of distinctive design and quality on the Egyptian furniture landscape, by the talented sophisticated manual skills and innovative technologies performed by our experts.

This is our backbone when it comes to vast production batches needed in a short lead time.

The high speed CNC cutting, drilling and processing machinery are designed for complex operations for large production batches.

This automated process can work on many materials whether with natural veneers or plain colored panels, achieves stunning finishing quality - all the time!



**“Talented sophisticated manual skills  
and innovative technologies”**



## Services: Customer Service & Management

Clients enjoy a high level of services.

Our staff makes it their daily business to produce exceptional products and satisfy clients; and empowering our employees is vital in reaching this goal.

With the help of a sophisticated IT infrastructure powered by SAP, precise and accurate reports and information are available on demand.

We are certified to the ISO 9001 international working standards. Now after many years of mastering an efficient business cycle, our customers and staff enjoy the merits of competent and dynamic management.

# New Collection

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*This season, La Roche is proud to present  
an extended refined furniture collection  
consisting of new designs and materials.*

*The essence of the collection is a tribute  
to La Roche's signature contemporary  
design that carries much of reputation  
and identity.*

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## Auberge Bedroom.

Surrounded by rich European materials, a distinctive design by La Roche. Auberge is a modern contemporary bedroom which defines the combination of strength and flexibility of design with the beauty of wood and its variety of deluxe options and shades.

High level of service to experience unmistakable lifestyle

Auberge bedroom is the perfect choice for giving your room something extra and sophistication, going for a bed with a high-headboard which is readily adaptable—coming in all sorts of colors, designs and materials.

Layering different materials with wood to add depth and embrace a neutral color palette promoting you with a sense of serenity and tranquility.



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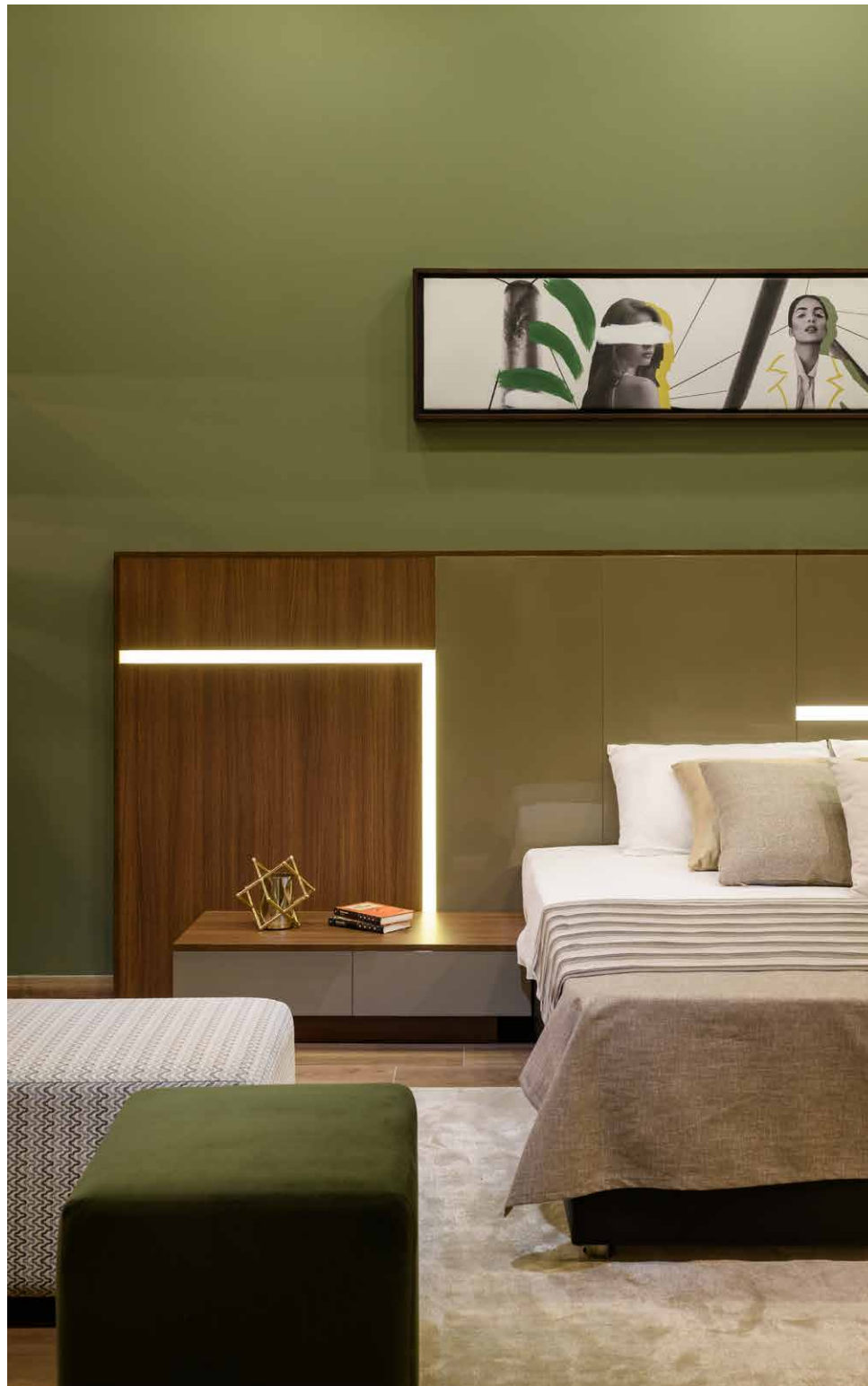


*The neutral effect of this rustic bedroom can't be denied - between the head-boarded pallet bed and the modern and sleek Sahara closet doors.*

## Modern Living for unmistakable lifestyle.

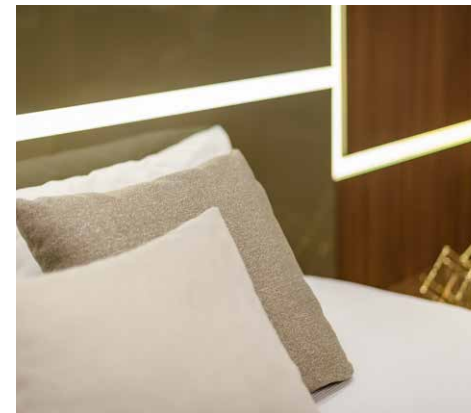
The hard lines of the wood are contrasted against the soft qualities of the comforter along with greenery and home accessory, allowing comfort to penetrate the intensity of the room.

An interesting feature in this bedroom is the headboard, which is untraditionally extended. The result of this design is an unbelievably smooth finish that is underplayed, but undeniably stylish.



Featuring unique surfaces, this beige lacquered finish set provides modish feel as well as a contemporary look to the bedroom.

## Mint Bedroom.



A great example of indirect lighting, this bedroom features some of the best modern use of LED light strips. This bedroom features a headboard that has light shining out of it through strips in the headboard itself.



Designed with blend of colors and materials along with lacquer finishing, Mint design strikes the ultra-modern style with a high gloss finish perfect for the contemporary bedroom.

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High level of service to experience unmistakable lifestyle



In a range of finishes and styles, Daisy Bedroom is definitely the trendiest choice of them all!

This eye-catching upholstered headboard is designed to mount to a compatible bed frame.

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## Daisy Bedroom.

The Emerald Green Velvet promotes the enigmatic charm as it blends effortlessly into any aesthetic, lending a dash of bold and strong character to your bedroom ensemble.

La Roche Furniture | New Collection | Daisy Bedroom



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*A black marble dining set has a sophisticated and elegant appeal that gives any dining room a boost in the aesthetics, which is why it's sought-after among homeowners.*

With Spark dining set, you won't fail to impress guests and family members. This dining set isn't just pleasingly ingenious but also one of the few ones that won't look outdated or out of style as it has a timeless contemporary look.

High level of service to experience unmistakable lifestyle

This table features smooth marble top and strong handcrafted wooden-base structure with distinctively remarkable design is goals for a stylish up-to-date marble dining table that promises long years of use.

Spark Dining has the artistically geometries feel and smooth design, along with polished, ultra thin black marble with Portoro glace top finishing and a slightly thick marble base keeps the balance in the air. This effortlessly elegant design creates a contemporary masterpiece which will bring style and prestige to your interiors.

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## Spark Dining.

La Roche Furniture | New Collection | Spark Dining



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As for the chic comfy Green Forest Velvet chairs will also let the marble table steal the show or be the centerpiece of the dining room by providing an unforgettable intimate dining experience as this striking dining table will leave all your guests mesmerized and bedazzled with its regal beauty.

One more advantage of this type of dining set is its durability.

When it's properly maintained, it will last decades and outlast your other furniture.

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**Voguish in Appearance.**

## Spark Dining.

Marble is a big investment, but without exception marble dining tables are nearly always showstoppers.

Spark dining table is crafted from quality imported marble that is timeless which make the table always in fashion and extremely beautiful as nothing can compete in aesthetics with a black marble dining table that is not only voguish in appearance but also every bit alluring.





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## Round Sofa.

Since the sad passing of queen of the curve Dame Zaha Hadid – the undisputed architect of the curved sofas are the design industry's thoughts have turned to the playful line.

High level of service to experience unmistakable lifestyle

For a modern apartment, La Roche has envisioned and custom-designed two sweeping Boomerang curved sofas featuring classic, clean lines with a concave base, with soft tufting on the cushions which, when placed together, create an almost complete circle.



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Keeping with the nostalgic vibe, a compact coffee table added to the setting hugs the sofa's concave lines perfectly and adds a sense of prominence to a contemporary piece.

## Round Sofa.



The strong use of Royal Green suede fabric and color implemented through the unique plasmatic round sofa design features a tri-part configuration which offers a multitude of seating without interrupting the flow of the space with individuals.

With a contemporary shape and plush cushions, seamless seats and artistically curved lines, this sofa set is bound to be a masterpiece.

# Closet Systems

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*Since La Roche believes in originality;  
La Roche creates a product that fully  
captures your essence. Get organized  
in the entryway or create a closet in a  
bedroom sans walk-in with this must-have  
shelving unit.*



A custom-designed walk-in closet provides space-saving options, including multiple hanging areas, adjustable shelving, drawers, baskets, and hampers.

Lighting within a walk-in closet increases functionality and dramatically enhances the aesthetic of a simple design.

From spotlights over display shelves to a lighted shoe closet, lighting can transform a spacious closet into a personal boutique.

*La Roche's closet systems is perfect example of a truly high quality wardrobes and cabinets which are suitable for a lifetime use.*

Large or small, a walk-in closet is a room all its own. La Roche introduces a fully-customized closet system, slim metal door and crystal tempered glass shelves and drawers, installed accessories, finishes, LED Integrated lighting, and endless modular layout options which create a custom-designed and organized space that is a joy to use every day.

## Crystal Closets.

## Crystal: Fusion of Luxury & Functionality.



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Crystal closets feature dovetail construction, undermount slides, quiet soft-close mechanisms and the clean edges and uniformity of Anthracite finish to ensure superior quality and a lifetime of use.

It achieves practicality with a clear enigmatic design aesthetic, a fluid fusion of luxury and functionality.

Distinctive interior design of Crystal Closets are made of warm Walnut finish which adds an artistic and natural optional decorative moldings and details.

The overall look provides the convenience that makes getting dressed a great experience and built-in feature within your home.



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**Practicality with a clear enigmatic design aesthetic  
that makes getting dressed a great experience.**

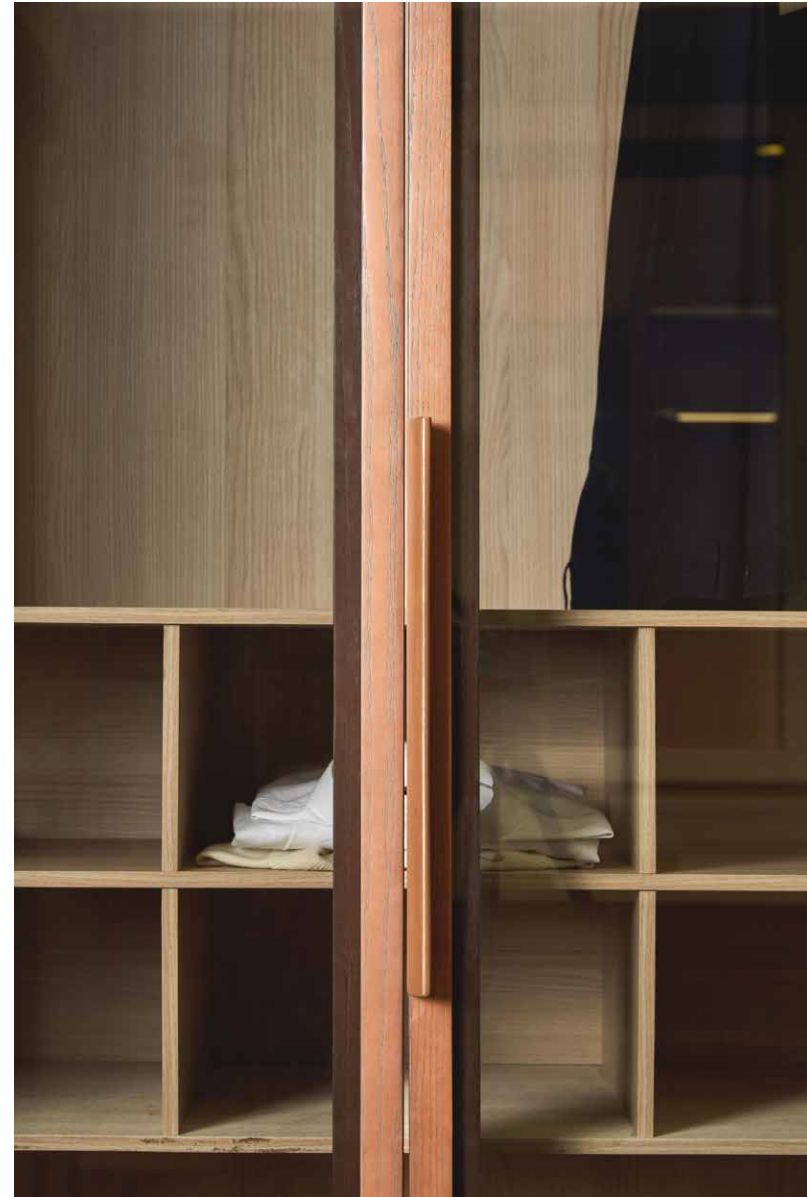
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# Sahara Closets.

High level of service to experience unmistakable lifestyle

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Personalize the space to make the closet truly your own. Sahara Closets are fully-customized, designated internal cabinet, shelves and drawers, door design and external door finish as well as design details such as decorative hardware and steel accessories.

La Roche Furniture | Closet Systems | Sahara Closets

# Latest Brands & Projects

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*La Roche's brief outline of many types of projects of wide variety of commercial, residential and hotels that have been accomplished.*

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# La Roche Projects

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Hotels:

- Kempinski Hotel
- Vida El Alamin
- Golden Plaza Hotel
- St.Regis
- Cairo Sheraton
- Marriott Renaissance
- Fairmont, Heliopolis
- Fairmont, Nile City Towers
- Club Med Resort
- Pierre et Vacance, Paris, France
- Carton House, Dublin, Ireland
- Addis Abbaba Radisson Blu
- The Cove Rotana Restort, Ras El Kheima
- Seashell Al-Alamein
- Glen Eagle
- Amirandes, Greece

Fashion Stores:

- Paul & Shark Showroom
  - DSQUARED2 Store
- Residential
- Forty West - Sodic Apartments
  - Residential Project, Marassi, Al Alamein

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This beautifully designed bedroom with its perfect high gloss finish has a far-reaching style that makes it easy to show off creativity, and it can't be contained to one simple definition.

Inspired by vintage style meaning decorating with furnishings, fabrics, accessories, and colors that were popular decades back—in particular, the styles of the 1940s and 1950s.

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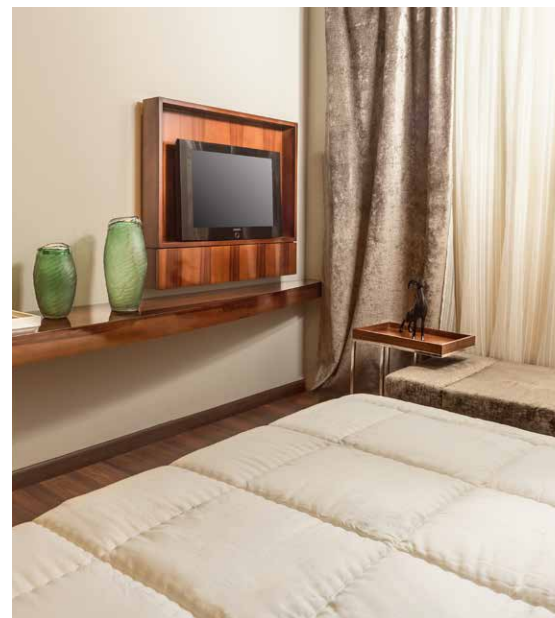
## Charmingly Art-Deco Inspired

# Luxury Suites

Hotels Bedrooms are carefully decorated and are fitted out with modern furniture pieces by La Roche.

This bedroom is charmingly old-fashioned, quirky and individualistic, casual yet a bit romantic and versatile.

High level of service to experience unmistakable lifestyle





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Designed to evoke a sense of relaxation, sleek, modern guest rooms create a feeling of home with peaceful color tones and mountain chic décor.

Inside of the room is some beautiful oak wood furniture, such as the bedframe with an elegant touch of white marble, dresser and night stands.

It flows wonderfully with the rest of the room, giving it a sophisticated feel while remaining aesthetic attractive.

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**Well-Appointed Luxury Suites.**

# Luxury Bedroom

La Roche offers furnishing well-appointed luxury rooms and suites which are individually decorated and have either a king or two double beds with high-quality standards furniture pieces.

All hotel rooms are elegantly furnished with handmade furniture include luxury en-suite facilities with complimentary amenities.



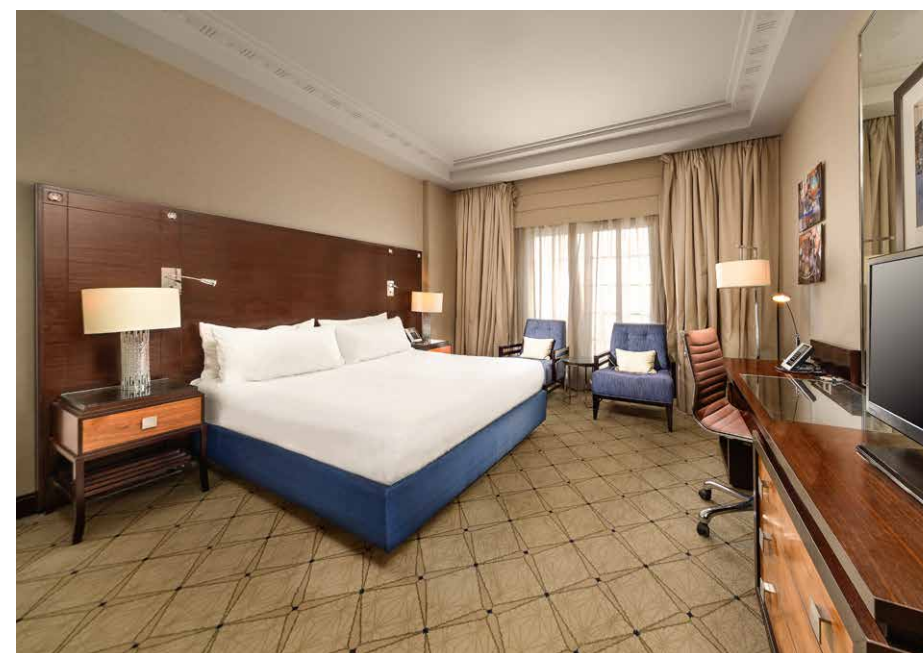
## Latest Projects: Hospitality Renaissance Hotel

— Brands & Projects  
Latest Projects /  
Renaissance Hotel  
Bedrooms



The most recognizable feature about this room is the giant custom headboard. It's absolutely stunning. It has end tables built right into it for lamps and other accessories and enough room to maybe hang some pictures. The comforter has a rustic color to it, which goes very well with the coloring of the wall and the coloring of the rest of furnishing pieces.

The overall feel is more organic, as if individual pieces have been collected over time.



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We design hotel furnishings that meet your demands for elegance, practicality and image, creating luxury décor, and superior creations.

There are some intricate details going on here, which makes this bedroom irreplaceable and one of a kind.

Using different wood surfaces of different tones and high quality materials create the eclectic look, that lends the right amount of texture and depth.

**Allowing various wood finishes to coexist can result in a more eclectic, layered look.**

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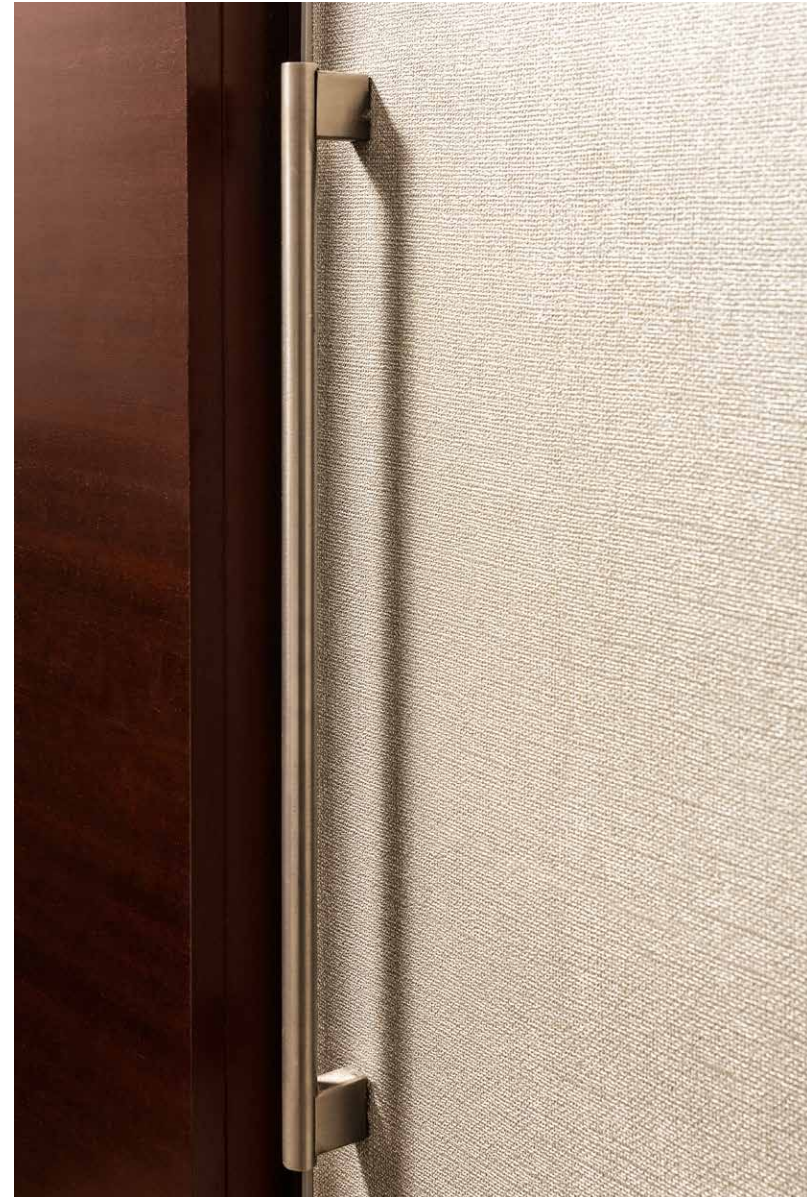


# Renaissance Hotel.

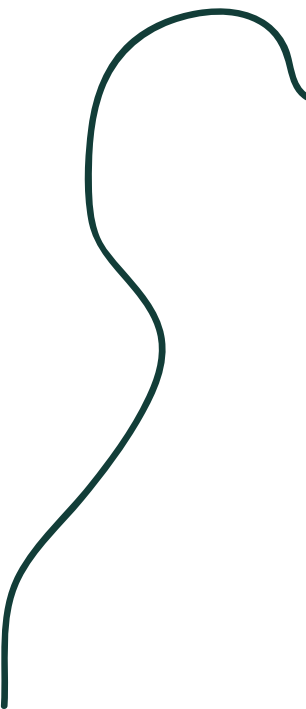
High level of service to experience unmistakable lifestyle



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Sliding closet doors and room dividers are the final finish on a wardrobe or reach-in closet. They are an essential design element that can transform a standard wardrobe into the perfect built-in addition to your bedroom.



## Latest Projects: Hospitality Fairmont Hotel

Brands & Projects

Latest Projects /  
Fairmont Hotel



Since bedrooms should be a place where it is easy to relax. Fairmont Hotel rooms are soothing, bright, and welcome relaxation while beautiful furnishings, art, and accessories add just enough personality that each room feels like home.

This bedroom feels instantly bigger with the use of plenty of white and enough lighting, and gives an enchanting glow and as this bedroom definitely demonstrates.

The choice of cosy floorings, silk curtains and carefully chosen accessories really bring life into the room.

High level of service to experience unmistakable lifestyle

Giving the bedroom a classic, elegant look using a black trim for white walls or bedding. Then mixing and matching these two colors throughout the room.

Black, beige, brown or the natural color of the wood creates the combination of a new-classic, timeless and peaceful look.

This bedroom emphasize the strong contrast through framed wall décor and as a result, mirror is used to brighten up the space along with the luxurious accessories and light chiffon curtains.



**The simplicity of the combination creates a classic, timeless and peaceful look.**

La Roche Furniture | Latest Projects | Fairmont Hotel

# La Roche Furniture

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