

PRESS KIT



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indulge in finesse

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Press inspirations

Our inspiration have different moods, themes, colours, and styles. Each one is designed to expand your vision of your backyard and its potential to be transformed. Explore and immerse yourself in these creative ideas to get a sense of what Royal Botania offers and allow yourself to dream of everything that is now possible.

Inspiration 1: Tropical rendezvous

Dawn envelops this sacred space, a liminal sanctuary that blurs the boundaries of indoor and outdoor in a soft ethereal glow. Dewdrops dance on the edge of broad green leaves, slowly unfurling to accept the warmth and light of the sun's sultry rays. Everything breathes light and warmth in the tropical paradise of this quiet haven.

Leave those large screen doors open to listen to the lilting laughter of your children chasing each other 'round the sofa, or the dulcet jazzy tones of Ella Fitzgerald put on by your partner, just before they join you – outside – for a hot mug of rich Kopi Luwak.

Royal Botania outdoor luxury furniture ties it all together – the sultry warmth of teak accents, fabrics in muted natural shades that whisper tranquillity, and a beautiful play of lines. The concrete elements of your modern build, or accent planters lavishly overrun with ivy, Bird of Paradise, and Kentia palm add warmth and a feeling of permanence, warmth, and solidity.





Visionary versatility

Haute couture in the fashion world is characterised by scarcity, selectivity, and a coy manicured talk-to-the hand should you request the tailored velour blouse with Peter Pan collar in anything other than green olive. Not so, the **Mozaix Lounge**.

Mozaix is a dream-come-true for creatives who adore **quality, natural materials, and freedom of choice**. As always, the unifying element is the frame, crafted from golden-hued teakwood or produced in refined, powder-coated aluminium. Once you've chosen the base, it's **time to indulge** in the lavish selection of colours and fabric for cosy cushions of varying sizes and shapes.

But it's the **modularity** that is destined **to win every design lover's heart over**. Fluidly combine long cushions with short ones, create extended seating or the perfect cosy nook (the solution for smaller terraces) in an endless variety of combinations.

Be your own architect and transform each element into a feature piece. The rhythmic grid frame can also be stylishly accented with enamelled lava stones in six assorted colours. Playful coated aluminium lights, side tables, and planters can also be curated to **create the outdoor paradise** you've always dreamt of.









Strappy character

What gives a design interior a sense of timelessness and warmth? What makes friends and family want to be in that space? All the time? Often, it's that one quirky retro piece that flirts with the eye and evokes a sense of playful curiosity. Think 50s, 60s, and 70s vintage by Domus, Arne Jacobsen, and Larsen & Madsen.

The **Strappy collection** infuses your private garden with that same sense of whimsical and wonder, always with an ineffable flourish of elegance. Curiouser and curiouser, **this is retro in a new, customisable package with straps in fabric or synthetic leather** that can be removed or attached in a flash.

The **new rocking chair and footrest** are the perfect statement item for **every terrace (or even indoors!)**. Available in a **variety of colours**, you can make Strappy uniquely your own. Boost the comfort and tweak the personality with your favourite cushion. **Strappy's light, airy look** belies how sturdy these stylish **design chairs, low chairs, daybeds, and rocking chairs** are.

Strappy is destined to become an **iconic element of fashion-savvy homes** all over the world.



Inspiration 2: Desert dreams are calling

Royal Botania invites you to unwind, let go, and indulge with its outdoor luxury furniture lines - **Organix and Styletto**. Because there's nothing quite like having your own personal oasis, replete with design dining and opulent outdoor lounges - to remind you of the good life.





Desert Dreaming

Picture golden sands, an endless rolling vista swept clean of all but the faintest glimmers of life. A dry, hot breeze caresses your skin as you divest yourself – *empty* – of life's troubles to embrace the purity and serenity of the desert. Imagine the tinkling of bells, the trickle of a secret spring – *water* – the desert's most precious treasure.

The desert is an invitation to awaken to the peace within, to ease into **a Zen state of mind**. The gentle, **lilting lines** of dunes, the **sinuous curves** of stacked boulders, eroded to perfection by the cuts of a hundred million drifting grains of sand, evoke an enigmatic **sense of abundance**. It's a richness that beautifully contrasts with the unadorned simplicity of Mother Earth's arid stretches.







Your oasis amid austere beauty

Sinuous organic shapes and curves flowing in sinuous lines are reminiscent of undulating rivers, babbling brooks, and the gentle curve of a silent stream. They beckon you to leave the world behind, rediscover your centre, and cocoon in absolute comfort – **Royal Botania's Organix luxury lounge** is the oasis you run to when it's time to rejuvenate mind and body.

The **gentle fluidity** of each piece, available in a **variety of muted earth tones and natural textures**, allows you to create a sumptuous desert retreat in the simplicity of your back garden.





Styletto – Simplicity at its finest

Before you pitch your tent for a meal on a bed of rough, handwoven rugs – Bedouin-style – Royal Botania would like to introduce its **new 2022 Styletto Collection**. Featuring elegant tables and chairs adorned with clean lines and full, feminine curves, this stylish set can't help but conjure the clinking of champagne glasses, sumptuous meals, and candlelit conversations at dusk.

Drape your legs casually over the edge of the stylish sun lounger with the sun high on the horizon or quietly meditate from the spartan yet seductively soft sofa. Styletto is the comfort and elegance of indoor living to be enjoyed outdoors in a garden oasis of your making.

Royal Botania's new collection reflects the austere aesthetic of the desert while delivering on the polish you've come to expect of high-end outdoor furniture. Available in six frame colours and 70 different fabrics, with seats in aluminium or luxury upholstery, this is dining, meeting, or simply a space to pause and reflect in style – your style.

There's nothing you can't do with Royal Botania's latest full, luxury outdoor garden furniture range.



Inspiration 3: A serene island hideaway

Awaken to a dazzling blue sky and the rhythmic sigh of the waves lapping on the shore. The glorious sun streams in through the open window and spills unto the floor into a pool of liquid gold. The beautiful morning, infused with promise, tranquility and renewal, lures you out of bed and unto the patio.

As you step out into the world, the cool stone caresses your bare feet while the sunlight cascades down and envelops you in a warm embrace. You soak up its exuberant energy. The feather soft touch of the sea breeze on your cheek, the sensation of the sun lingering on your skin, the glittering pool surrounded by leafy green... The magnificent simplicity of life on a Mediterranean island makes your heart sing.

Cradle a cup of freshly brewed Greek coffee in your hands and breathe in its earthy scent as you contentedly sink into your luxurious Royal Botania lounge chair. You delight in the natural hues and the airy style of the furniture adorning your poolside sanctuary. A place to relax, breathe and enjoy life.







Serenity and a sense of wonder

Bring the idyllic island charm into your home with our signature pieces. The Styletto collection celebrates the brilliance of simplicity and induces a sense of refinement and calm.

Natural tones and gentle undulating lines melt together in a lyrical lullaby. From dawn to dusk, the comfy chairs offer the perfect pairing with the alfresco backdrop, reflecting the resplendent brightness of the sun at high noon or the soft pink and purple twilight glow. The elegant pieces of our outdoor set emanate serenity, inviting you to take a step back from the whirlwind of daily life and relish the moment.

Experience the wonder of **effortless luxury and sleek design**. Allow Royal Botania's Styletto collection to steal you away on a journey that invokes the purity of island life.



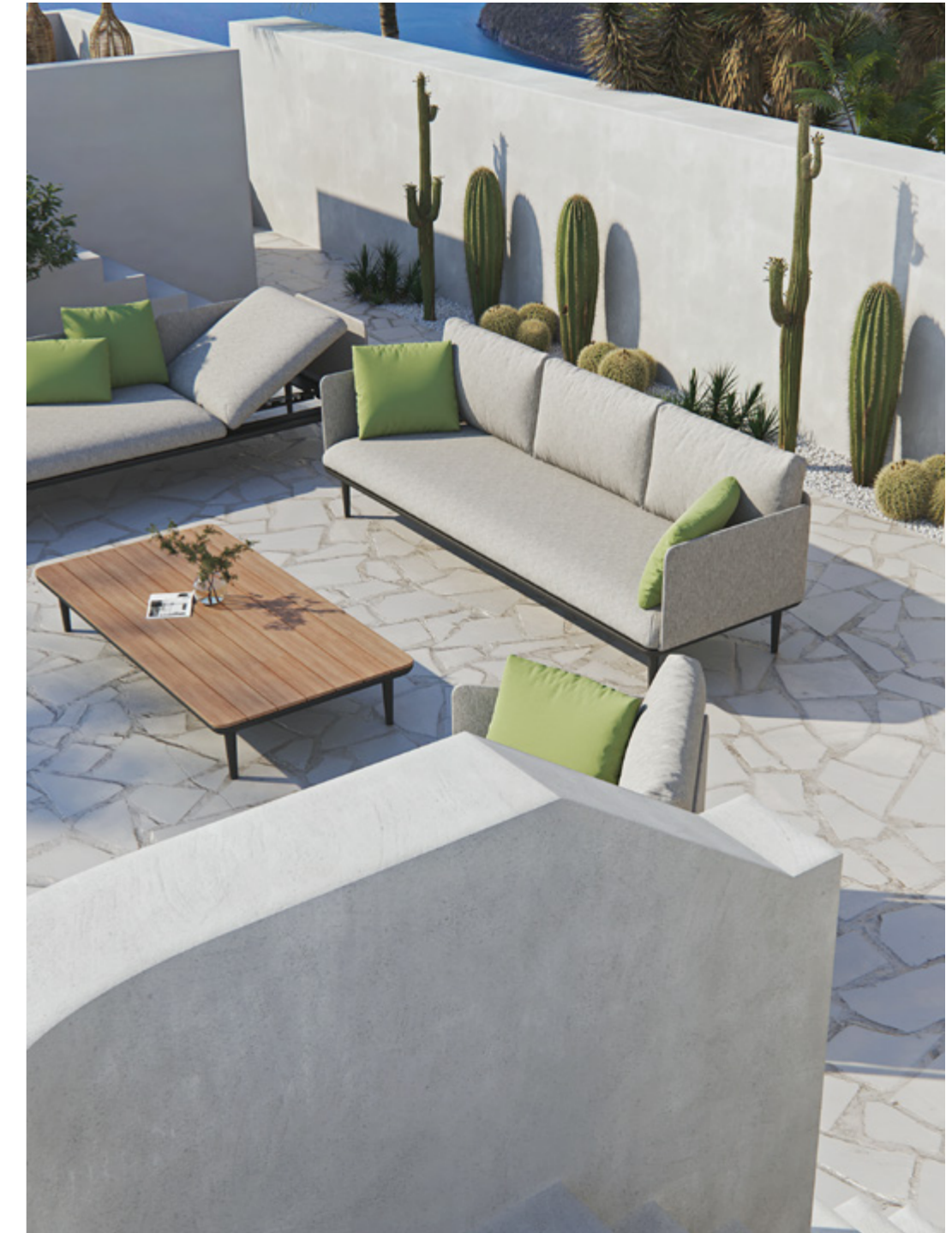


A collection to captivate the imagination

Aficionados of minimalistic, sophisticated design will revel in the subdued splendour that typifies the brand new Styletto collection. The lounge set features lush materials, exquisite craftsmanship and an innovative technical touch for maximum comfort.

The selection of outdoor furniture includes iconic designs in various fabrics, shapes and sizes. **The pieces lend themselves to countless decoration possibilities**, limited only by the extent of your imagination. Easily transform and rearrange the stylish teak tables - complete with tapered legs - to enhance any space precisely as you envision it.

Invite your friends to share delectable dishes at your glamorous dinner table. Imagine a mellow afternoon gracefully reclining in your sun lounger with a glass of bubbly goodness. Or luxuriate in the lavish cushions of your cosy corner, letting your mind drift off in whimsical daydreams. Our classy collection offers you the versatility to create the haven of your choice.





Inspiration 4: Your urban sanctuary

The city will forever be your home. But now it's time to envelop yourself in the aesthetic Zen of your **rooftop retreat**. Cosy up with a good book on your **Ninix Lounge**, take a deep breath, and relax into a verdant penthouse paradise all your own.

Relinquish it all in your Rooftop Retreat

City dwellers can't resist the lure of the metropolis with its towering architectural marvels, smorgasbord of cultural delights, and effortless convenience – all within hand's reach. But there comes a time when you need to **escape from the press of the crowds, loud lights, and blare of the streets.** Somewhere you can just be.

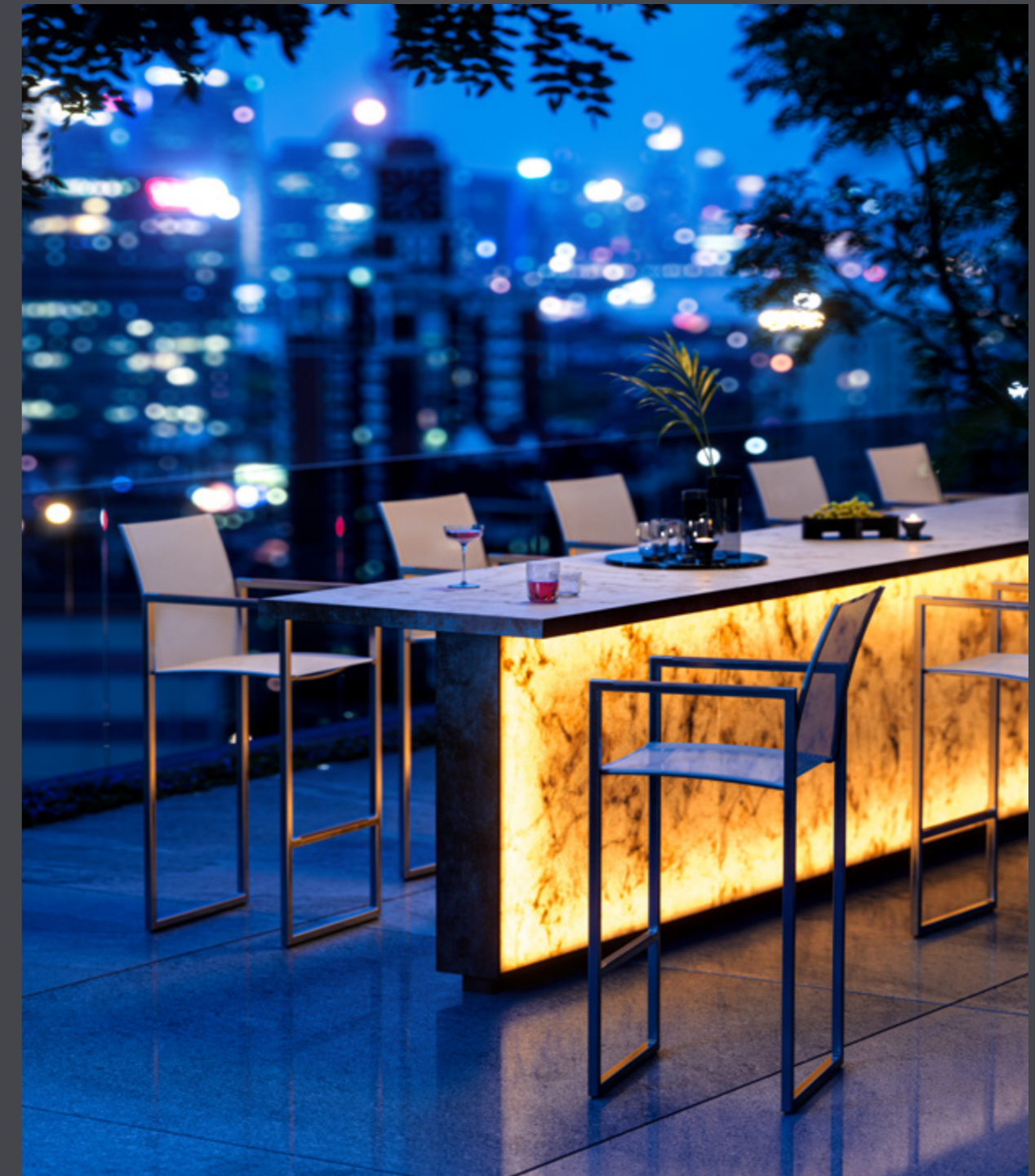
And there's no better place than the **rooftop**, a retreat high above it all where the ruckus and rush dwindle into the background, **where you can unwind** in the enveloping calm of **your secret sanctuary.** Enjoy a hot cup of lemon tulsi tea and a mid-morning chat with a friend, or savour a delicious homecooked meal in the evening with family. This is your place, **an urban aery with all the comfort in the world,** thanks to Royal Botania's luxury outdoor furniture.





Cosmopolitan luxury

The iconic Ninix outdoor design furniture collection adorns luxury terraces worldwide – atop the lofty buildings of the city, waterside on the rocky banks of the Mediterranean or, stately, by the shimmering azure-blue waters of a pool. Effortlessly cosmopolitan and luxuriously minimalist, with low and high tables, bar chairs, and low chairs, Ninix stylishly caters to your every need.





Iconic design for the ages

The **clean lines, impeccable finish, and lavish comfort** of Royal Botania's **Ninix Lounge** Collection have swept outdoor luxury furniture connoisseurs off their feet for nearly two decades. **Elegant, minimal design** and unfailing comfort – with or without the stylish **cushions in a broad palette of complementary colours** – have allowed it to abide the passing of the years effortlessly.

The perfect companion to the Ninix Collection, this luxury lounge indulgently welcomes all who long for respite from the bustle of the city. There's nothing quite like putting your feet up and sinking into **the unfailing embrace of Royal Botania's outdoor design lounge furniture**. Here. Now. In your rooftop refuge.



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