



قصر الأجهاد
AJWAAD PALACE

أناقة المكان. Fine Living.





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AN OVERVIEW

Synonymous with modern luxury, Ajwaad Palace invites clients to revel in a contemporary, design-forward lifestyle. We offer a premium showroom experience by showcasing modern and contemporary furniture. Brimming with inspiration, Ajwaad Palace demonstrates unique expertise in the field of high-end furniture and offer a curated collection of furniture; dining, consoles, rugs, lights, chairs, armchairs, sofas, beds, tables, cabinets, wardrobes and mirrors from top brands. Our collection represents impeccable artisanal workmanship and offers clients an entire lifestyle in which to live boldly and beautifully. We provide a wide range of modern and contemporary designer options to inspire clients to create their unique spaces at home with luxurious and comfortable home furnishing and set the tone of beauty and sophistication.

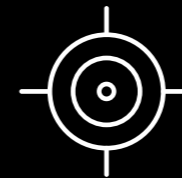


OUR VISION



To nourish and inspire people's lives by continuously bringing world class comfort and elegant experience to their homes.

MISSION



To be a premier provider of fine living experience known for high capabilities of providing customized designer home collections, decorative works and arts.

OUR SERVICES

As we strive to offer the best in design and quality, our services are not just limited to exhibiting furniture in our showrooms but also providing interior design services as well as customized furniture, tailor-made to suit any living space. We exist to transform spaces into more extraordinary places and we want to inspire clients to create a truly personal home. Our expert interior design team will provide careful support and offer bespoke combinations to match the furniture designs and fabric with lighting and accessories in order to be able to meet and exceed our clients expectations of settling for nothing less than the best.

OUR BRANDS

Poliform

roberto cavalli
HOME
INTERIORS

COVET·HOUSE
CURATED DESIGN

**GIANFRANCO
FERRE**
HOME


ETRO
Home Interiors

JCP
UNIVERSE


**JUMBO
COLLECTION**
A LUXURY EXPERIENCE

CAPITAL
HOME LIKE NO OTHER

ATMOSPHERA


CASTRO
LIGHTING

Poliform

The elegance of simplicity

Simplicity, sophistication, familiarity; Poliform is everything we would like our home to be. In every collection, it maintains its unique style. Poliform is synonymous with exclusive and refined elegance, a sophisticated luxury that is never ostentatious. Functional products arise from the continuous search for solutions and styles. It is a style composed of minimalist lines, harmonious colors, sophisticated materials and precious details; a brand with a firm belief that the quality of style improves the living experience.



roberto cavalli

HOME

INTERIORS

A collection with an exuberant and glamorous soul

Elegance, sensuality and the spirit of rock: an evolution of luxury in a powerful mix with a wild and distinctive charm.

Roberto Cavalli Home Interiors pieces are developed in continual collaboration with the fashion house. The offer starts with the iconic prints of the fashion and accessory collections that are most representative of the Roberto Cavalli brand and is expressed through a galaxy of vibrant colours, exquisite weaves and patterns, as well as the typical animal print of the brand's Heritage range.

The urban, contemporary appeal of the furnishings, from their sculpted lines and irregular features, gives form to a collection with a unique and peerless personality.



COVET · HOUSE

CURATED DESIGN

Curated contemporary designs

Covet House offers a curated selection of design pieces from the world's top brands, distinct materials and tools, specialized marketing and recognition. Covet House has consolidated its position as the most powerful tool to inspire and to boost creativity over the last few years. They take pride in their portfolio of clients with whom they work in close partnership to assist in creating the most outstanding interior design projects.



GIANFRANCO FERRE HOME

The metropolitan schenographie

A style that goes beyond trends, where elegance is always protagonist, in a perfect combination of modern taste and contemporary appeal. Among endless inspirations and unexpected interpretations, Gianfranco Ferré Home collection pieces give life to unique settings with a rarefied and sophisticated atmosphere.





Where the dream of travelling comes to life

Natural continuation of ETRO fashion, sharing both its style and values, ETRO Home Interior collection embodies the idea of "New Tradition": a perfect combination of classical references, experimental elements and contemporary design. Telling a story inspired by travel suggestions and faraway lands, the collection expresses the power of symbolic language through the masterful use of fabrics and of Etro's quintessential pattern, the Paisley.



JCP

UNIVERSE

Transform normality

JCP Universe presents objects of wonder and discovery from an imagined alternate reality. It's an unconventional brand going beyond the normal commercial framework to open culture to everyone. A fusion between art and design, the brand's creations blend classic and contemporary style in a surprising new language that defies the norms. Inhaling the future, exhaling the past, disrupting the ticking of time by creating the impossible and stories that make you reflect on their true meaning, giving life to creations of worlds unseen; JCP is an imaginative universe that transforms our normality by encouraging us to reflect on our own way of life, here on Earth.




JUMBO
COLLECTION
A LUXURY EXPERIENCE

An Italian history of style, research and elegance

Founded in 1985, Jumbo Collection is a 100% Made in Italy brand internationally known for its precious and refined furnishings in classic style. Craftsmanship and attention to quality are the common thread that unite and connect the various phases of the brand's history, together with innovation and experimentation in shapes and materials that are the cornerstones that inspire the entire collection.



CAPITAL

A home like no other

Capital presents its updated DECOR collection with models that are able to meet the most demanding requirements in residential furniture solutions. The typical features of the series show contemporary forms refined with design details of high stylistic value. All materials used are rigorously Made in Italy, just like the know-how and the advanced craftsmanship that takes shape in the high-class finish. Capital evolves into a lifestyle in which the focus is on the person and their unique spaces, on their experiences, passions, journeys that lead to new and unexpected flow of thoughts. The house is a space that tells the story: its furniture, the emotions, the memories and dreams for the future live in its spaces. In the end, Elegance is not about being noticed, it's about being remembered.



ATMOSPHERA

Soul of outdoor

ATMOSPHERA is an outdoor design brand dictating style and refinement. It continually searches for innovative solutions, exploring multiple situations, complex markets and different cultures: from the home environment to hospitality spaces, from the world of wellness to the care of public spaces in a professional environment. Atmosphaera offers a roundup of scenes and atmospheres, rather than objects; Scenes of stories where the protagonists have left traces of their presence, but above all the staging of what they have accomplished in that environment. The outdoor furniture segment represents the heart of the Atmosphaera production.



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