

Brazilian-made furniture in UAE, Saudi Arabia

High-end pieces by the Uberlândia-based Louis Kazan brand, built with natural wood and featuring exclusive design, are on sale at stores in Dubai, Jeddah and Riyadh.

Da Redação

São Paulo – Pieces of furniture by the Brazilian company M. Brasil Artes e Objetos are now on sale from outlets in Jeddah and Riyadh, Saudi Arabia, and in Dubai, the United Arab Emirates. The Minas Gerais, Brazil-based company – whose brand name is Louis Kazan –ships its goods to England and Ukraine as well. It's also beginning to sell to Moscow, Russia, according to information relayed to ANBA by partner Luiz Mário Gomes de Moura.

M. Brasil was established in 1998 and went international ten years later, when a storeowner from the United States saw the pieces at an outlet in Brazil. She brought the items back to the USA and opened two dedicated points of sale – one in New York and one in Los Angeles. Then, in Los Angeles, 2008, an Arab businessman saw the pieces and decided to sell them in Saudi Arabia.

M. Brasil is represented in Dubai by company Louis Kazan L.C., which distributes its furniture internationally. Besides the UAE, the items are available from UDG Design Gallery in Saudi Arabia. “My dream is to get big out there,” Moura told ANBA regarding Arab countries. He believes Middle East buyers were drawn to the quality, the unique design and the finish of his furniture.

“We’re the Ferrari of furniture,” said Moura. The executive says that Arab buyers know how to recognize the type of furnishing his company makes. “We sell 8-meter, 12-meter long tables,” he explains regarding the items that Arabs usually buy. The clients

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Louis Kazan also makes bedroom furniture

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Furniture pieces feature glossy finish

see our pieces at the stores and they will often order to their own specifications. The product is made in Brazil and then shipped out,” he explains.

Louis Kazan produces all types of furniture, from dining rooms to coffee tables, bedrooms, chairs, shelves, among others. They're made of natural wood, bought from third-parties and certified by the Brazilian Institute of Environment and Renewable Natural Resources (IBAMA). The High Glass, a shiny, high-durability, glass is also used in the furniture production. According to Moura, the shine of the furniture is greatly appreciated by the Arabs. The brand's buyers come from the upper class.

Moura founded M.Brasil Artes e Objetos with Graça Kazan. The brand's name comes from a combination of the owner's first name with the other owner's last name. Moura comes from a family of carpenters and Kazan is an interior designer. They met when they were studying architecture, a course they didn't finish, and decided to open a furniture plant.

Since the beginning, their idea was to produce high-quality furniture, with a unique design, focusing on little details, something that wasn't found in the Brazilian market, said Moura. “With exceptional wood and finishing,” says the entrepreneur. The majority of the production process of M. Brasil Artes e Objetos is handmade.

The company's plant is located in Uberlândia, Minas Gerais, and has 45 employees. It's a small company. In the Brazilian market, the firm sells its products in eight metro areas, in multibrand stores.

Contact info

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