



FACT KIT

Introducing Brastilo Living

Contemporary Furniture with a Brazilian Flair™

Brazil. The name alone conjures up visions of dazzling beaches, vast rain forests, and beautiful people who take style and the good life to a whole new level. Borrowing inspiration from Brazilians' love of great design and easy living, the designers at Brastilo have set out to create a new collection of furniture and home accessories infused with the passion of the Brazilian people.

Designed by world-class furniture designers, each piece in The Brastilo Home Collection is painstakingly handcrafted by master woodworkers. Made from indigenous wood harvested from renewable resources, each piece adds a unique and personal touch to any room in any home. These distinctive pieces reflect the good taste and uncompromising quest for quality that enhances the home and spirit of those who make Brastilo a part of their lives.

And for that finishing touch, The Brastilo Accessory Collection offers an exciting array of handcrafted ceramics, decorative house wares, lighting, wall decor and other objects d'art from renowned Brazilian artisans. These limited-edition works of art perfectly complement Brastilo furniture to make any home more stylish and more comfortable.

Brastilo. It's Brazilian Style.

Mission and Vision

Brastilo believes in the pursuit of excellence, in the power of building trust, and in fostering relationships with customers based on truth and integrity.

Brastilo is committed to nurturing contemporary Brazilian-influenced design by independent furniture designers. Brastilo is dedicated to delivering furniture and accessories of the highest quality, all backed by the best in customer service. And Brastilo pledges to protect the planet with "forest- and environment-friendly products."

Brastilo strives to provide an exceptional experience for customers, including high-value products, best-of-class purchasing and delivery service, and outstanding, hassle-free customer service.

Parent Company and Background

Brastilo's parent company, Celulose Irani, S. A., was founded in 1941 and is managed by Brazil-based Grupo Habitu. Divided into Paper, Corrugated Cardboard Packing and Furniture divisions, Celulose Irani began manufacturing furniture in 1992. Materials from replanted forests and traditional production methods are employed to create high-quality products for a global market. In 2007, sales from the furniture division contributed 13% of total sales, most of which came from exports to the United States and Europe as private label goods through stores, distributors and catalogs.

To more effectively market this unique brand of contemporary-styled and Brazilian-inspired furniture in the U.S. market, Brastilo was launched as a unique brand in 2007. Headquartered in New York City, Brastilo sells over 40 furniture products and numerous decorative accessories through its online store at www.brastilo.com.

Origins of a Brand

What's in a name? When it came time to decide what to call the new company, the founders wanted a name that creatively reflected all aspects of what the company does and how it does it. Part of Brazil's allure is its diversity, and part of its strength is the ability to mix various indigenous and contemporary styles to create an entirely new look. To best reflect that concept, the name "Brastilo" was selected – a combination of "Brazil" and "Estilo." That's Brazilian Style.

Design Philosophy

Brastilo has recruited a team of world famous designers to create contemporary furniture that is stylish, versatile, and functional – including such notables as Auzer de Castro Junior, Katie Hatch, William Oliver, Fernando Jaeger and Pieter Maes.

As beautiful as they are functional, each piece of Brastilo furniture elegantly combines form and function to take style and versatility to a new level.

To compliment the extensive furniture collection, Brastilo offers The Brastilo Accessory Collection. Selected by a team of renowned designers who travel across Brazil to uncover unique works of art and home accessories, the collection includes vases, wall hangings, pillows, and other objects d'art. Each piece is handmade by artisans in Brazil using time-honored techniques. Due to their uniqueness, many of these items are available only in exclusive, limited editions. As the team discovers exciting new artists and their work, Brastilo will add them to the collection.

Brastilo is proud of the passion and attention to detail that goes into every piece of furniture offered to discerning consumers. Brastilo's team of designers, artists and craftsmen are excited to share their creative vision and output with the American consumer.

Environmental Responsibility

Brastilo furnishings enhance the home environment, and Brastilo also works diligently to protect the global environment through forest-friendly processes and practices. Each piece of Brastilo furniture is made from native Brazilian pine and other woods, raised in sustainable, renewable forests cultivated especially for furniture making. Brastilo's land-use practices ensure the protection of one of the world's greatest natural assets: the Brazilian Rainforest.

Brastilo furnishings come entirely from specially planted and managed forests located in the South of Brazil in the States of Santa Catarina, Paraná and Rio Grande do Sul. Brastilo currently cultivates over 40,500 acres a year in their taeda pine forests, which yields over one million cubic feet of lumber annually. When harvested, the largest pieces are used to make furniture, while smaller pieces are converted to fiberboard and paper.

Brastilo is proud of the recognition they've received for their forest-friendly initiatives. In fact, their parent company recently became one of the first Brazilian companies awarded carbon credits under the Kyoto Protocol – an important achievement, and one that underscores Brastilo's commitment to protecting the environment in everything they do.

Currently, Brastilo is in the process of gaining certification from the Forest Stewardship Council and the Sustainable Furniture Council.

Brazilian Materials

Modern architecture of the 20th century is defined by glass, cement and steel. While these materials are not new, they are the foundation for the expressive architecture of Brazil's growing cities, as these elements are employed in new ways to allow for originality in industrial-aged aesthetics.

While modernism has yet to fully coalesce, chances are that it will need to address the issues of climate change, the depletion of natural resources, and the integration of new technologies. No material is better suited to address these issues than wood. Under proper management, wood is the ultimate sustainable resource. Properly harvested, trees grow, are cut down, and are replaced with more trees. Wood is expressive, warm, smooth to the touch, and incredibly versatile.

Brazil has a rich and diverse design history using all these materials. Using glass, concrete and steel, Oscar Niemeyer influenced the shape of the United Nations building. Similarly, Sergio Rodrigues used beautiful woods as a foundation for his furniture designs. Brastilo furniture is as diverse as the country of Brazil and mixes surfaces, textures and styles. The cool hardness of steel is intertwined with the warm softness of wood. Vibrant colors delight the eyes, while quiet earth-tones soothe. Diverse materials are used in a way that brings both comfort and aesthetics together. In short, The Brastilo Experience enhances all the senses through the aesthetic use of materials.

Brazilian Style

What is contemporary Brazilian style? It's been said that it is one part anchored in colonial culture, another part that is traditional, and a third based on native traditions.

Brazil's cultural diversity is also its aesthetic strength. The colonial culture contributes a European influence yielding unique, natural and clean lines. The "Carioca" spirit infuses a cool sophistication and relaxed attitude. And the beauty of Brazil's mountains, beaches and forests is reflected in the artistic and environmentally responsible mindset of the native peoples who draw upon nature for artistic inspiration.

Brazil has a rich history in modern furniture design exemplified by individuals like Joaquim Tenreiro, José Zanine Caldas, Geraldo Barros, Lina Bo Bardi, Oswaldo Bratke, Júlio Katinsky, Paulo Mendes da Rocha, Oscar Niemeyer and Sergio Rodrigues among others.

Today Brastilo, together with contemporary furniture designers, builds upon this history to bring the world furniture that is unique, natural and modern. Brastilo is contemporary furniture inspired by Brazilian style.

www.brastilo.com

Explore the world of Brastilo — and discover the inspiration that transforms any home into a place that reflects the owner's values, imagination and style.

Press Contact:

Celio Martins or Jack Fisher

Brastilo

212.268.1075

celio@brastilo.com

jack@brastilo.com