



EAST
FURNITURE & INTERIORS
...designs for life



WATER HYACINTH
BAMBOO & COCONUT INLAY
ECO FRIENDLY PRODUCTS
RUGS, CUSHIONS & TEXTILES
CUSTOM MADE SOFAS
OUTDOOR & POOLSIDE FURNITURE
FULL TURN-KEY PACKAGES AVAILABLE

www.east-online.net

www.east-online.net

EAST

FURNITURE & INTERIORS



EAST Rebrand

Introducing EAST

EAST furniture and interiors provide the very best in high quality inspirational Oriental, Thai and Asian contemporary furniture. Our pieces are all designed and manufactured exclusively by EAST and our extensive highly prized reputable network throughout Asia. We have a focus on furniture that has the classic and modern oriental design, which has been modified to meet with the western requirements in term of practicality.

EAST offers a complete line of contemporary Asian style furniture and Oriental furniture for your bedroom, dining room, kitchen, living room or patio. Each piece is handmade in Asia from established reputable suppliers. From modern platform beds to exotic and functional plasma TV stands, if you like modern Asian style furniture you're going to love what EAST has to offer!

EAST are known for the finest bespoke furnishings. Our craftsman build elite creations, our designers have a natural affinity with architects. High end designed furnishings for the home both inside and out. Exclusive top-class quality and luxurious custom made items handcrafted in Thailand. High-resolution images of our products are available on-line (click here). We manufacture luxury furniture in genuine materials and designs.

EAST have a team of world-class furniture makers, who share their passion for excellence in craftsmanship. Each piece in our custom furniture collections are unique, we select only premium solid materials and employ traditional techniques and natural finishes that highlight the inherent beauty of the wood.

EAST furniture features only the highest quality natural and manmade materials from across the Asian continent. Our furniture and interiors have an amazing reputation amongst resorts, hotels and homeowners throughout Thailand and beyond. Our designs will truly enhance your interiors with greater ambience to emulate today's demand for that East and West fusion.

The Rebrand

EAST, a premier designer and manufacturer of fine home furnishings, announced today on a new rebrand on its image from Beautiful World to EAST. The name change to EAST illustrates our ability in creating beautiful residential and commercial interiors and an array of product designs for the home.

"This name change is the culmination of what I have been working towards for the past 3 years," explained Simon Hall, Managing Director EAST Pattaya. "Our service and products have become synonymous with style and great craftsmanship. This is such a significant event as it brings together all the elements of two successful businesses."

James Firth, Managing Director, EAST Phuket, said: "The continued increase in orders is a direct result of the investment we have made in strengthening our business development team. The succession of repeat contracts reflects the great relationships that we have forged with our clients through our exceptional customer service. In an increasingly tough market it's this level of commitment that secures contracts and I'm looking forward to working with the team to expand our client portfolio."

Firth continues "the rebrand, needed to be repositioned to appeal to a more knowledgeable discerning demographic. We felt that by bringing someone like Craig Patterson aboard we could create consumer images of the products, design ranges and launch a strategy for the future with one loud voice, one message, as a group. Craig Patterson brings to EAST a strong background in residential, commercial and contract design."

"As we began to work with Craig Patterson, we were impressed, not only by his knowledge, but his commitment to and understanding of the interiors of today. The pieces are fresh, yet familiar, a remarkable fusion of classic form with livable, functional designs."

"The brand has a loyal core following and is now creating a buzz throughout the property industry for our stylish approach to design and craftsmanship," comments Hall.

"It was time to evolve" Hall continues, "and this helped coalesce everybody in the company and gave us a driving direction; it gave everybody the sense that we're something, we produce a great product, and we can get our name out to the world."

Brand Centrepiece

"The core of the brand," Hall says, "is the company's aesthetic, which draws from contemporary Asian design and features, clean lines, and stellar craftsmanship. Once the company's name was in place, Fascination Avenue has created a website (www.east-online.net) that embodies these ideas with its illustrative design. The site also showcases the company's work in an extensive and easily navigable photo archive."



"Our designs are very clean, so we wanted a very clean look for the site," Hall comments further. "And we wanted the experience of navigating the website to be the same way and have the same feel — to be very easy to use and not overwhelming."

The entire rebranding effort from the website to the new logo provides instant credibility, Firth says, selling prospective clients on the company before they even walk in the door. The advertising campaign has helped the company gain increased exposure, allowing it to more easily to get in front of home and lifestyle editors at magazines such as *Tropical Living*, *Tropical Homes*, and *Thailand Homes and Condos*.

What Next?

Over the last 2 years we have analyzed the designs from most of the Asian furniture exporters/suppliers, EAST then decided to bring to market their own collection of inspirational Asian furniture, conceived by our talented European designer. Due to our distinctive craftsmanship we maintain our high European quality standard.

If you wish to see EAST products or speak with the EAST design team, then please come and visit us in any of the following locations; Pattaya, Phuket, Chang Mai and Koh Chang.

We are continually looking for new business partners and distributors so please do not hesitate to contact us or to give us your feedback about our products and designs.

In consultation with you and your architect/designer we make sure the interior of your new home is just the way you want it to be. EAST can put together an entire house for you, or supply just a few special pieces to complement what you have already.



East Furniture & Interiors
Next to Pattaya Properties
Tel. 038 252 201 / 081 863 6752
Open Mon.-Sat. from 10am-6pm
sales.pattaya@east-online.net
www.east-online.net

EAST
FURNITURE & INTERIORS

