



Why BRABBU?

1. How was BRABBU founded?

BRABBU was officially presented at Decorex International in London, September 2011, after a period of brand and design development. The brand was born from the gap we identified in the interior design market, a brand with a unique and different style with an integrated offer, allowing a professional to completely furnish a residential or hospitality space.

2. Why the name BRABBU?

The brand's name comes from the word "brave", which for its sonority and meaning, reflects what we want our pieces to reflect – strength, intensity, and character.

3. Where you draw your inspiration from?

The raw shapes and fierce forces of nature. Travelling and letting ourselves be surrounded by the diversity of stories and cultures of the world. Admiring and learning from the past, from the mid century era. Living for the cosmopolitan life. These realities all together are what makes BRABBU, thus are BRABBU's inspiration.

4. So, there is a BRABBU's lifestyle?

Definitely. When BRABBU was founded we had a very strong and clear idea of what we wanted to transmit. We couldn't simply design furniture pieces. Every single piece that we design, has a new story to tell. With BRABBU you will get more than a design piece, you will get a diversity of spaces fulfilled with memories and unique sensations in perfect harmony with your spaces and your personality. We design our pieces to be a gift for the senses. Therefore, someone with BRABBU's lifestyle will be someone with a very intense way of living, someone that enjoys details, someone with this cosmopolitan living which never stops, almost always on the run for new discoveries, new memories and new stories to live and recall.



5. The reason for your slogan “an intense way of living”

Like BRABBU’s lifestyle and inspiration, intensity is the feeling we want our pieces to convey, that’s how, “an intense way of living” has arisen as the sentence to describe BRABBU.

6. How is BRABBU’s design process?

First we start by reflecting our inspiration on the paper drafts, usually on our weekly design sessions, where we have this huge table full of materials, drawings, finishes, fabrics. Then it is time to design the product on the adequate software program, if its according the brand’s standards and everything it’s all right we prototype it, and it comes to life.

7. What material will always be seen in your products and why? And what about the colors?

Brass, which is a very trendy material right now. And it is also very versatile. Also Marble, which is an imposing and respectful material. And it is also a traditional Portuguese rock. Last, but definitely not the least, velvet, an elegant and soft material that will always be incorporated in our upholstery pieces.

In what concern colors, from the beginning that we use colors more related to the earth and nature itself, like green or blue, but in order to expand our range of colors and to bring more intensity to the pieces we have started using more strong and vibrant colors.

8. Explain the collaboration between the designers and workmanship.

One of the main reasons for BRABBU’s success is in fact this relationship. Every piece conceived by BRABBU is unique because there is this close relation between our designers and workmanship. Designers and craftsman work together to get the best out of each piece. They share ideas and techniques in order to raise masterpieces that will be integrated in the collection. Furthermore, we believe that is impossible to develop a product without the creativity of one designer and the wisdom and experience of an artisan.



9. What trade shows you use to attend?

Usually we participate in Maison & Objet Paris, Maison & Objet Asia, Maison & Objet Americas, iSaloni Milan, AD Show, ICFF, High Point Market, IMM Cologne, Light + Building, Decoration International, 100% Design, BDNY, Equip'Hotel Paris and others we consider suitable to the brand and the path we are tracing.

10 What is the feedback and prizes that BRABBU have been collecting on its short life?

For us, the most important is the acknowledgment of our clients and worldwide press. Also, we are very proud of having our pieces in some of the most outstanding hospitality and even residential projects worldwide. Additionally, BRABBU was already chosen to be the cover of some magazines, was among the best design brands of 2013 and 2014, chosen by AD Collector France and AD Choice Germany and was featured in the most important interior design, architecture and decoration magazines all over the world. Regarding international prizes, the brand was nominated to the Interior Innovation Award 2014, was selected as trend by Nelly Rodi and François Bernard and participated in the blockbuster movie Fifty Shades of Grey.

11 What should you await from BRABBU's future?

For the future the brand plans to continue increasing its collection, allowing the customer to decorate the entire house with BRABBU's designs and to expand to other prominent markets.