



THE **BOWERY** COMPANY
ذا بـاورى كومبـانى

Bring Design Home

Company
Profile

2026



Note from the founder

Since starting The Bowery Company in 2014 in the UAE, my goal has been to give Scandinavian design a center-stage in the GCC. My mission was to 'Bring Design Home' and make it accessible to all design enthusiasts in the region.

Our curated collection embodies the perfect blend of functionality and elegance, sustainably sourced to enhance residential, hospitality, and commercial spaces.

Building on our success in the UAE, we've expanded into Saudi Arabia with a permanent presence and a flagship 1000sqm showroom in Riyadh. Through strategic partnerships, we have completed our offering by incorporating local manufacturing capabilities that allow us to deliver bespoke, culturally relevant heritage furniture and joinery rooted in Saudi craftsmanship, fully aligned with the ambitions of Vision 2030.

As we look ahead, we remain dedicated to our core values of authenticity and sustainability and look forward to continuing as your go-to destination for Scandinavian design in the Kingdom and beyond.

Christiane Naser
Founder and CEO





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About Us



Introduction

Founded in 2014, The Bowery Company is the exclusive GCC distributor of world-renowned Scandinavian design brands including Ferm Living, GUBI, & Tradition, Louis Poulsen, and more. Over the past decade, the company has built a strong reputation for delivering timeless, design-led interiors across the region.

Vision

Having contributed to iconic projects across Saudi Arabia for over five years, The Bowery Company deepened its investment in the Kingdom's design ecosystem with the opening of its 10,000 sq. ft. flagship showroom in Riyadh in 2025. Strengthened by a strategic partnership with a 30-year-old local manufacturer specializing in architectural joinery and bespoke furniture rooted in Saudi heritage, our vision is to become a regional leader in design, merging global aesthetics with local craftsmanship to shape enduring, culturally grounded spaces.

Mission

With over a decade of industry expertise, The Bowery Company delivers large-scale, turnkey interior projects across the commercial, hospitality, and residential sectors, offering full support from concept to execution.

Our mission is to bring global design excellence into the Saudi market by combining a curated portfolio of exclusive Scandinavian brands with Saudi-made craftsmanship and heritage manufacturing. We are committed to creating spaces that embody quality, authenticity, and contextual relevance, where international standards meet local identity.



Company Objectives

INCLUSION & EMPOWERMENT



To foster an inclusive and empowering workplace for everyone, ensuring equal opportunities

BUSINESS ETHICS & RESPONSIBILITIES



To ensure social, ethical and environmental compliance throughout our operations

HERITAGE & DESIGN CULTURE



To preserve local heritage & design culture by integrating traditional aesthetics, materials, and cultural narratives ensuring timeless relevance and a strong sense of identity in every space

INNOVATION & PRODUCT QUALITY



To secure the highest quality & safety standards for our customers by delivering the best product experience

ENERGY & CLIMATE CHANGE



To actively engage in the fight against climate change by using sustainable products & promoting sustainable brands

LOCAL MANUFACTURING CAPABILITIES



To offer local manufacturing capabilities that blend heritage, craftsmanship, and scalability to produce bespoke furniture, joinery & woodwork

Services

The Bowery Company offers a versatile range of services to cater to both corporate and retail clients, all whilst keeping our commitment to excellence.

SCANDINAVIAN BRANDS

The Bowery Company offers an exclusive range of Scandinavian design brands, meticulously curated to bring timeless elegance and functionality to your space. Explore our curated selection and experience the beauty of Scandinavian design in every detail.

TRADE

We are the exclusive GCC partner and distributor of a selection of Scandinavian brands, offering a curated collection of a wide range of products in our local distribution warehouses. We provide the fulfillment, infrastructure and technology that caters to our retailer partners in the GCC.

INTERIOR DESIGN CONSULTATIONS

Our expert designers are here to elevate your space by offering personalized guidance and creative solutions. Let us unlock the full potential of your space, creating an environment that reflects your personality and enhances functionality. Let's collaborate to bring your vision to life.

LOCAL PRODUCTION

The Bowery Company proudly offers local manufacturing capabilities rooted in UAE craftsmanship and tradition. Through our local UAE production partner, we deliver bespoke furniture, architectural joinery, and custom finishes tailored to the unique requirements of each project.

ONLINE SHOPPING

Browse our carefully curated collection from the comfort of your home or office. Discover a world of timeless elegance and functional beauty at your fingertips. Shop with confidence and bring the essence of Nordic craftsmanship into your space with just a few clicks.

SUSTAINABILITY

At The Bowery Company, we proudly offer a range of sustainable and eco-friendly furniture options. Join us in making sustainable choices without compromising on elegance and quality, as we pave the way for a greener, more beautiful future together.

Our Curated Collection of European Brands

The Bowery Company is proud to be the exclusive distributor/selected dealer of a portfolio of Scandinavian brands in the MENA Region.

GUBI

&Tradition®

HAY

FERM  LIVING

101

C O P E N H A G E N

louis poulsen

FRAMA

NORR11

 **TRECE**

normann

C O P E N H A G E N

PEDRALI®



LINIE DESIGN

HANDMADE RUGS

MUUTO

VERPAN

Local Manufacturing Capabilities

Through our local UAE production partner, we offer robust local manufacturing capabilities that blend heritage, craftsmanship, and scalability supporting the delivery of culturally grounded architecture, woodwork, joinery and bespoke furniture tailored to the unique requirements of each project.

Our manufacturing partner bridges traditional techniques with a contemporary approach, producing bespoke furniture and architectural elements that honor local craft while meeting modern standards.

Facility & Capabilities:

- 6,000sqm production facility in UAE
- Over 30 years of local manufacturing expertise
- 300+ skilled artisans with global expertise
- Advanced machinery integrating traditional methods with digital fabrication
- In-house, state-of-the-art production of custom furniture, woodwork, and joinery



UAE-Made



Heritage Craftsmanship



State-of-art manufacturing facilities



Quality Standards

At The Bowery Company, our commitment to quality is unwavering. We meticulously source products from manufacturers who meet the most stringent industry standards. Additionally, we adhere to ISO standards for quality and sustainability to ensure the best service possible.



Certifications

- ✓ ISO 9001:2015
Quality management system
- ✓ ISO 37101:2016
Sustainable development in communities

Sustainability

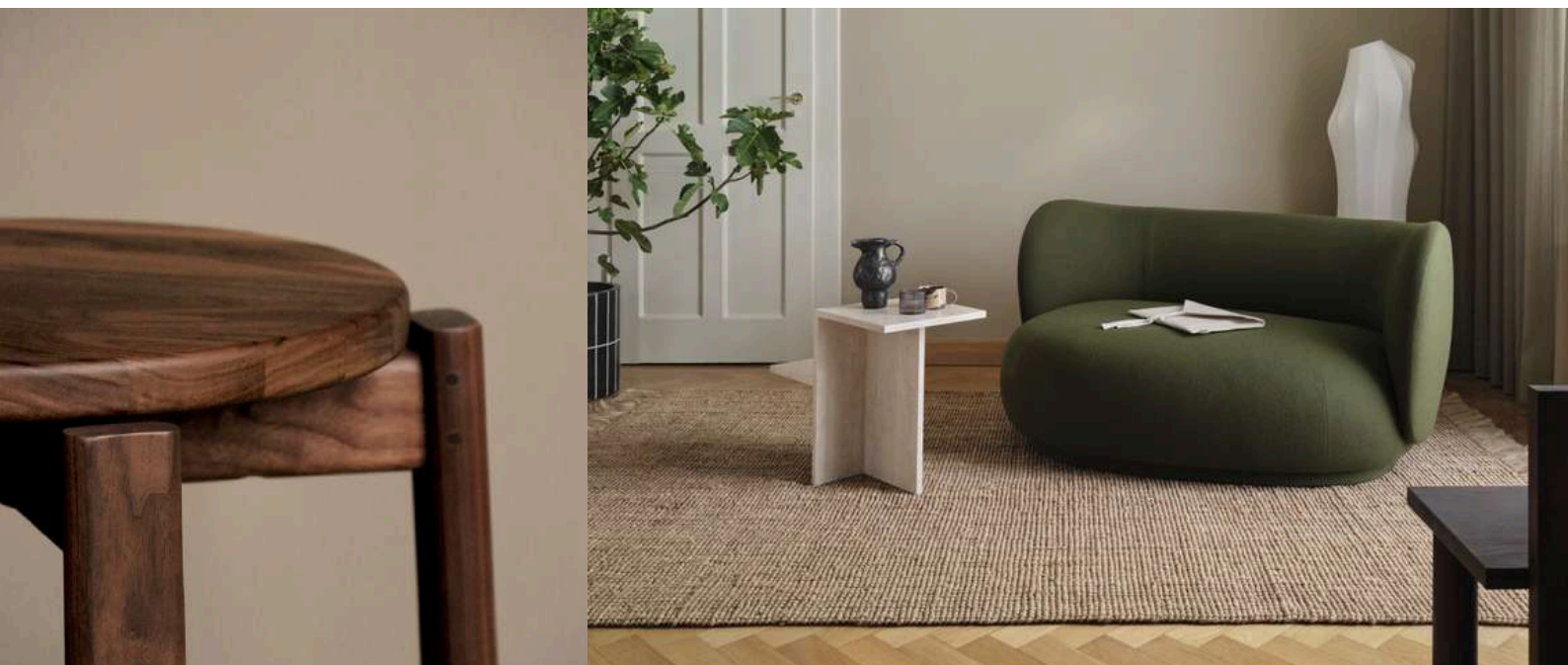
We work with brands that hold sustainability certifications and undergo rigorous testing to create products that are responsibly produced and of superior quality. This dedication upholds our commitment to high-quality, sustainable products that last.

By actively participating in the ongoing conversation surrounding sustainability we believe we are collectively paving the way for a more promising tomorrow.

Today, a majority of our products have a RESPONSIBLE tag. This means that the product either has one of the following certifications: GOTS, Organic Blended or FSCTM, or is produced in responsible, recycled materials.



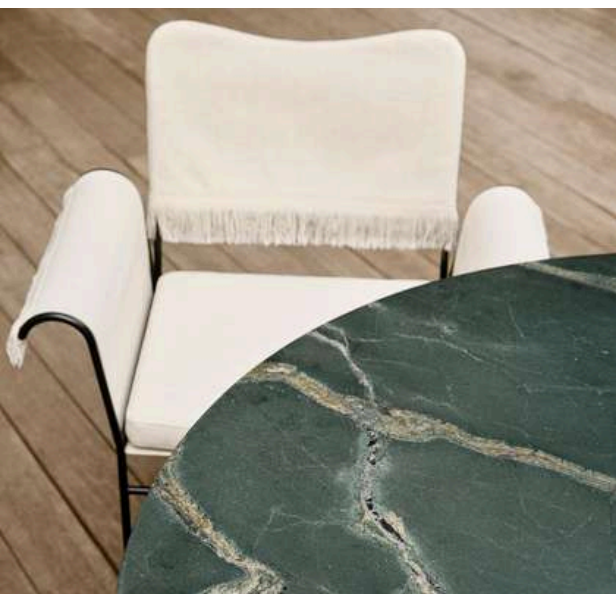
**Textile
Exchange**



Warranty

As a trusted supplier of leading Scandinavian design brands, The Bowery Company stands behind the quality and longevity of every product we offer. We provide reliable, **project-based warranties of up to 10 years**, reflecting the durability and craftsmanship inherent in our curated collections. These **extended warranties** are tailored to meet the demands of **high-traffic, contract-grade environments**. Whether for hospitality, commercial, or residential applications, our commitment to quality assurance and **after-sales support** ensures every project is delivered with confidence, consistency, and **performance that lasts**.

- ✓ Extended Warranty of up to 10Y
- ✓ Contract-Grade Assurance
- ✓ After-Sale Support
- ✓ Replacement & Repair Policy
- ✓ Sustainability Tie-In : Warranty as a proof of longevity



Key Clients

You are in good hands. Many of the worlds leading professionals have put their trust in The Bowery Company.



Flagship Projects - KSA

The Bowery Company has furnished some of the KSA's most renowned projects, including prestigious hotels, upscale dining establishments, corporate offices, and stylish retail spaces.

COMMERCIAL

JEDDAH OPERA HOUSE
(ONGOING)



JEDDAH CENTRAL STADIUM
(ONGOING)



MISK HERITAGE
INSTITUTE (ONGOING)



HOSPITALITY

DESERT ROCK HOTEL



YOTEL HOTEL, OXAGON,
NEOM (ONGOING)



HE1 FAENA SHURA
ISLAND (ONGOING)



F&B

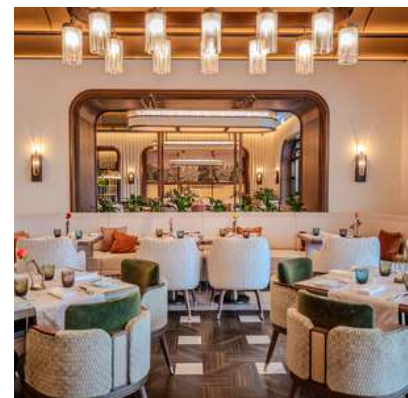
PEAKS CAFE



ELEGANCIA AT SINDALAH ISLAND
RESTAURANTS (ONGOING)



CAFE BOULUD AT FOUR
SEASONS RIYADH



Flagship Projects - UAE

The Bowery Company has furnished some of the UAE's most renowned projects, including prestigious hotels, upscale dining establishments, corporate offices, and stylish retail spaces.

GOVERNMENT

UAE SPACE AGENCY
(ONGOING)



SHEIKH ZAYED GRAND MOSQUE



CONFIDENTIAL
GOVERNMENT OFFICES



HOSPITALITY

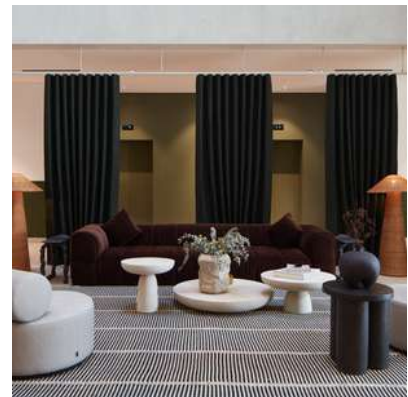
IHG HOTELS & RESORTS



DELANO HOTEL

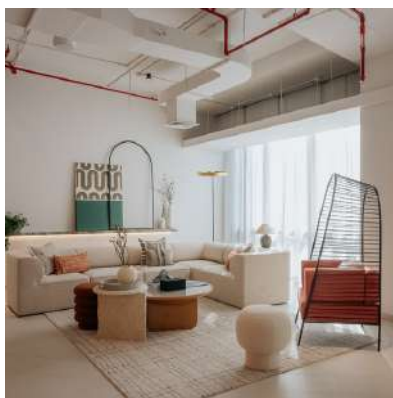


THE MUSE 22 HOTEL



COMMERCIAL

W RESIDENCE SALES
CENTRE



BOSTON CONSULTING GROUP
(BCG)



DIFC



Flagship Projects - UAE

The Bowery Company has furnished some of the UAE's most renowned projects, including prestigious hotels, upscale dining establishments, corporate offices, and stylish retail spaces.

F&B

MAMAFRI RESRTAURANT



BREW CAFE



OTAKU RESTAURANT



RESIDENTIAL

SAMARA JVC-G (ONGOING)



PALM DESERT



RESIDENTIAL VILLA



RESIDENTIAL

RESIDENTIAL MAJLIS



RESIDENTIAL VILLA



RESIDENTIAL APARTMENT



Projects Overview

Project Name	Client	Sector	Location
Desert Rock Hotel F&B Outlet	Red Sea	Government	KSA
Jayasom Wellness Resort - Amaala Island (Ongoing)	Red Sea	Government	KSA
Red Sea HQ Loose Furniture	Red Sea Global	Government	KSA
Overwater Villa VIP	Red Sea Global	Government	KSA
Six Senses Amaala (Ongoing)	Red Sea Global	Government	KSA
Jeddah Opera House (Ongoing)	MBL	Government	KSA
Grand Hyatt Hotel Shura Island (Ongoing)	Red Sea Global	Government	KSA
Rosewood Amaala Project (Ongoing)	Red Sea Global	Government	KSA
Jeddah Central Stadium (Ongoing)	Jeddah Central Development	Government	KSA
Private Palace	Confidential	Government	KSA
St. Regis Hotel Lobby Loose Furniture	Marriott	Hotel Operator	KSA
Café Boulud	Four Seasons Riyadh	Hotel Operator	KSA
Gibson Dunn	Gibson Dunn	Commercial	KSA
Riyadh Bank - KAFD	Riyadh Bank	Bank	KSA
Mubadala HQ Furniture & Accessories Package	Mubadala - MDC General Services Holding Company LLC	Government	UAE
EAA HQ Furniture & Accessories Package	Executive Affairs Authority	Government	UAE
ADNOC HQ & Business Centres (Ongoing)	ADNOC	Government	UAE
UAE Space Agency New HQ (Ongoing)	UAE Space Agency	Government	UAE
DIFC HQ	DIFC - Dubai International Financial Center	Government	UAE
Sharjah Asset Management HQ (Ongoing)	Sharjah Asset Management	Government	UAE
Dubai Municipality HQ Renovation (Ongoing)	Dubai Municipality	Government	UAE
DEWA New HQ (Ongoing)	DEWA	Government	UAE
RTA HQ - Furniture Package	RTA	Government	UAE

Projects Overview

Project Name	Client	Sector	Location
F1 Presidential Lounge	The Federal Authority for Protocol & Strategic Narrative	Government	UAE
Sharjah Investment & Development Authority HQ	Sharjah Investment & Development Authority	Government	UAE
Sharjah Broadcasting Authority HQ	Sharjah Broadcasting Authority	Government	UAE
Grand Mosque Ramadan Majlis Phase-2	Ministry of Presidential Affairs	Government	UAE
Royal Family VIP Project	The Federal Authority for Protocol & Strategic Narrative	Government	UAE
Royal Family Private Affairs	The Federal Authority for Protocol & Strategic Narrative	Government	UAE
IHG HQ Office	IHG Hotels & Resorts	Hotel Operator	UAE
Delano Hotel	Ennismore	Hotel Operator	UAE
Mondrian Hotel UAE	Mondrian Hotel	Hotel Operator	UAE
Lux* Hotel Khor Fakkan (Ongoing)	Lux* Resorts & Hotels	Hotel Operator	UAE
So Hotel RAK (Ongoing)	Accor Group	Hotel Operator	UAE
Pullman Hotel	Accor Group	Hotel Operator	UAE
Boston Consulting Group BCG HQ	Boston Consulting Group BCG	Commercial	UAE
DMCC Uptown Business Center	DMCC - Dubai Multi Commodities Centre	Commercial	UAE
White & Case HQ	White & Case	Commercial	UAE
Khanza HQ	Khanza Office	Commercial	UAE
Al Kabeer HQ Offices	Al Kabeer Office	Commercial	UAE
Informa HQ	Informa	Commercial	UAE
Snapchat HQ	Snapchat	Commercial	UAE

Projects Overview


Project Name	Client	Sector	Location
Emaar Creek Palace, Emaar Sales Center Business Bay, Emaar Beachfront –Palace Residence Z02: B12, Emaar Happiness Center, Address Maria Suite & Vida Creek Boutique	Emaar Development PJSC	Developer	UAE
Al Hamra Ras Al Khaimah (Ongoing)	Ellington Properties	Developer	UAE
Residential Development Tower	Imtiyaz	Developer	UAE
Al Badia Terraces	Al Futtaim Group	Developer	UAE
Tilal Al Ghaf Common Areas	Majid Al Futtaim Properties	Developer	UAE
Rove Hotel	Arada	Developer	UAE
Six Senses Residence (Ongoing)	Select Group	Developer	UAE
The Opus	Omniyat Projects Management LLC	Developer	UAE
The Muse Co Living Building	Lamar Development	Developer	UAE
Dragon oil HQ	Dragon Oil Holdings LTD - ENOC	Developer	UAE
YAS Development Project	Aldar Development	Developer	UAE
Alabbar Enterprises - F&B Group Projects	Alabbar Enterprises	Holding	UAE
Meydan Hotel Refurbishment	Dubai Holding Company	Holding	UAE
Credit Agricole HQ	Credit Agricole	Financial Institution	UAE
BNP Paribas HQ	BNP Paribas	Bank	UAE
Jet Aviation HQ Office	Jet Aviation Dubai LLC	Private Aviation	UAE
VIP Palace	The Federal Authority for Protocol & Strategic Narrative	Residential	UAE
VIP Family Villa	Confidential	Residential	UAE
Cartier, Piaget Luxury Outlets	Richemont Dubai FZE	Luxury Fashion	UAE
Christian Dior - Several Outlets	Christian Dior Couture FZE	Luxury Fashion	UAE
Chanel - Several Outlets	Chanel	Luxury Fashion	UAE
LVMH - Several Outlets	LVMH	Luxury Fashion	UAE

Projects Overview

Project Name	Client	Sector	Location
Penhaligons Outlet	Penhaligons	Luxury Fashion	UAE
Hugo Boss Outlet	Hugo Boss	Luxury Fashion	UAE
Home Bakery - Several Outlets	Home Bakery	F&B	UAE
Kokoro Restaurant - Japanese	Kokoro	F&B	UAE
Joe & The Juice - Several Outlets	Joe & The Juice	F&B	UAE
BKRY - Several Outlets	BKRY	F&B	UAE
The Lazy Guy Cafe - Several Outlets	The Lazy Guy	F&B	UAE
Hither & Yon - Several Outlets	Hither & Yon	F&B	UAE
Parka by Shajra - Several Outlets	Parka by Shajra	F&B	UAE
Klay by Karak House - Several Outlets	Klay by Karak House	F&B	UAE
Riina Restaurant - Several Outlets	Riina Restaurant	F&B	UAE
Mill Cafe - Several Outlets	Mill café	F&B	UAE
San Beach Club Project	San Beach Club	F&B	UAE
Ruman Cafe	Ruman Café	F&B	UAE
Hatta Cafe	Hatta Café	F&B	UAE
Brew Cafe - Several Outlets	Brew Café	F&B	UAE
Otaku - Several Outlets	Otaku	F&B	UAE
Salt - Several Outlets	Independent Group	F&B	UAE
Around The Block	Around The Block	F&B	UAE
Goat Burger - Several Outlets	Goat Burger	F&B	UAE
Gastronomica - Several Outlets	Gastronomica General Trading Company W.L.L.	F&B	UAE
Miyabi Restaurant	Miyabi	F&B	UAE
Somewhere Restaurant	Somewhere Restaurant LLC	F&B	UAE
The Grove Outlet	The Grove	F&B	UAE
Morgans Hotel	Orascom Construction	Hotel Operator	Egypt
One and Only Mauritius	Kerzner International Limited	Hotel Operator	Mauritius
Lux* Grand Baie	Lux* Resorts & Hotels	Hotel Operator	Mauritius
Rosewood Hotel (Ongoing)	Rosewood	Hotel Operator	Maldives

We look forward to working together

Riyadh, KSA

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