



REDEFINING THE LIMITS OF MID-CENTURY MODERN DESIGN

HOW DELIGHTFULL AND ESSENTIAL HOME ELEVATED
THEIR UNIQUE VISION ACROSS THE WORLD

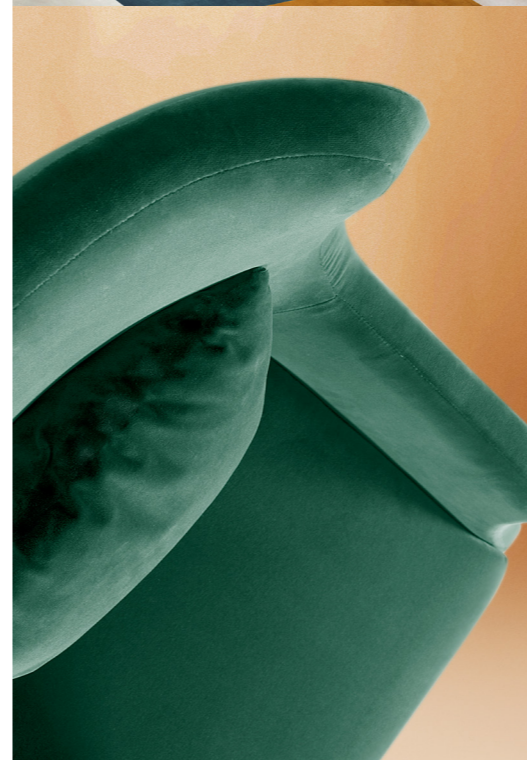
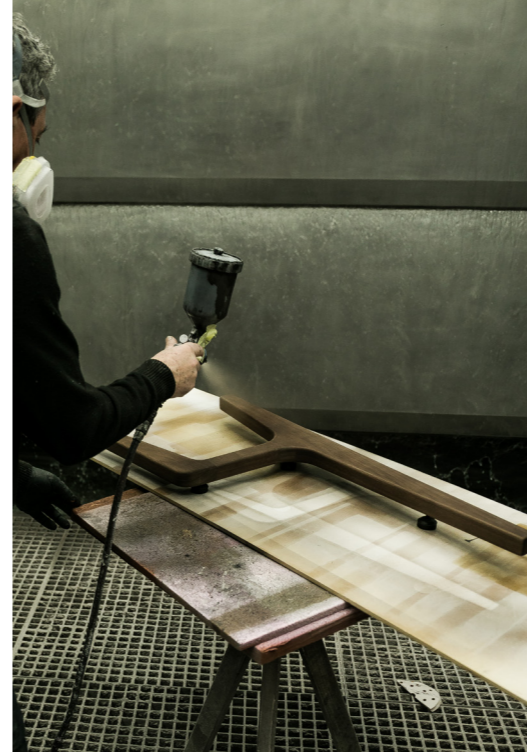
REDEFINING THE LIMITS OF MID-CENTURY MODERN DESIGN

How DelightFULL and Essential Home elevated their
unique vision across the world

Walking side by side since the beginning, DelightFULL and Essential Home have been revolutionizing the mid-century design world with their inspiring products and incredible design ideas. **According to the brand's CEO, Cláudio Vasconcelos, this was a challenging year for the mid-century modern companies** due to all of the obstacles that came across their inspirations. But not everything is negative, these two brands had the chance not only to encourage the already existing patrimony but also to launch **new exciting projects**. Although they are based in Portugal, these high-end brands have created an **international impact with the establishment of exclusive partnerships** with some of the best professionals in the world.



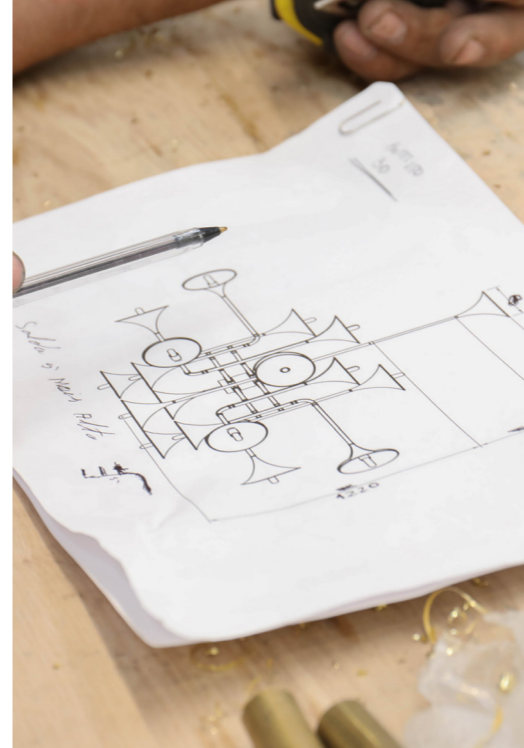
Essential Home is an innovative mid-century modern furniture brand that takes **important historical and cinematographic references** from the 1930s and 1960s and turns them into unique furnishing pieces. What started out **in 2015 as “Essentials”, a furniture collection for DelightFULL**, quickly grew into being one of the most elegant representations of mid-century modern design that works with some of the top designers in the industry, like Studiopepe and Carlo Donati.



Park Tower West is the first design project created completely by El Estudio Store, where more than 30 naked substitutes from around the world intervened. All of the mid-century modern interiors were careful though, by the renowned designer Andrés Augusto Ayber, that managed to combine a unique collection of **products from the world's exclusive design firms, such as Essential Home**, Bosa, CC-Tapis, Dooq, Bomma, Brokis, among others. Recognized as "The Vibrant Room" by Andrés Ayber, this beautiful living room project combines a unique and cheerful color palette with some trendy furniture pieces that have a **great personality**. **Inspired by the energetic vibes of the 20s, the "mid-century" design style** of this interior design vibrates, both for its shapes, its geometric tapestry, and its solid explosion of colors, making sure that every corner has a warm charm of the time.



Created more than 10 years ago, DelightFULL wants to revive design and inspirational art from the 40s to 70s, bringing to your fresh classic lamps with the progress of colors and materials of modern decor. **Inspired by some of the most iconic personalities in the jazz music industry**, their mid-century modern lighting brand has a fixture for every taste thanks to their unique and totally customizable collections with an identity to match the inspiration behind it.



In its 24th year, the **Andrew Martin International Interior Designer of the Year Award** is a celebration of the most talented designers from every corner of the globe. Joining the illustrious list of winners, Andre Martin chose this year the Shanghai-based designer Ben Wu. It's a landmark win because Wu is the first-ever designer from mainland China to receive this prestigious accolade. **Using true Portuguese handcraftsmanship, Ben Wu turned this project into something we cannot forget.** In order to create a project with both modern taste and traditional feelings, so that it can pick up cultural memories while carrying functional requirements, Ben made a lot of adjustments to the internal spatial relationship of the building and reshaped the new spatial order. The standout of this luxurious residential design is the unique living room with an environment with high ceilings that is enlightened by one of **DelightFULL's best sellers, known as the Coltrane Suspension piece.**



The brand's CEO, Cláudio Vasconcelos, has been leading the team for the past 5 years and has a **clear vision** of what is the future for DelightFULL and Essential Home.

"My vision for the brand is to ensure that all customers and potential customers that at any given time have contact with the brand can enjoy the best possible service. This goes through a young team and dynamic customer-focused, as well as all the interfaces that the customer may have with the brand, either online or in the real world. We believe in personalized and adequate service to the characteristics and market need, either through the use of the customer's language or through product customization that will enlighten the world of all those who are inspired daily by us."



LOOKING BACK AT 2020

There is no doubt that 2020 was **a challenging year forever industry in the world since it created a huge impact in every company's culture**, including these two brands from Portugal. Cláudio Vasconcelos, CEO of DelightFULL and Essential Home, affirms that it's impossible to decouple this year from the COVID 19 pandemic, whether it is from a negative or positive point of view.

"As a team, we had to face many new realities, from the home office dynamic, remote team monitoring by their leaders, unreachable customers during periods of confinement, among many other things that have overpowered the old reality that the brands were used to such as missions and fairs (that we did not do), as well as all the communication environment adapted to this regular calendar", explained the brand's CEO. With the lack of presential meetings and events, the brands had to **reinvent their daily routine through different strategies such as virtual meetings and presentation with their clients, virtual 3D house tour a summer to showcase** their new collections, and online product launching campaigns, just to name a few.



Orders stagnant in the warehouse, excessively high transport costs, as well as difficulty in contacting clients because they weren't at the office, were some of the **biggest challenges that this team had to face throughout the year.** However, Cláudio defends that these challenges make the brands grow stronger and more united than never since the Essential Home and DelightFULL team learned how to **quickly adapt to this new world,** with the readjustment of calendars that are transversal to the entire brand as well as its execution.

In fact, not everything was negative with the arrival of 2020, the mid-century modern brands had the chance not only to reinforce their online presence but also launch some exciting developments and projects. *"In a year when we had to face some of the biggest obstacles, we were able to mature our e-commerce presence, launch our capsule collections with top Italian designers and establish the first mid-century corners in 5 of the biggest states in the USA setting strong foundations for 2021, but also increase by 50% the billing history of Essential Home... So, as you can see, there are a few important aspects to celebrate",* said Cláudio Vasconcelos.



CAPSULE COLLECTION WITH TOP DESIGNERS

This was the first year that Essential Home and DelightFULL had the chance to work with some of the top names in the Italian design scene, with the creation and launching of the **signature collection with Studiopepe and Carlo Donati**. These types of partnerships with some of the best professionals in the world was a great way to fight the GAP of that brand's product offer, **but also cross the solution of this GAP with top names in the design market** so that there is a strong increase of brand awareness. *"By associating ourselves with the best names in the market, constantly researched, we will capitalize on this "ride" as much as we can. Depending on the importance of the name, the more recognized it is, the greater capitalization will exist. We can say that in a way we also gain some prestigious market Ambassadors, since these designers will be a part of the entire process from the development of product design to the post-conception stage, such as the communication of the collection",* explained Cláudio Vasconcelos.

According to the CEO, these unique partnerships was a project that started in 2019 was something positive for the brands, not only because it added **some interesting designs to the brand's collections, but also because it helped to give more experience to the team of the communication and design departments**. Cláudio also reinforced that *"the brand continued to operate normally, not affecting its normal functioning in any way. I noticed departments growing due to this new experience with constants back and forward in the product design processes as well as content for communication."*



These signature collections are going to be the future of both **mid-century modern brands expanding to some of the biggest interior design markets in the world**, such as **London, Paris, Los Angeles, New York, and Milan**. Cláudio explained there is a big operation in focus called CBC (or "City by City"), where the brand's **direction clearly defines which cities should be the focus of the communication** and the approach of the sellers, either for the current return, but also and more important for the potential of the city.

This internal operation is transversal to all departments, including Design. *"We want to cross excellent names of product designers / ID's of the focus cities London, NY, LA, Paris, Milan among others. We intend to obtain thus new capsule collection that fills the gap on the products offer with adaptations to the regions/cities of the partnership's designers",* reinforce the DelightFULL and Essential Home's CEO.



HOW THE BRANDS GAINED A STRONG PRESENCE IN THE USA

Besides the strong bet in the Italian market with the launching of the new collections with Studiopepe and Carlo Donati, the mid-century modern brands started 2020 with a strong bet on the North American market with the creation of solid partnerships with the best showrooms and stores in some of the most important states across the **USA setting a strong foundation for future partnerships.**

“Regardless of the exponential growth of online sales (also worked internally with several operations), we have a perfect notion that the bigger the value of the product to be purchased, the greater the «commitment». Thus, and giving the possibility in major markets, to provide the physical exhibition of our cured selection, we believe we will be able to convert much of the undecided purchase. In parallel and not less important, associated to the best retailers in the main cities, is another boost of confidence to those who still do not know us well.”

Cláudio Vasconcelos affirm that the goal is to take this initiative and extend it in a **worldwide level so that DelightFULL and Essential Home are present in the top 20 global cities.** The “mid-century corners” initiative can be considered as direct entry into the biggest markets since until this day the brands only sold B2B and B2C directly, with few exceptions passing by some stores that had a short selection of products on display.



WHAT IS YET TO COME?

With many experiences and new projects achieved in a year of obstacles, there are big expectations for 2021. This will be the perfect opportunity for DelightFULL and Essential Home to accomplish some goals that were set aside in 2020, and reinforce their effort in their exciting new projects. Cláudio believes that the fact these two brands are incorporated into one of the most creative industries in the world gives them the chance to always have **new ideas, new projects, and aspirations**. *“New projects will always exist, even more being in an industry as creative as the furniture design industry, new projects are already inherent to us.”*

The brand's CEO reinforces that the brand's departments are going to be focused on improving their online presence through several initiatives, such as new online stores/service improvements with customer areas appropriate to each client. **However, the big project of 2021 is without a doubt the emergence of a new brand in the company's history, called Mid-Century Club group**. This project is the heart of mid-century design breathing all references from the 20th century, **designed to respond to any need in the area of decoration, architecture, art, and fashion**.

“This one of the ideas that emerged in 2020, however, it wasn't properly developed and explored for various reasons that did not go as expected or happen”, said Cláudio Vasconcelos.



The goal of the **“Mid-Century Club”** project is to become one of the world’s leading online marketplace for memorable mid-century designs. It goes beyond a marketplace by bringing modern services such as marketing and communication strategies to its B2B clients, trade program, and excellent quality rate worldwide competition for B2C approach, and finally, content recognized platform nurtured by the twist of modern design great information. **With this new project, DelightFULL and Essential Home want to inspire all designers of the world and concentrate your needs in one marketplace**, through top social content, top articles, top website pages, top ambiances, among other initiatives.

This new emerging project will give the brand’s the opportunity to redesign iconic mid-century pieces with a new twist and offer Pieces with a low sales rate to become great again, as well as the opportunity to reconnect with former clients that lost connection with DelightFULL and Essential Home. *“Mid-Century Club will be the place of choice, of all house categories, for all mid-century lovers”*, affirmed Cláudio Vasconcelos.

DelightFULL and Essential Home feature their own unique luxury house project in one of the most beautiful settings in Portugal. Located near the beautiful Douro River, **Covet Valley is ready to provide you the full mid-century design experience** with its unique views and curated design collections. More than a simple showroom, this features the best collections from Essential Home and DelightFULL bringing together the famous American concept with the traditional Portuguese culture. Together they are a match made in heaven to create the most beautiful mid-century modern projects that stand out for their customized pieces.





ABOUT ESSENTIAL HOME

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ESSENTIAL HOME SEES THIS STYLE AS A STYLISH SANCTUARY FROM THE STRESSES OF LIFE.

IN INTERIOR DESIGN, IT'S ALL ABOUT RESPECT FOR HISTORY, YOU SHOULD BRING TOGETHER THE ICONIC CHARACTER AND ELEGANCE OF THE SPACE WITH PRACTICAL LUXURY. BUT PARIS AS IT'S FUN AND MAGIC SIDE, AND PARISIENNE STYLE IS THAT WHOLE IDEA OF ANTI-DECOR, ALWAYS HAVE TO LOOK LIKE YOU'VE DONE IT YOURSELF LIKE A TRUE FRENCH.

WHAT BETTER WAY TO REPRESENT THEM TO MIX OUR SOFT AND CLEAN MARCO DINING CHAIR WITH THE ROBUST AND STURDY BERTOIA MARBLE TABLE. THE KEY IS TO KEEP IT SIMPLE, MIXING VINTAGE WITH NEW, AND ALLOW OUR MEMORIES AND TREASURES BROUGHT HOME FROM TRAVELS TO SHAPE THE SPACE RATHER THAN STICKING TO ANY PARTICULAR INTERIOR STYLE.

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