



PRESS RELEASE



THE SINGAPORE FURNITURE INDUSTRIES COUNCIL



SRA RETAIL AWARDS 2022

Singapore, 6 January 2023 – Launched in 2016, ipse ipsa ipsum is a company based in Singapore that designs and sells handcrafted-made and bespoke furniture, interior decorations, and home accessories. Its name is derived from the Latin phrase meaning “*himself, herself, itself*” to accord equal value to the community of individuals, artisans, and designers who collaborate across various disciplines in creating the unique pieces.



Founder Saurabh Mangla hopes to bring forth a brand of luxurious yet accessible home pieces to the global market. At the core of his design philosophy is the unique combination of forward-facing and global aesthetic influences with traditional craftsmanship. Saurabh strongly believes in empowering the ipse ipsa ipsum community, presenting a new thinking and bold narrative to make the world a more equitable place. With over 20 years’ experience in the handcrafted furniture industry, his success spans across retail outlets, restaurants, and hotels worldwide.



Under the slogan “Live the ordinary, extraordinarily,” the brand has produced notable collections that exude style and sustainability, while exploring nostalgia and celebrating the roots of its design influences. Among these are the Peranakan Moderne, a 10-piece collection that pays homage to the rich Peranakan culture in Singapore; a collaboration with designer Nathan Yong centered on customization and personalized pieces for the home; The Straits Collection release which connected Singaporean heritage to modern-day design; a project with Singapore Airlines upcycling the retired A-380 parts; and the Biome collection with Jeremy Sun, comprised of handcrafted items in praise of nature and its preservation.



More recently, ipse ipsa ipsum delivered a full ski chalet in Hakuba Valley, Japan, each room furnished with unique furniture pieces to cater to different personalities. It has also recently commenced an office project for a Singaporean tech company using their waste materials. At present, the brand is in partnership with a Swiss-French chef to re-create a sustainability-styled restaurant.

📍 @ipseipsaipsum

📺 @ipseipsaipsum.LiveThe OrdinaryExtraordinarily

🌐 www.ipseipsaipsum.com

📺 AR Feature

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This January, ipse ipsa ipsum brings its talents to Europe with its first ever appearance at the Maison&Objet Fair in Paris, France, with the theme “Take Care!” to highlight collective brand consciousness. In true sustainable fashion, the brand will exhibit in booths made out of corrugated sheets as a clever suggestion in reducing waste during trade shows.

Ingrained in the ipse ipsa ipsum DNA is the steadfast commitment to its 5 brand philosophies. These ideologies are consistently implemented throughout their creative decisions and strategic approach, and this mindfulness is a key factor they share with participants of the event.



1. Crafting Better Lives

Through relationships with a community of craftsmen in India, the brand is proud to help preserve time-honored traditions and skills that have been passed down through generations. By working closely with these artisans, ipse ipsa ipsum is also providing meaningful income opportunities for individuals, their families, and the communities.



2. Made to Last

ipse ipsa ipsum is a strong advocate of the environment, mindfully aligning its business practices towards sustainability. Design collaborators are liberated from the concept of mass production and consumption, and instead focus on crafting enduring, high-quality pieces that customers can enjoy for a long time. Built to last, the brand ensures that every piece of furnishing or accessory is thoughtfully designed, functional, and has timeless appeal.



3. Materials that Matter

The brand ethically sources natural materials such as khadi cotton, recycled tin cans, e-waste, PET waste, reclaimed wood, and recycled bone from naturally deceased animals. Textiles are processed with non-toxic vegetable dyes, while base materials are in brass or stainless steel which can be recycled and reused.



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4. Affordability and Accessibility



ipse aims to elevate the lifestyle of each customer by offering sensibly-priced, semi-luxurious handcrafted items. This is achieved by investing in business process innovation, ensuring that our manufacturing approach and supply chain logistics are sustainably managed and optimized to provide a competitive advantage.



5. Customized for You

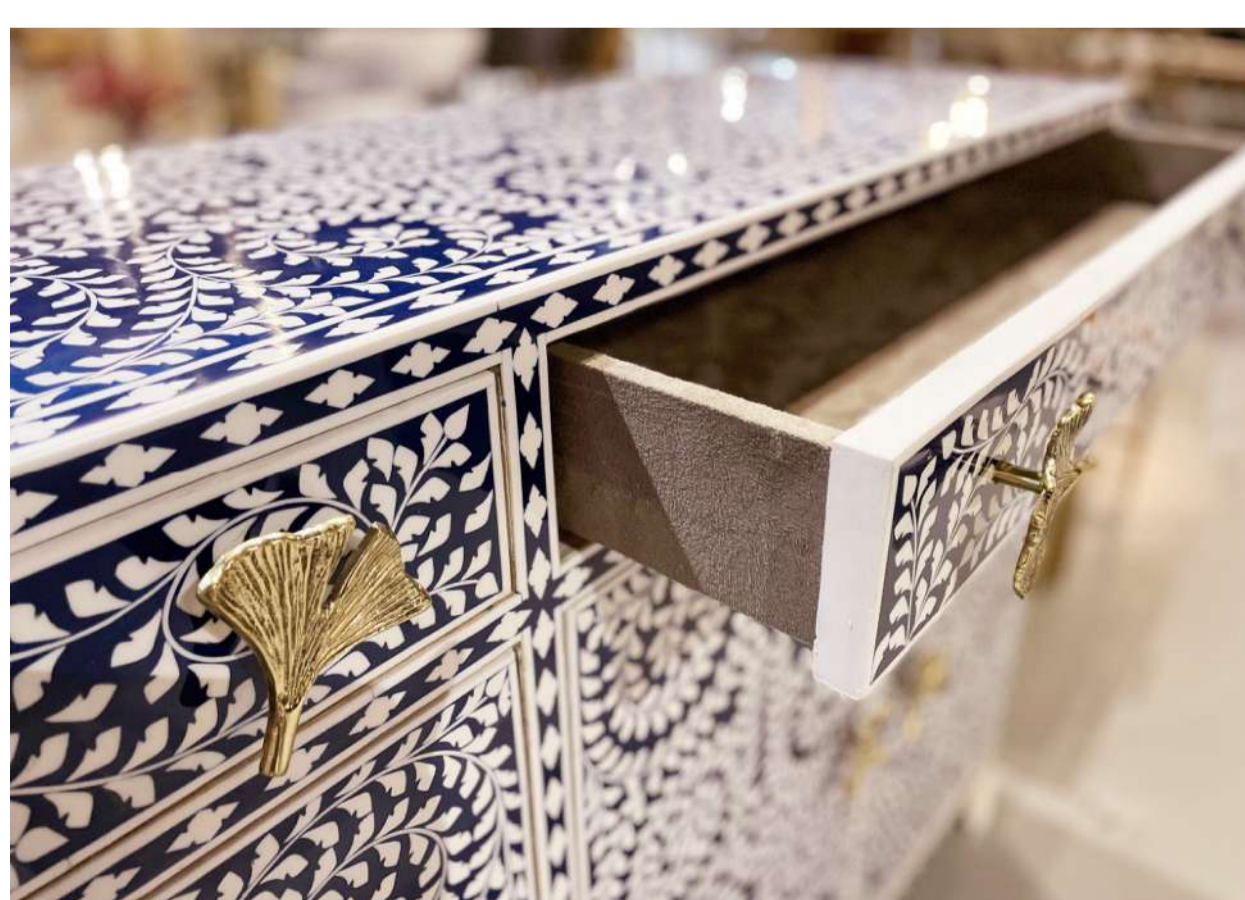
With a curated selection of materials, color palettes and finishes, ipse ipsa ipsum offers on-demand customizable options to reflect the unique taste and personality of each individual.



The brand also offers bespoke services, with product designs ranging aesthetically from vintage inspirations to updated classics.



These pillars have ultimately led the brand to success. In its early years, the brand has won awards for 'Best Living Room' and 'Best Concept Living' at the International Furniture Fair Singapore (IFFS). Fast forward to 2022, ipse ipsa ipsum was named "Most Promising Local Retailer Brand" by the Singapore Retailers Association at the SRA Retail Awards. In the same year, the brand was also among the five companies included in the Sustainability Leaders Recognition (SLR) initiative organized by the Singapore Furniture Industry Council (SFIC).



The brand continues to be geared towards green future initiatives and other promising partnerships, ever mindful of its contribution to the bigger picture. Catch ipse ipsa ipsum at the Maison&Objet event this January 2023 in Paris, France as they minimize carbon footprint responsibly, and in utmost style.

 **PRESS IMAGES**