

London Interior Designers Launch New Furniture Collection

Casa Forma, a London-based exclusive interior design, property search, property development and bespoke furniture manufacturing firm, is launching its premier "Gold Leaf" furniture collection for all its customers worldwide.

March 25, 2010 - [PRLog](#) -- London, UK, -- The Gold Leaf collection debuted at the launch of Casa Forma's Down Street property, its latest Mayfair project, and includes bar cabinets, crescent consoles, coffee tables, dining tables and chairs, side tables, a desk and study chairs. It is soon to be available on the online boutique with price and delivery details.

Entirely handcrafted in Italy, the line has been developed keeping functionality and understated chic as the design mantra, very true to Casa Forma's style. It incorporates 24k gold leaf in the wood and hence the name – 'The Gold Leaf Collection.' The signature hand inlaid work adds a special unique luxurious touch. The dining table and side tables also feature a bronze trim around the edges adding sophistication to the collection. The combination of ebony, rosewood, bevelled black glass panelled doors, and hand carved legs featured in this collection help create an eclectic mix that combines contemporary clean lines with opulence.

"The Gold Leaf collection is the perfect representation of the brand's design style – understated luxury. Each creation has been conceived observing the design aesthetics of Casa Forma. Very European in its feel, the furniture line focuses on comfort and at the same time epitomizes style and elegance making it perfectly suited for Casa Forma's discerning clientele," says Faiza Seth, CEO of Casa Forma.

About Casa Forma:

Casa Forma is a London interior design, property development, property search and bespoke furniture manufacturing firm, created by CEO Faiza Seth and Creative Director Luigi Esposito to provide bespoke lifestyle designs for all its clients. Casa Forma came into being in January 2007. Currently, it has a team of 10 interior designers/architects, CEO Faiza Seth, Creative Director Luigi Esposito and COO Killian Lynch.

About Faiza Seth:

Faiza Seth leads Casa Forma's strategy and development initiatives. As the CEO of the company, her expertise lies in managing, HR, finance and marketing. Faiza began her career in the Equity Capital Markets group at Lehman Brothers in Hong Kong. Following this she established her own international apparel manufacturing and trading business, Norwest Industries Ltd.

Faiza has enjoyed living all over the world, including America, Hong Kong and the UK. After graduating with a Bachelor of Arts degree in Economics from Northwestern University, she worked across a diverse range of industries and went on to obtain her MBA from Stanford University in California. Her passion for entrepreneurship and her love for creativity led to the inception of Casa Forma – a perfect mix of the two - along with her founding partner, Luigi Esposito

About Luigi Esposito:

Luigi Esposito is the creative director of Casa Forma and is the man behind the artistic and ingenious creations.

Luigi qualified as an architect in Brazil from Ritter Dos Reis University, in 1994. After moving to England in 1996 he completed a Masters in Interior Design from the University of North London. Luigi then started his career with renowned fashion designer Ralph Lauren as a Senior Interior Designer with the Ralph

Lauren Home Division and worked with them for several years.

Luigi's diverse portfolio includes residential and commercial projects ranging from several penthouse projects (two of which are included in the Stephanie Hoppen interiors book, 'Perfect Neutrals' and 'Andrew Martin Interior Design Revie 2006'), luxury flats, country homes, shops and polo clubs.

His architectural degree and a passion for designing led him to co-found Casa Forma along with Faiza Seth. For further information visit <http://www.casaforma.co.uk/>

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Source Alex Mungo

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