



BASHA HOME
巴夏居品

BASHA HOME INTRODUCTION MANUAL



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BASHA HOME

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MR. HONG QING, HE
FOUNDER

COMPANY PROFILE

Basha Home was established in 2006 by Mr. He Hong Qing who owns an excellent technical background of metal and upholstery furniture. After 19 years development, we have had 4 sub-factories with over 800 skilled staffs separately manufacturing Marble, Metal, Wood, Lacquer & Upholstery. With \$15 Million investment on equipment, including but not limited advanced 10,000 watt laser intelligent equipment, marble water knife parquet technology, 3D laser metal engraving technology, advanced production management software, ensures the excellence of each product manufacturing. The key material processing in own hand guarantees all new designs a rapid landing, massive production, superior quality control and faster delivery time.

There are 5 modern luxury furniture collections being launched so far, in sequence, Classic Inheritance, Master of Art, Urban Impression, B&N and Cranelaw, with over 2000sku including OEM designs. Furthermore, self-owned six showrooms total 5000sqms are ranked No.1 in terms of sales and popularity in Hall 9, FFEP(Famous Furnishings Expo Park). Whilst, 10,000sqms flagship showroom is under construction, the phrase 1 total 3000 will go public on Mar.15, 2025.

Up to year 2025, Basha Home has built a strong marketing network across China with over 150 franchising brand stores and exported its products to 45 countries and regions worldwide.



BASHA HOME MANUFACTURING

4 sub-factories produce marble, metal, wood, lacquer and upholstery, with over 800 skilled craftsmen. Key material processing in own hands guarantees all new products a quick landing, mass production, superior quality control and faster delivery time.



MATERIAL TECHNOLOGY

Creating a comfortable space full of life attitude with multiple material has always been the direction of Basha Home's efforts. Metal, marble, glass, veneer, fabric, leather and other material magically mixed together to create a unique and aesthetic living space. The delicate and appropriate color with outstanding art furnishings present a varied and abundant life style, naturally outline a fabulous characteristic of home life.



R&D ADVANTAGES

30+ Wood/veneer/lacquer solutions

60+ Natural luxury marble solutions

80+ Stainless steel finish solutions

No-ending on new products innovation

100+ High quality microfibre solutions

150+ Top quality leather solutions

200+ Popular fabric category solutions

Yes for all kinds of Customization & OEM

2023 WITH CCD ZHENGZHONG DESIGN, ROOM LIFE TO REACH COOPERATION

- Develop original design products Cranelaw Clay
- Hong Kong Cheng Chung Design (hereinafter referred to as CCD), founded by Hong Kong famous designer Mr. JoeCheng Cheng Chung, focuses on providing professional interior design and consulting services for international high-end hotel brands, and is one of the top international brand hotel interior design agencies.
- CCD is ranked first in the global hotel interior Design in 2022 by Interior Design magazine in the United States.
- In 2019 and 2020, it won the "Top 500 Asian Brands" for two consecutive years, and in 2020, it won the "China 500 Most Valuable Brands".

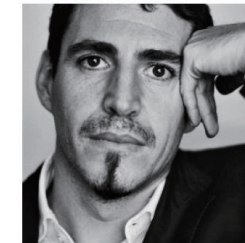


INSPIRATION AMBASSADOR

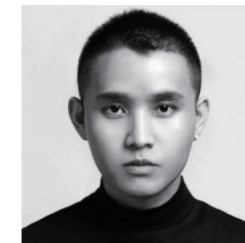
- Contracted designer Enrico Taranta| Thrick Taranta, Ambassador of Inspiration for Bacha's home design
- Famous Italian architectural interior designer, Design director of Tarantan Architectural Design Consulting (Shanghai) Co., LTD
- Graduated from the School of Architecture in Rome, has a wealth of international work experience. He has several design projects in Italy, New York, Miami, Copenhagen, Nigeria and China. He was a professor at RDI School of Interior Design, Donghua University, Shanghai.
- Art designer of Shanghai 2010 World Expo Exhibition, designer of Shanghai SMC Alsop Architects Association, interior designer of CADiCharles Allem, main designer of PTW Architecture, an internationally renowned architectural firm (Shanghai), and a cooperation project with Fuksas, a famous Italian architectural firm



GLOBAL COOPERATIVE DESIGN



STEFANO MANGINI
Brand Consultant



HUANG WENTONG
Art Director



ARTURO TESTERINI
Chief-Designer



JAYCEE LIU 刘家成
Furniture Designer



CISIL CALIPINAR
UX & UI Designer



MARCO CAFARO
Engineering Designer



DAVIDE PEDONE
UX & UI Designer



LORENZO FILIPPINI
Animation Designer



CARLOS BALDERAS
Space Designer

- Contract designer Arturo Testerini Huang Wentong
- POLITECNICO DIMILANO Politecnico Dimilano. Successively served EdizioniDesign, Milan Studio Habits, Advin Furniture, PIY,Giacomo Moor, Edizioni Desian, Molteni&C.
- Has won :DIA Design Intelligence Award/Honor Award 2020, Reddot Award, Gotrend(Shenzhen International Furniture Exhibition Gold Xi Award)



BASHA HOME COLLECTIONS



艺术大师 Master of Art

Master of Art series draws inspiration from European art history and culture. The generosity is its synonym. For instance, the enormous size and luxury sofa normally is regarded as standard configuration of the luxury house, however the straightforward contemporary sofa is unable to exactly reflect the Grand and luxurious house. These works of art delivered to end user's house are made by highly-skilled craftsmen of Basha Home. The extraordinary creativity and exquisite craftsmanship of gorgeous design creates the works of King's style. The confident and fearless attitude of life needs being matched with the highest life style.



经典传承 Classic Inheritance

The classic Inheritance series combines modern techniques and fashion elements to 'pass on' the classic, giving it new meaning, that is, your fashion can be passed on, which is the soul of the classic inheritance series.



都市印象 Urban Impression

Urban Impression is transforming a life attitude towards urban fashion and design aesthetics. Simple luxury life style is the carrier of fashion life, it deeply catches hold of consumers' pursuit of fashionable home concept by using multiple materials into its furniture products which like a clean stream to inspire people who loves life.



B&N

先锋艺术

The new B&N Avant-garde art series visually retains the sense of value of Italian style, but the design language is much simpler. The products continue the characteristics of mixing metal, stone, abrasive leather and other materials, and show extraordinary texture and taste with new materials, new techniques and new colors, interpreting the life imagination of "the beauty of Avant-garde art".



cranelaw® 克莱

For the development of Cranelaw by a young design team from Italy, Basha spent a lot of effort to create 813 new parts, after 8 months of testing and proofing and meeting the market, from digital models to proofing production purely hand-made, creating three-dimensional, smooth lines. The most notable is the design of the iconic yacht deck, the application of sofas, dining tables and other product details leave no room for the product to give soul and life to create a comfortable, free holiday lifestyle.

SOFA

BASHA HOME



CL9003SF



AS007SF



BW8508SF



AS011SF



CL9012SF



BN8018SF



BW8510SF



AS015SF



CL9012SF



CL9012SF



BW8512SF



AS023SF



CL9013SF



BW8055SF



AS019SF



BN8036SF



BN8038SF



BW8501SF



AS022SF



ZD016SF



CL9006SF



CL9020SF



CL9029SF



BN8033SF

BASHA HOME



CL9012SF



AS031SF



CL9030SF



AS001SF



CL9013SF



CL9003SF



BX005SF



BN8011SF



ZD023SF



ZD011SF



ZD019SF



ZD019SF



ZD029SF



ZD030SF



ZD030SF



ZD006SF



JDS080SF



JDS082SF



JDS082SF



JDS090SF



AS015SF



AS029SF



BN8018SF



BN8019SF

COFFEE TABLE | SIDE TABLE

BASHA HOME



CL9013FT



CL9023RT



CL9015CT



CL9011RT



CL9013FT



CL9023RT



CL9015CT



CL9011RT



CL9013ET



CL9023ET



CL9015BF



CL9011ET



BN8038RT



BX001CT



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CL9033CT-1



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CL9013BF



CL9033RT-1



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AS057FT



CL9012RT-1



CL9020ET



BN8023ET



AS057ET



CL9004RT



CL9011BF



BN8029ET



AS061BF



CL9023BF



CL9005BF



BN8017ET



BN8031ET



AS009ET



AS075FT



BN8017FT



BN8031RT



AS009CT



AS075ET

LEISURE CHAIR | STOOL

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BN8029LC



BN8007LC



BW8051LC



AS031LC



BX002LC



BN8026LC



BW8052LC



AS002LC



CL9039LC



BN8028LC



BW8053LC



AS006LC



CL9008LC



BN8037LC



BW8055L



AS007LC



CL9004LC



BN8038LC



BW8062LC



AS013LC



CL9010LC



BN8012LC



BW8065LC



AS022LC

BASHA HOME



CL9006LC



BN8010LC



CL9030SF



AS032LC



AS019LC



CL9019LC



BN8017LC



CL9002LC



ZD007LC



ZD023LC



JD054LC



JD002LC



T005



CL9008PE



CL9012SS



BN8020SS



AS056SS



AS057SS



AS068SS



AS072SS

DINING TABLE | CHAIR

BASHA HOME



CL9010DT



AS061DT



CL9039DT



BW8051DT



CL9009DT



AS015DT



BX003DT



BW8053DT



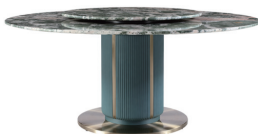
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CL9006DT



AS062DT-20



BN8017DT



BN8028DT



BN8018DT



BN8006DT



CL9005DC



CL9014DC



BN8037DC



AS003DC



CL9004DC



BN8031DC



BW8057DC



AS008DC

BASHA HOME



CL9023DC



BN8006DC



BW8060DC



AS010DC



CL9020DC



BN8015DC



BW8061DC



AS016DC



CL9011DC



BN8022DC



BW8067DC



AS018DC



CL9012DC



BN8007DC



BW8068DC



AS026DC



CL9018DC



CL9013DC



AS036DC-A



AS029DC



BN8001BY

BED

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CL9001BD



CL9032BD



BN8012BD



ZD015BD



CL9003BD



CL9039BD



BN8017BD



AS008BD



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BN8038BD



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AS007BD



CL9029BD



BN8031BD



BW8515BD



AS019BD

NIGHT STAND

BASHA HOME



CL9010NS



CL9039NS



AS056NS



BW8051NS



CL9013NS



BN8012NS



AS059NS



BW8056NS



CL9029NS



BN8017NS



AS099NS



BN8030NS



CL9032NS



BN8038NS



AS063NS



BW8063ET

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BASHA HOME



AS055TS



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CL9010BT



CL9010BT

DESK

BASHA HOME



BN8010DK



BW8056DK



CL9001DK



BW8056TT



BN8037BR



BW8056LC



CL9011LC



AS012BC