

TOWN & COUNTRY

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TAKING A TURN

Caracole has gained global popularity by taking American furniture in a direction that's less traditional – and more delightful.

BY TRIN NAPATSAKORN

CONSIDERED ONE OF THE FASTEST growing US-designed furniture brands, Caracole –founded in October 2009 – has already received a warm welcome in 40 countries.

“We knew that we had something very special in our hands, but results have surpassed expectations,” says Philip Pfeifer, Caracole’s Vice-President of International Sales.

Pfeifer, an industry veteran with extensive experience developing American furniture sales outside the USA, believes Caracole’s success reflects the brand’s original goal. Caracole is an equestrian term that refers to executing an elegant turn, and describes the brand’s

concept of making ‘a beautiful turn in a new direction’ away from the traditional American furniture lines.

Caracole creates ‘jewelry for the home.’ Pieces appeal equally to designers and consumers, and the brand’s sense of whimsy has earned wide acceptance. Playful names replace numeric codes, and design inspiration comes from global sources, periods and styles. This eclectic approach clearly resonates with a broad audience. Rather than choosing matched sets, Caracole—with hundreds of pieces in 75 finishes and a wide variety of materials—encourages homeowners to mix individual pieces that are unique, yet complimentary. And new, fashion-forward pieces are added every season.

“The Caracole brand is about having fun,” says Pfeifer. “Our designs are drawn from inspiration from around the world such as a napkin ring discovered in Rome or a handbag in Paris. This gives every piece a unique story and personality”. Many pieces are multi-purpose, adding functionality and versatility to the Caracole equation.

Just as important is Caracole’s value story. Popular pricing is the result of Caracole’s modern manufacturing facilities in China and Vietnam, and every piece is built to last, with lifetime guarantees on hardwood frames. “We’re proud of our factories because they’re a big part of our success,” says Pfeifer. “They help us achieve affordable luxury with quality, labor-intensive pieces of high design”.

Indeed, Caracole’s ‘turn in a new direction’ has been universally embraced by retailers, designers and consumers. It is a brand that offers “true American aesthetics and lifestyles with an international touch” – a combination that’s capturing the hearts of homeowners everywhere. *Explore the Caracole brand at www.caracole.com.* •



ELEGANT TURN
A beautiful turn in
a new direction that
reflects Caracole