03/2019

Senchuan is a forerunner of R&D of original nordic minimalist furniture in China. With many years' development and experience, the products combine the elements and technology of the east and the west, which gives a new definition of minimalist life.

森川是中国致力于原创极简家具研发生产的先行者，历经多年的发展沉淀，融合中西方设计元素和生产工艺，产品形象诠释了新极简生活的定义。

The products contain sofas, chairs, tables, cabinets, beds and other accessories for furniture. With the unique design language, no matter how to fix and match, they can always depict natural, comfortable and simple life style.

公司产品包含沙发、桌椅、柜子、床及其他家具配件，缘于森川特有的设计语言，这些家具无论怎么组合搭配，总能描绘出自然、舒心、极简的生活风格。

Benefiting from both modern and traditional technologies, and a particular successful research in Polymer Material field, Senchuan is able to produce a quality product that meets designer's initial concept. We keep improving the technology, using the best material and taking care of every details, to make sure every product is good enough.

得益于现代化生产技术和传统匠人之间的协同合作，加上在高分子材料领域独有的研发成果，以及在生产工艺改进、原材料精挑细选和细节处理上的倾力投入，森川能够完美塑造出源于设计师最初的设计理念和不同形态的高品质作品。

Senchuan's style turns into simple. Choose simple, choose taste, choose elegance and a casual life.

森川的风格成为了自然简约，自然简约成为了一种选择，选择以品味、优雅、随心的方式生活。

GOOD DESIGN

AMERICAN SOCIETY OF FURNITURE DESIGNERS

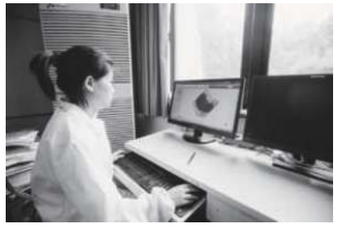
kapok Design Awards China 红棉中国设计奖

Construction started in August 2018 and the new senchuan plant, which will be completed in 2019, added nearly 80,000 square meters

Our newly added 80,000 square meters factory area will be put into production in 2019.

Welcome to visit and exchange experience in Senchuan.

All kinds of testing laboratories in the factory.



MAIN DESIGNERS

Claudio Francesco Bellini

GOOD DESIGN

GOLD BEST OF NEOCON

In 1996 he founded Atelier Bellini, an innovative design studio with special interest and an original approach on the relationship between new technologies and the creative processes.
This open minded attitude, combined with a peculiar sensibility for historical heritage, and a deep understanding for material, production process and market requirements, is clearly expressed in his creations and work method.
Professor in furniture design at the Genova University from 2004 to 2008, he holds lectures and conferences all over the world, as his work has been extensively published.
Today Claudio Bellini Design, recognized as one of the most influential European studios, is active within several fields of design, ranging from furniture to product and architecture. Many of its creations have received international design awards, among which the prestigious Red Dot, IF and Good design award.

Roberto Palomba & Ludovica

GOOD DESIGN

Founded in milan in 1994 by the design studio Ps+a (Palomba Serafini Associati), Roberto Palomba and Ludovica are regarded as one of the most famous lovers in Italian design.
Their design is bold but not capricious, avoiding frivolity and radical minimalism, a choice of values and themes rather than a simple simplicity.
Their works are created for "permanence", which is not only reflected in their enduring popularity in the design market, but also shows the tacit understanding and loyalty of the couple for the clients who love their design works. This is the key to their success -- by experiencing the customs of everyday life correctly, they are able to shout out in the world, expect to be recognized, and aspire to be abstract and bring lasting happiness.

Mario Mazzer

GOOD DESIGN

In 1980 opened his studio at Conegliano Veneto, Italy where he started to develop his own personal design language.
He carries out activities in various fields, from architecture to industrial design, in which he contributes to the cultural debate on design in conventions and conferences and by showing his work in events to promote products made in Italy.
He got the Architecture Degree at the Milan Polytechnic in 1978 and the diploma in Industrial Design at the Polytechnic School of Design in 1979. He gained experience in the 70s working with masters of Italian design, as Achille Castiglioni e Marco Zanuso.
Many of his products were selected for the ADI Design Indes and International Design Yearbook, presented in many editions of the cultural events "Abitare il Tempo" in Veronand at the London Design Museum.

Chen Zhiyi

In 2006, he joined Senchuan Furniture, and his achievement having been favored greatly by domestic and foreign customers with high praise.

"Generous simplicity, Portable fashion, Environmental protection" is his consistent design style, which is worthy of the international furniture professional association's highly recognization.

Senchuan Furniture design director. Who won the design award of Shanghai International Furniture Exhibition and plays an important role in the company's success of these years.

Cai Liechao

Found Mario Tsai Studio in Hangzhou China 2014, Focus on furniture, product and interior.
Use less, design better. He always insists moderation concept what use less materials and processes to be a comfortable condition named soft minimalism. Looking for a design way to interact with people, explore the materials that improve the society and environment, Looking forward on cooperation with you.
He has cooperated with many manufactures from Italy, Denmark, Norway and China, such as Shangxia, Zaozuo, MZGF, Ferm living, Valsecchi1918, Northern and so on . His projects have been published on some famousdesign web such ad dezeen, design-milk, designboom, wallpaper and so on.

Robert Admiraal

Studio Admiraal is a dutch design agency started in 2002 by Robert Admiraal.

Our studio is located at Europe biggest creative development center based in a former shipyard in Amsterdam with more than 150 creative companies and artist.

Since then the studio works on consumer and interior products such as yachting, lighting and a variety of furniture projects.

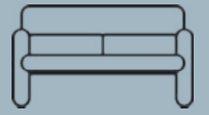
Studio Admiraal has a strong focuses on the integration of well designed details, consumer well being and commercial successful production.

NEW COLLECTION

page 01-22

CHAIR

page 23-62



SOFA

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TABLE

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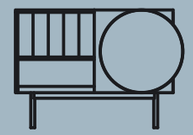


DECORATION

page 107-124

CREATE THE INFINITE
POSSIBILITIES OF LIFE.

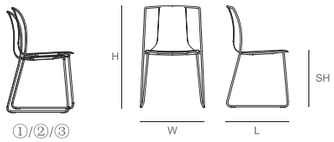
03/ 2019 NEW COLLECTION

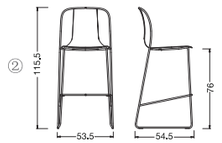
PAZ

Designed by **Roberto Palomba & Ludovica**

① **ADL9536 (edge-round)** Size: L51.5×W53.5×H84.5cm SH:46.5cm
② **ADL9537** Size: L54.5×W53.5×H115.5cm SH:76cm
③ **ADL9538 (edge-square)** Size: L51.5×W53.5×H84.5cm SH:46.5cm

Metal frame Black DarkGreen





PAZ

Designed by **Roberto Palomba & Ludovica**

The chair " PAZ" is made with tough metal ,wrapped with fine line, be like the drawing line ,The smooth curved surface of the seat is cleverly incorporated into the ergonomics ,ensure the comfort ,Both harmonious collocation, not only to achieve a stable structure, but also to achieve the visual effect . From the chair to the barstool , this collection includes three different products that not only express the same design but also have the same characteristics: Elegance without fragility, brevity without fragility.

PEDIGREE

Designed by **Cai Liechao**

②

③

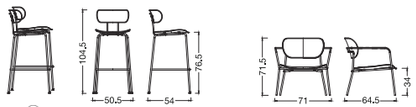
PEDIGREE

Designed by **Cai Liechao**

①

① **AFM1534** Size: L54×W50.5×H104.5 SH:76.5cm
② **AFM1534S** Size: L54×W50.5×H105 SH:77.5cm
③ **AFM2534S** Size: L64.5×W71×H71.5 SH:35cm

Fabric : please refer to the color swatch
Metal frame Matcha Blue Black White Grey



①

③

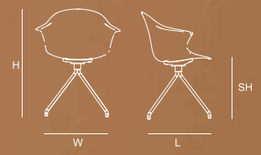
MEET

Designed by **Chen ZhiYi**

① **MEET-09/09B** (Black frame) Size: L51.5×W63×H80 SH:44.5cm
② **MEET-06** Size: L51×W63×H79.5 SH:44cm
③ **MEET-10/10B** (Black frame) Size: L51.5×W63×H80.5 SH:45cm
④ **MEET-25** Size: L51×W63×H80.5 SH:44.5cm
⑤ **MEET-15N/15NB** (Black frame) Size: L51.5×W63×H79.5 SH:43.5cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue



MEET

Designed by **Chen ZhiYi**

Practical, comfortable, workmanship is the most basic condition for choosing a chair .Of course, it's also the most basic attributes of "MEET". As an extension of the "magpie" chair, "MEET" continues a strong line and curved surface, smooth back of the chair with the back low front high design , accurate consideration of ergonomics, close to the spine, the hips were comfortably wrapped around the chair, elegant curve will delicate texture of convergence among them, clever and not make public.

⑥ **MEET-03W** Size: L51.5×W63×H80 SH:44.5cm

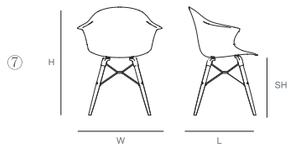
⑦ **MEET-08WNP** Size: L51×W63×H81 SH:45cm

Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue

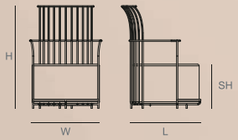


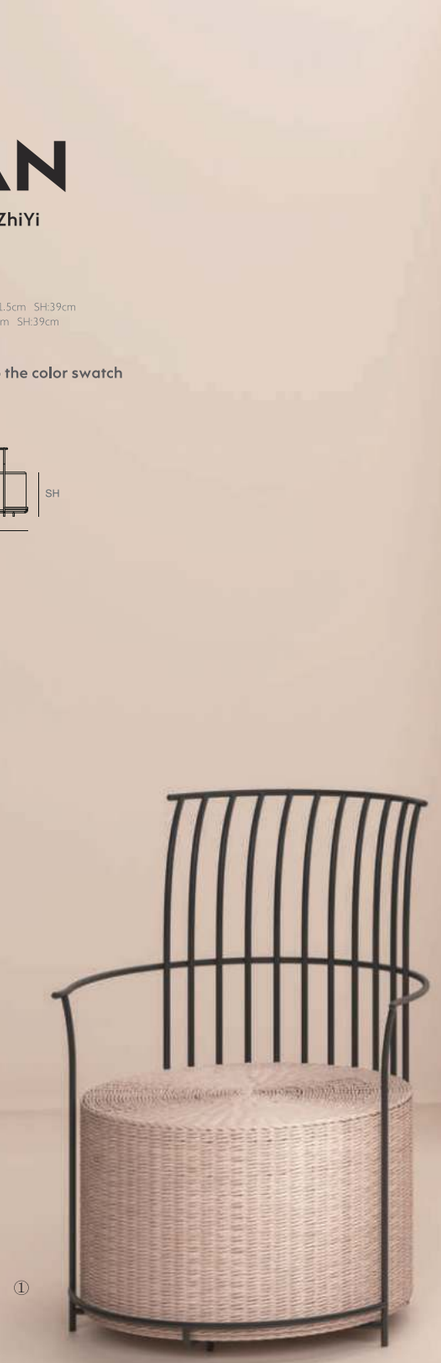
CHAN

Designed by **Chen ZhiYi**

① **CHAN-PF** Size: L71×W65×H91.5cm SH:39cm
② **CHAN** Size: L71×W65×H91.5cm SH:39cm

Metal frame Black
Fabric : please refer to the color swatch





①

②

CHAN

Designed by **Chen ZhiYi**

“CHAN” is an occasional zen sentiment in the designer's thinking on life.It's made of round steel with a diameter of 12mm, presenting a slim and steady linear back and armrest. It can easily bear the pressure of 120kg, and is equipped with an integrated soft cushion, which is also soft and rigid. The exquisite craftsmanship of details makes it comfortable and comfortable.

PACKING TABLE

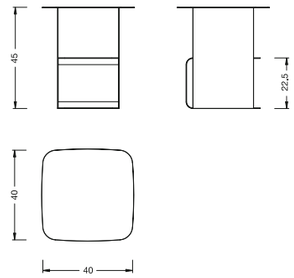
Designed by **Cai Liechao**

The design is inspired by the carton box which is common in our daily life. To extend two-dimensional plane into a three-dimensional form just by bending it. The space is divided into several small rooms, to meet different storage requirements. And the round corners give a warming feeling and make it suitable for differ-ent environmen

PACKING TABLE

Designed by **Cai Liechao**

BLO4145 Size: L40×W40×H45cm



Regular Colors:

Black DarkGreen

Senchuan collaborated with the best designers all over the world , adhering to the original design, and exploring the close integration of contemporary art and lifestyle. Senchuan believes that "life is art", and focuses on the "poetic dwelling" concept of life through the implementation of artistic charm products.

CHAIR

VIVID

Designed by **Chen ZhiYi**

① **VI-08WNP** Size: L54×W45×H79cm SH:46cm
② **VI-25** Size: L53×W45×H79cm SH:45cm
③ **VI-05** Size: L54×W54×H78cm SH:45cm
④ **VI-15N/15NB** (Black frame) Size: L55.5×W50×H77cm SH:45cm
⑤ **VI-09/09B** (Black frame) Size: L54×W45×H79cm SH:46cm
⑥ **VI-10/10B** (Black frame) Size: L54.5×W49×H78cm SH45cm
⑦ **VI-01** Size:L53×W54×H78.5cm SH:45cm
⑧ **VI-BAR** Size: L59×W50.5×H109.5cm SH:76cm
⑨ **VI-26TR** Size: L54×W55×H79.5cm SH:44.5cm
⑩ **VI-26** Size: L54×W55×H79.5cm SH:44.5cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

CLAY

Designed by **Claudio Francesco Bellini**

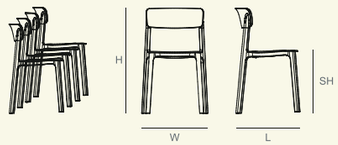
This is a classic chair which can be made from two different materials. The plastic version is simple while the wood version is noble. Same style provides you two different feelings.

Beech wood
Nature

Ash wood
DarkGreen

Ash wood
Burgundy

CLAY Size: L47×W48×H79cm SH47cm
CLAY-W Size: L46.5×W56×H77cm SH46cm



CLAY Size: L47×W48×H79cm SH47cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

CLAY

Designed by **Claudio Francesco Bellini**

⑥

FX

Designed by **Claudio Francesco Bellini**

① ② ③

④ ⑤ ⑥

① **FX-05** Size: L51.5×W57×H82 SH:45cm

② **FX-27** Size: L51.5×W53.5×H82 SH:45cm

③ **FX-01** Size: L52×W58×H81 SH:45cm

④ **FX-05F** Size: L53×W56.5×H81 SH:45cm

⑤ **FX-09/09B** (Black frame) Size: L50.5×W47×H81 SH:45cm

⑥ **FX-06** Size: L51.5×W53.5×H82 SH:45cm

Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue

①/③/④/⑥

Designed by **Chen Zhiyi**

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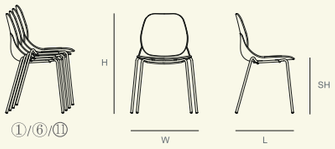
① **CT-615** Size: L51×W51×H82.5 SH:45cm
② **CT-617/617B**(Black frame) Size: L49×W45×H83 SH:45cm
③ **PW-062** Size: L48.5×W49×H81 SH:45cm
④ **PW-025NP** Size: L46.5×W46×H83.5 SH:45cm
⑤ **CT-618**(swivel) Size: L49×W45×H82 SH:45cm
⑥ **CT-616** Size: L49.5×W48×H82.5 SH:45cm
⑦ **CT-626**(swivel) Size: L47×W45×H82 SH:45cm
⑧ **CT-625N /625NB**(Black frame) Size: L48×W48×H82 SH:45cm
⑨ **CT-619** Size: L49×W45×H82 SH:45cm
⑩ **CT-617-1 /1B**(Black frame) Size: L49×W45×H84 SH:45cm
⑪ **CT-616-1** Size: L54×W52×H113 SH:76cm
⑫ **PW-025-1NFP** Size: L48.5×W47×H106.5 SH:68cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue



①/⑥/⑪

④

⑦

NET

Designed by **Chen Zhiyi**

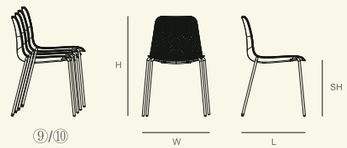
① **NET-08WNP** Size: L47×W45×H80 SH:45cm
② **NET-11W** Size: L50.5×W45×H80 SH:45cm
③ **NET-20W** Size: L47×W45×H80 SH:45cm
④ **NET-BAR-W** Size: L46×W47×H86.5 SH: 68cm
⑤ **NET-09 / 09B**(Black frame) Size: L46.5×W45×H81.5 SH:45cm
⑥ **NET-10 / 10B**(Black frame) Size: L48×W47×H81 SH:45cm
⑦ **NET-07** Size: L47×W45×H79.5 SH:45cm
⑧ **NET-BAR** Size: L49.5×W51.5×H94.5cm SH:76cm
⑨ **NET-01** Size: L51.5×W54×H81.5 SH:45cm
⑩ **NET-05** Size: L50×W55×H83 SH:45cm
⑪ **NET-15N / 15NB**(Black frame) Size: L49×W49×H79 SH:45cm
⑫ **NET-BAR-NFP** Size: L47.5×W47×H103.5 SH:68cm

Regular Colors:

■Black □White ■Grey

Selectable Colors:

■Red ■Pink ■Brown ■Green ■Matcha ■Ginger ■Navy Blue ■Blue



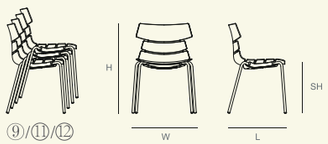
⑨/⑩

Designed by **Claudio Francesco Bellini**

① **PW-030NP** Size: L48×W50.5×H81 SH:45cm
② **PW-031-2**(swivel) Size: L49×W51×H81 SH:45cm
③ **PW-063** Size: L49.5×W51×H80 SH:45cm
④ **CT-606-1 / 606-1B**(Black frame) Size: L51×W50×H81 SH:45cm
⑤ **CT-606/606B**(Black frame) Size: L49.5×W51×H82
⑥ **CT-623**(swivel) Size: L48×W51×H80 SH:45cm
⑦ **CT-621**(swivel) Size: L50×W51×H80 SH:45cm
⑧ **CT-620** Size: L48×W51×H81.5 SH:45cm
⑨ **CT-603** Size: L50×W58×H81.5 SH:45cm
⑩ **CT-622N /622NB** (Black frame) Size: L47×W51×H80 SH:45cm
⑪ **CT-605** Size: L52.5×W56×H81 SH:45cm
⑫ **CT-602** Size: L50×W52.5×H97 SH:76cm

Regular Colors:
■Black □White ■Grey

Selectable Colors:
■Red ■Pink ■Brown ■Green ■Matcha ■Ginger ■Navy Blue ■Blue



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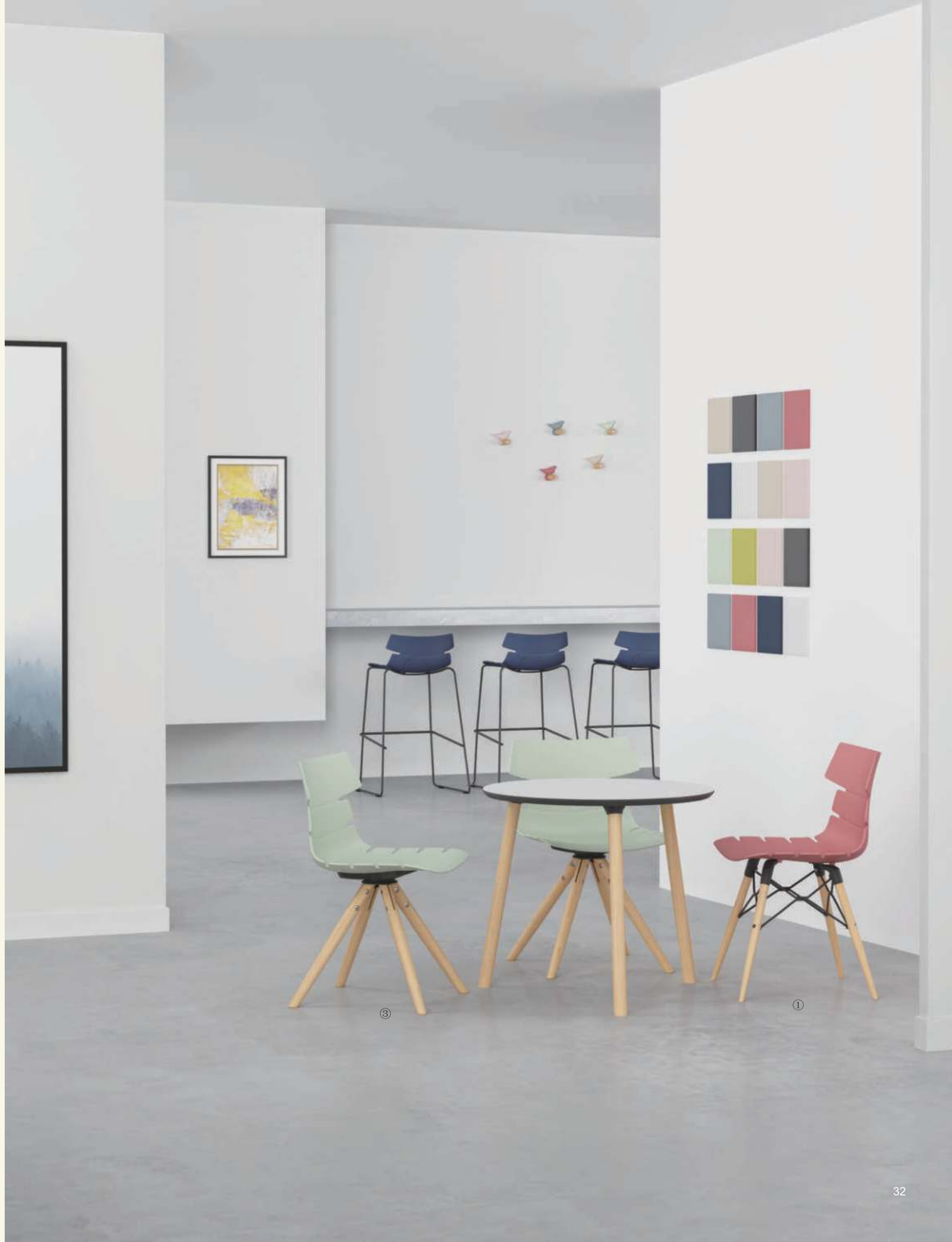
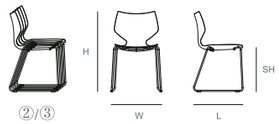


MOBY

Designed by **Claudio Francesco Bellini**

① ② ③



②/③

① **MY-09**/**09B**(Black frame) Size: L49×W47.5×H81.5 SH:45cm

② **MY-01** Size: L48×W52×H80.5 SH:45cm

③ **MY-05** Size: L50.5×W51.5×H81 SH:45cm

④ **MY-20W** Size: L54.5×W46.5×H81.5 SH:45cm

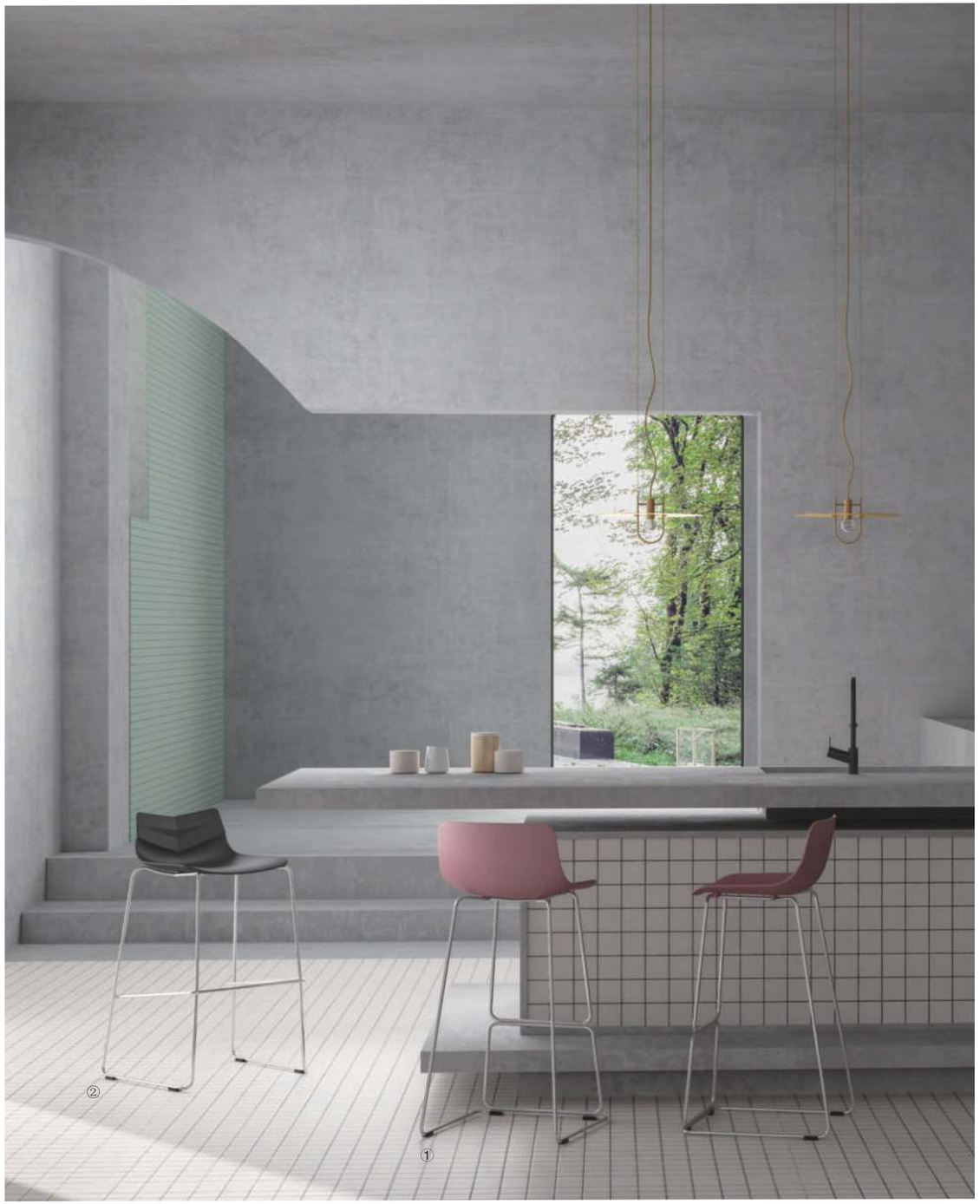
Regular Colors:

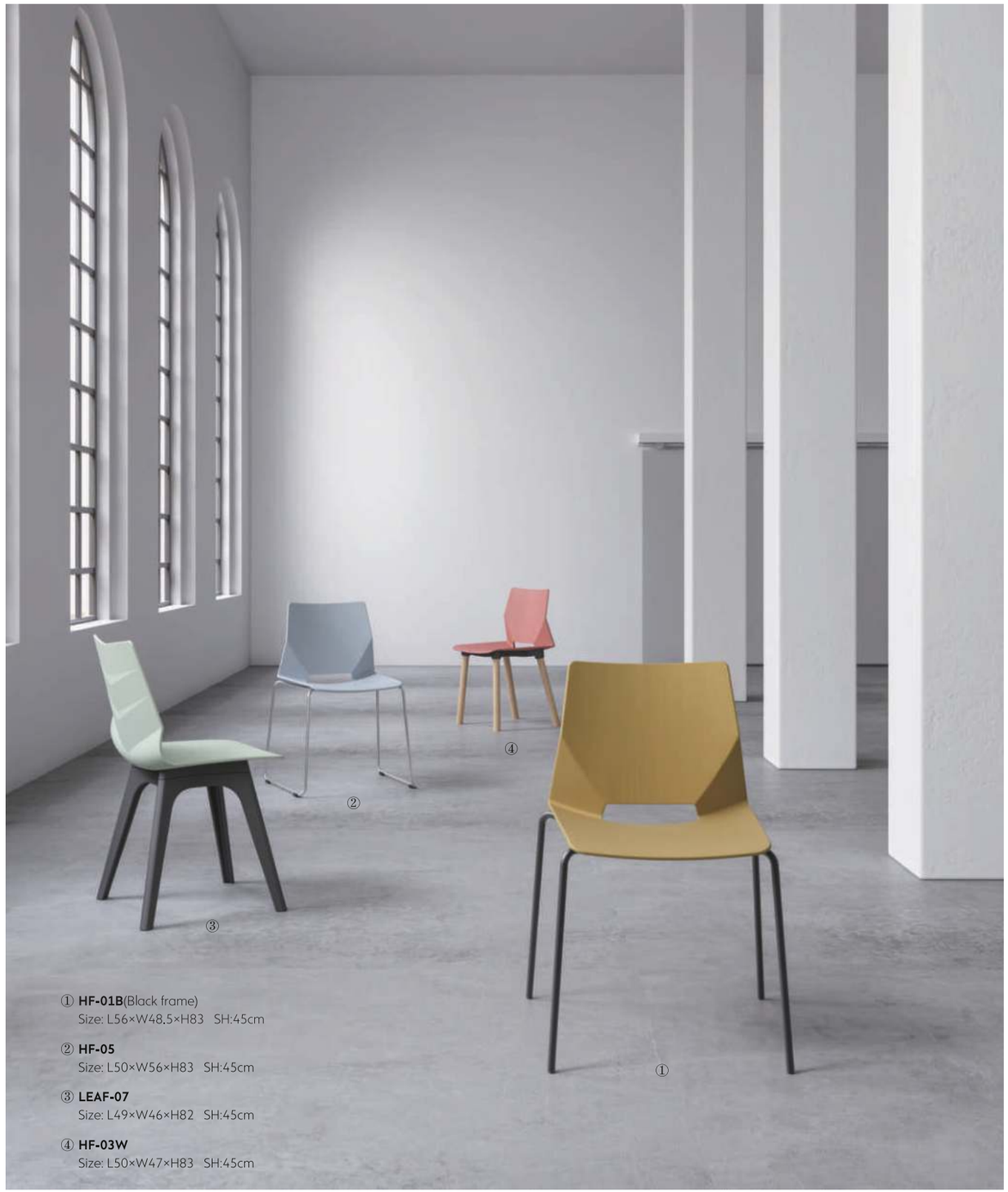
Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue

④





① **HF-01B**(Black frame)
Size: L56×W48.5×H83 SH:45cm

② **HF-05**
Size: L50×W56×H83 SH:45cm

③ **LEAF-07**
Size: L49×W46×H82 SH:45cm

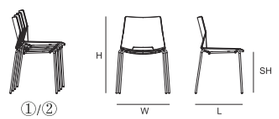
④ **HF-03W**
Size: L50×W47×H83 SH:45cm

Designed by **Chen Zhiyi**

① **CT-398 /398B**(Black frame) Size: L48×W48×H100 SH:76cm

Designed by **Claudio Francesco Bellini**

② **LEAF-06** Size: L49×W53×H94 SH:76cm



①/②

Designed by **Claudio Francesco Bellini**

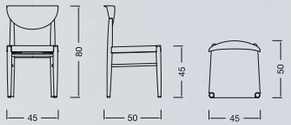
Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

SLOW

Designed by **Mario Mazzer**

① **SLOW** Size: L50×W45×H80cm SH:45cm
② **SLOW-WS** Size: L50×W45×H80cm SH:45cm



Regular Colors:
■Black □White ■Grey

Selectable Colors:
■Red ■Pink ■Brown ■Green ■Matcha ■Ginger ■Navy Blue ■Blue

Fabric : please refer to the color swatch

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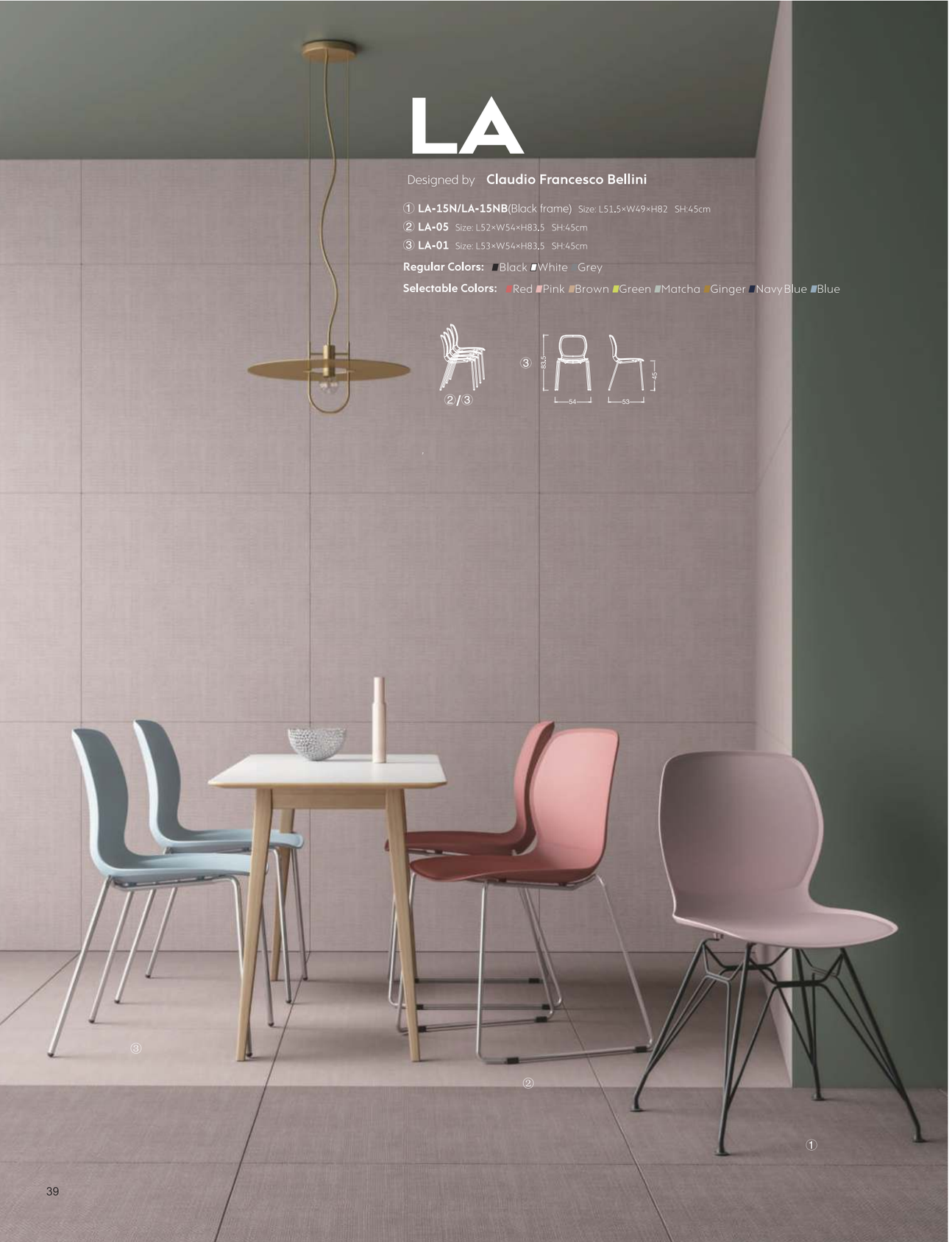
LA

Designed by **Claudio Francesco Bellini**

① **LA-15N/LA-15NB**(Black frame) Size: L51.5×W49×H82 SH:45cm
② **LA-05** Size: L52×W54×H83.5 SH:45cm
③ **LA-01** Size: L53×W54×H83.5 SH:45cm

Regular Colors: Black White Grey

Selectable Colors: Red Pink Brown Green Matcha Ginger Navy Blue Blue



CAT

Designed by **Claudio Francesco Bellini**

① **CAT-01** Size: L53×W59×H84 SH:45cm
② **CAT-05** Size: L51×W59×H84 SH:45cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

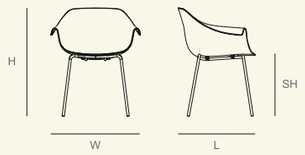
LAZY

Designed by **Claudio Francesco Bellini**

① **LZ-01** Size:L56.5×W63×H75.5cm SH:45cm
② **LZ-05** Size: L56.5×W63×H74.5cm SH:45cm
③ **LZ-06** Size: L56.5×W63×H77cm SH:45cm
④ **LZ-09/09B**(Black frame) Size: L56×W63×H78cm SH:46cm
⑤ **LZ-15N/15NB**(Black frame) Size: L58×W63×H76cm SH:45cm
⑥ **LZ-03W** Size: L58×W63×H77cm SH:45cm
⑦ **LZ-12W** Size: L56×W63×H75.5cm SH:45cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue



PEDIGREE

Designed by **Cai Liechao**

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① **AFM2534** Size: L64.5×W71×H71.5 SH:34cm

② **AFM2534S** Size: L64.5×W71×H71.5 SH:35cm

③ **AFM2433** Size: L53.5×W54.5×H76 SH:45cm

④ **AFM2433S** Size: L53.5×W54.5×H76 SH:46cm

⑤ **AFM1534** Size: L54×W50.5×H104.5 SH:76.5cm

⑥ **AFM1534S** Size: L54×W50.5×H105 SH:77.5cm

Fabric : please refer to the color swatch

Metal frame Matcha Blue Black White Grey

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Designed by **Chen Zhiyi**

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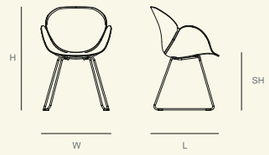
① **FL-09/09B**(Black frame) Size: L59.5×W58×H86 SH:45cm
② **FL-07** Size: L59×W58×H85 SH:45cm
③ **FL-03W**(swivel) Size: L60×W58×H84 SH:45cm
④ **FL-Y/ YB**(Black frame) Size: L84.5×W59×H79 SH:45cm
⑤ **FL-06**(swivel) Size: L58.5×W58×H84.5 SH:45cm
⑥ **FL-05** Size: L59×W58×H87 SH:45cm
⑦ **FL-12W** Size: L59.5×W59×H84.5 SH:45cm
⑧ **FL-08WNP** Size: L59×W58×H85 SH:45cm
⑨ **FL-15N/15NB**(Black frame) Size: L57.5×W58×H85 SH:45cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue



Designed by **Chen Zhiyi**

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① **PW-028** Size: L57×W57×H75 SH:45cm
② **CT-601** Size: L57×W57×H77 SH:45cm
③ **CT-600** Size: L58×W57×H73.5 SH:45cm
④ **PW-028-S** Size: L59×W59×H76 SH:45cm
⑤ **PW-029NP** Size: L57×W59×H77.5 SH:45cm

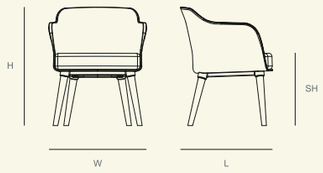
Fabric : please refer to the color swatch

Regular Colors:

■Black □White ■Grey

Selectable Colors:

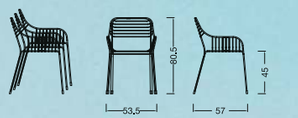
■Red ■Pink ■Brown ■Green ■Matcha ■Ginger ■Navy Blue ■Blue



①

WING

Designed by **Cai Liechao**



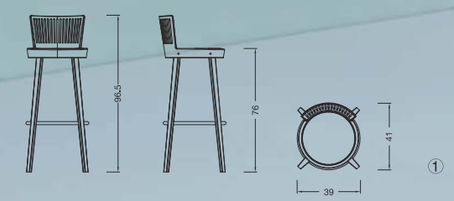
ATW2533 Size: L62.5×W54.5×H77.5 SH:45cm

Metal frame Black DarkGreen

① **TO-BAR-W**
Size: L41×W39×H96.5 SH:76cm

② **TO-12W**
Size: L54×W56.5×H81 SH:45cm

③ **TO-19W**
Size: L54×W56.5×H80.5 SH:45cm



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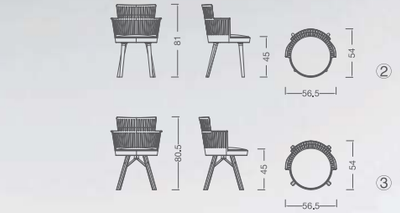

② ③

Designed by **Vincenzo Vinci**

Fabric : please refer to the color swatch

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

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Designed by **Robert Admiraal**

① **HP-20W** Size: L57×W59×H79 SH:45cm

② **HP-01** Size: L58.5×W59×H79 SH:45cm

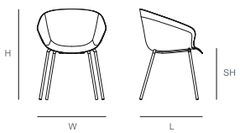
③ **HP-05** Size: L57×W59×H79 SH:45cm

Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha
Ginger Navy Blue Blue



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Designed by **Mario Mazzer**

① **POD-05W** Size: L55.5×W61×H79 SH:45cm

② **POD-02W** Size: L57×W61×H79 SH:45cm

Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue

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DALI

Designed by **Claudio Francesco Bellini**

Several lines can be the backrest and armrest of a chair. Simple, simpler! It's a simplest chair which has a charming design. Choosing this chair, to be an artist of life.

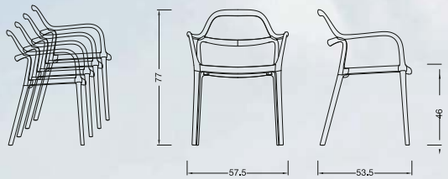
Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue

DALI Size: L53.5×W57.5×H77cm SH:46cm



Designed by **Claudio Francesco Bellini**

Designed by **Chen Zhiyi**

① **TB-01-80** Size: L80×W80×H74cm

② **TIG** Size: L56×W59×H83 SH:45cm

③ **CT-395** Size: L41×W41×H45.5

④ **CT-382** Size: L70×W75×H67 SH:37cm

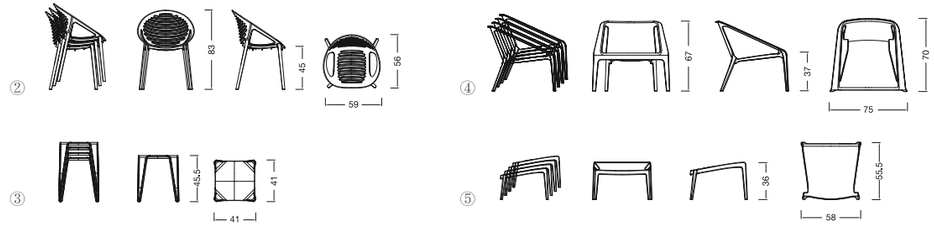
⑤ **CT-399** Size: L55.5×W58×H36

Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue



CT-396 Size: L55.5×W57.5×H78 SH:45cm

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

① WA-02
Size: L44×W44×H68 SH:68cm

② WA-01
Size: L38×W38×H46 SH:45cm

Infinite stacking

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Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

Designed by **Chen Zhiyi**

① **PW-027NP** Size: L35.5×W47×H49 SH:45cm
② **PW-010** Size: L33×W33×H68 SH:68cm
③ **PW-010-2** Size: L33×W33×H45
④ **PW-010H** Size: L33×W33×H76 SH:76cm
⑤ **PW-009** Size: L60×W60×H115

Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

NEST

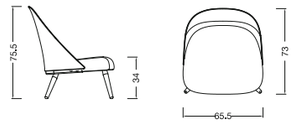
Designed by **Robert Admiraal**

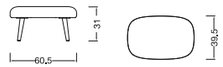
Regular Colors

Matcha Blue Black White Grey

Fabric : please refer to the color swatch

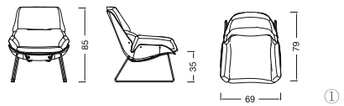
① **RX-12W** Size: L73×W65.5×H75.5 SH:34cm
② **RX-T** Size: L60.5×W39.5×H31
③ **RX-12WS** Size: L70×W65.5×H75.5 SH:34cm





BAY

Designed by **Claudio Francesco Bellini**



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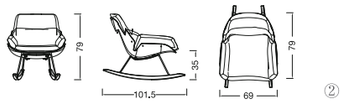

②

① **BAY-05** Size: L79×W69×H85 SH:35cm
② **BAY-Y / BAY-YB**(Black frame)
Size: L101.5×W69×H79 SH:35cm

Regular Colors (PP SEAT):
■Black □White ■Grey

Fabric : please refer to the color swatch

The brand name “Senchuan” has nature quality in Chinese. It combines the Nordic culture “close to nature ” with Chinese spirit “harmony between man and nature” , advocating the values of closing to nature and letting it be.

Senchuan products meet the high standard of environment protection. In a sense, the strict production line embodies our social responsibility of protecting environment.

SOFA

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BHT

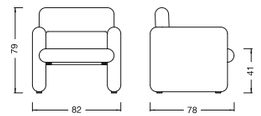
Designed by **Mario Mazzer**

Simplify the design language. The armrest is also the support of the sofa. The straight lines give a simple impression. The Italian design explains well of delicacy,balance and fashion.

Fabric : please refer to the color swatch

① **BHT501S** Size: L78×W82×H79cm SH41cm
② **BHT502S** Size: L78×W140×H79cm SH41cm

①



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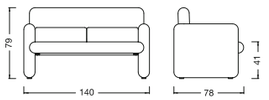


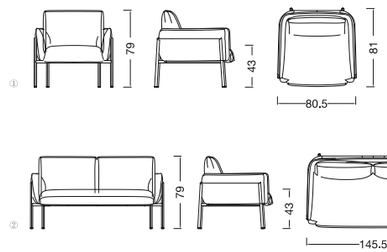
CHARLES COLLECTION

Designed by
Claudio Francesco Bellini

The products contain sofas, chairs, tables, cabinets, beds and other accessories for furniture. With the unique design language ,no matter how to fix and match ,they can always depict natural, comfortable and simple life style.

Fabric : please refer to the color swatch
Metal frame Black

① **CH-01** Size: L81×W80.5×H79 SH:43cm
② **CH-02** Size: L81×W145.5×H79 SH:43cm

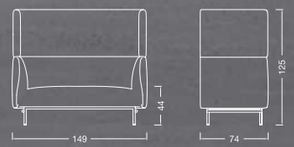


SCREEN

Designed by **Claudio Francesco Bellini**

It may looks hard from far away but you feel soft when sit. The folding screen keeps you away from the noise and mess. To make a better place, for you, for me, and for the life.

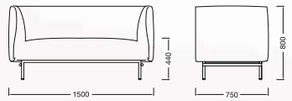
CNN652S Size:L74×W149×H125cm SH44cm
Fabric : please refer to the color swatch



SCREEN

Designed by **Claudio Francesco Bellini**

CNN552S Size: L75×W150×H80 SH:44cm

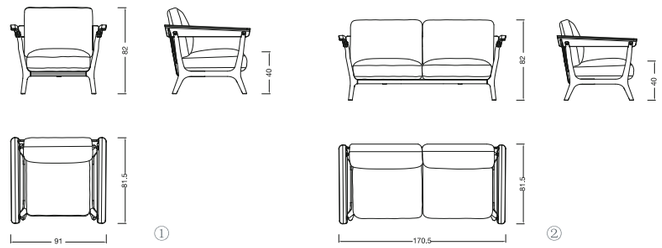


Fabric : please refer to the color swatch

Designed by **Claudio Francesco Bellini**

① **SOFA-01** Size: L91×W81.5×H82 SH:40cm
② **SOFA-02** Size: L170.5×W81.5×H82 SH:40cm

Regular Colors:
■Black □White
Fabric : please refer to the color swatch



The Round Square is derived from the consistent simple design of SENCHUAN that. The structure is simple and disciplined . The connection is elegant and natural.

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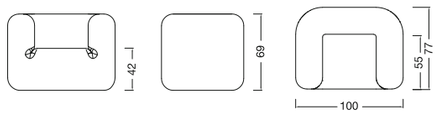
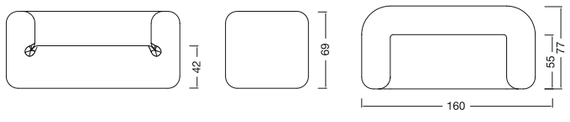
Fabric : please refer to the color swatch

① **CYF571S** Size: L100×W77×H69 SH:42cm



② **CYF572S** Size: L160×W77×H69 SH:42cm



Designed by **but design studio**

INSPIRATION

Designed by **but design studio**

Fabric : please refer to the color swatch

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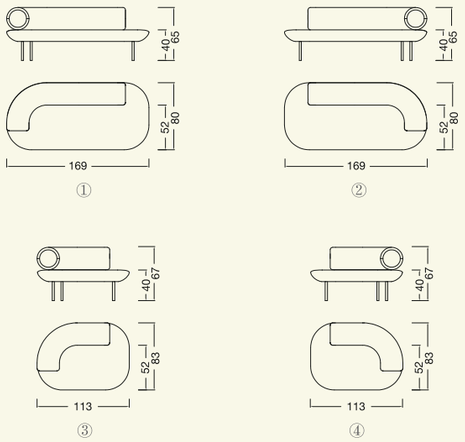
① **CSC472R** Size: L169×W80×H65 SH:40cm
② **CSC472L** Size: L169×W80×H65 SH:40cm
③ **CSC471R** Size: L113×W83×H67 SH:40cm
④ **CSC471L** Size: L113×W83×H67 SH:40cm



The design of sofa is inspired by the transition of unlimited extension ,in order to adapt the wider space. Whether its the small household space or public waiting area. Like the library/ hotel lobby etc, all will be perfectly integrated..

UX SOFA

Designed by **Cai Liechao**

Fabric : please refer to the color swatch

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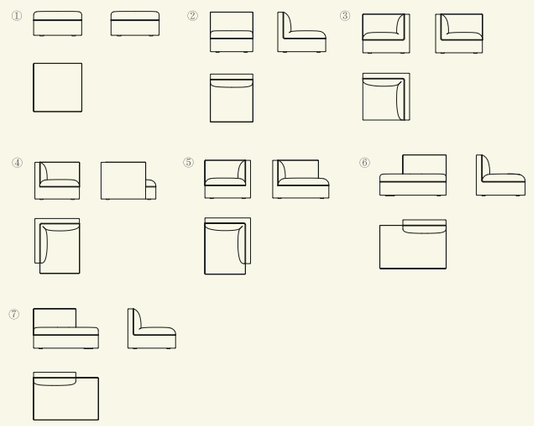
① **UX-51** Size: L77×W77×H39 SH:39cm
② **UX-52** Size: L77×W87×H73 SH:39cm
③ **UX-53** Size: L87×W87×H73 SH:39cm
④ **UX-54L** Size: L87×W107×H73 SH:39cm
⑤ **UX-54R** Size: L87×W107×H73 SH:39cm
⑥ **UX-55L** Size: L118×W87×H73 SH:39cm
⑦ **UX-55R** Size: L118×W87×H73 SH:39cm

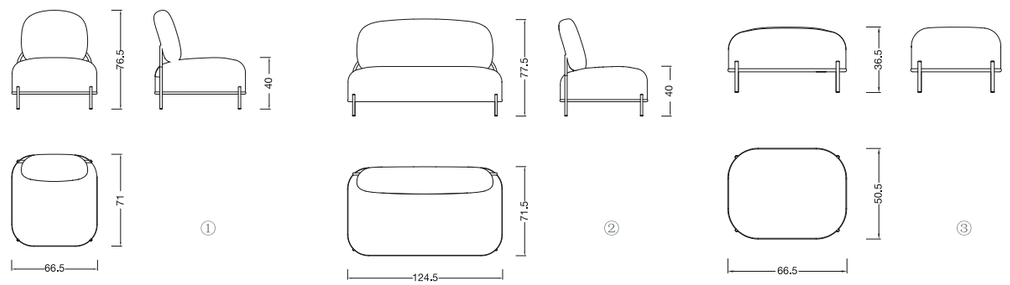


MIDNIGHT

Designed by **Robert Admiraal**

It was a tubular armchair from the 1950s that inspired designer Robert Admiraal to create the Midnight collection. The idea was to create a chair with a distinctive slihouette consisting of a tubular metal frame and soft comfortabe cushions.

The result is a range of models which can both fill a room on their own and form part of an ensemble.



① **SOFA-06-01** Size: L66.5×W71×H76.5 SH:40cm

② **SOFA-06-02** Size: L124.5×W71.5×H77.5 SH:40cm

③ **SOFA-06-T** Size: L66.5×W50.5×H36.5

Fabric : please refer to the color swatch

Metal frame: ■Black

BRIGHTEN

Designed by **Chen ZhiYi**

The Brighten chair is inspired by the natural flower. The petal-shaped backrest has a graceful and beautiful outline. The upholstered cushion bring you a comfortable feeling when sitting.

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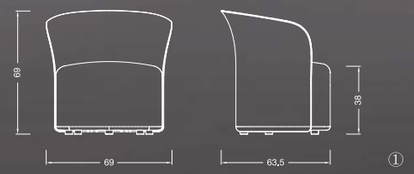
Regular Colors:
White Grey

Selectable Colors:
Brown Matcha Blue

Fabric : please refer to the color swatch

① **BR** Size:L63.5×W69×H69cm SH38cm
② **BR-1** Size:L63.5×W69×H69cm SH38cm

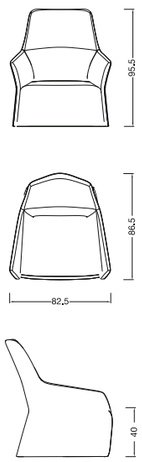


①

ROY

Size: L82.5×W86.5×H95.5　SH:40cm

Fabric : please refer to the color swatch



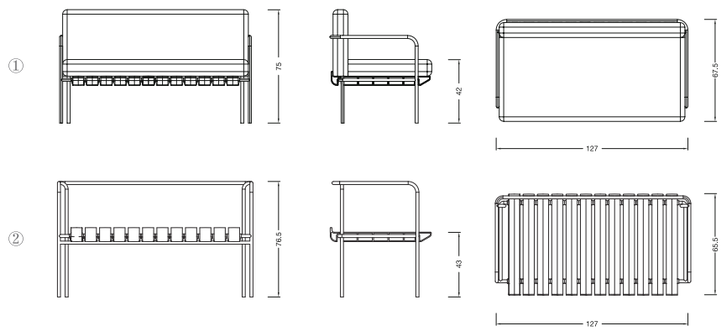
Designed by **Claudio Francesco Bellini**

PIANO

Designed by **Mario Mazzer**

① **PIA-S** Size: L67.5×W127×H75 SH42cm
② **PIA** Size: L65.5×W127×H76.5 SH43cm

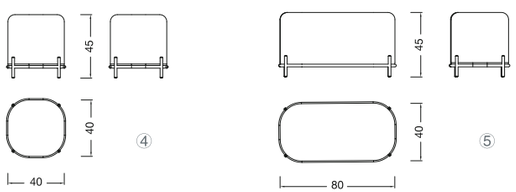
Metal frame: ■Black
Fabric : please refer to the color swatch

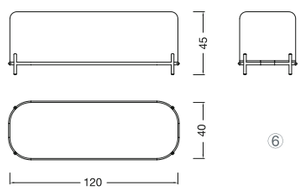


① **SOFA-03-4040S** Size: L40×W40×H37 ② **SOFA-03-4080S** Size: L80×W40×H37
③ **SOFA-03-40120S** Size: L120×W40×H37

④ **SOFA-03-4040** Size: L40×W40×H45 ⑤ **SOFA-03-4080** Size: L80×W40×H45
⑥ **SOFA-03-40120** Size: L120×W40×H45

Fabric : please refer to the color swatch





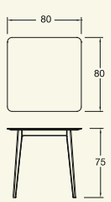
Keeping improving and excellent service is the cornerstone of Senchuan brand. Imagine a unconventional craftsman, violent-tempered, far-sighted, having a good taste, always being serious, great skilled and keeping self-challenging. This is we Senchuan. Never palter but always improve. Every product deserves much effort and every customer is worthy of sincere treatment.

TABLE

Designed by **Chen Zhiyi**

①　②　③

④　⑤

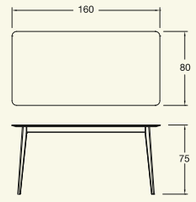


TB-08-8080
White tabletop

TB-08-8080G
Grey tabletop

TB-08-8080B
Black tabletop

①



TB-08-80160
White tabletop

TB-08-80160G
Grey tabletop

TB-08-80160B
Black tabletop

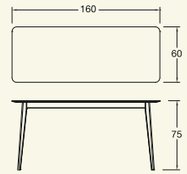
②

TB-08-60120
White tabletop

TB-08-60120G
Grey tabletop

TB-08-60120B
Black tabletop

③

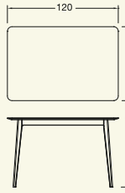


TB-08-60160
White tabletop

TB-08-60160G
Grey tabletop

TB-08-60160B
Black tabletop

④



TB-08-80120
White tabletop

TB-08-80120G
Grey tabletop

TB-08-80120B
Black tabletop

⑤

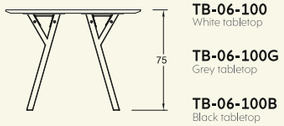
Designed by **Mario Mazzer**

①

②

③

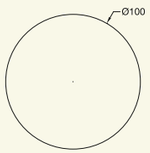
④



TB-06-100
White tabletop

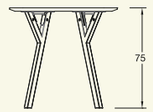
TB-06-100G
Grey tabletop

TB-06-100B
Black tabletop



(4 legs)

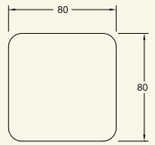
①



TB-06-8080
White tabletop

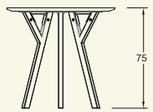
TB-06-8080G
Grey tabletop

TB-06-8080B
Black tabletop



(4 legs)

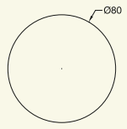
②



TB-06-80
White tabletop

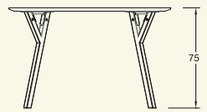
TB-06-80G
Grey tabletop

TB-06-80B
Black tabletop



(3 legs)

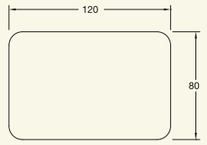
③



TB-06-80120
White tabletop

TB-06-80120G
Grey tabletop

TB-06-80120B
Black tabletop



(4 legs)

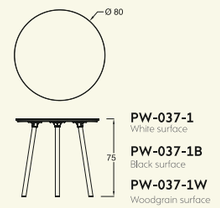
④

①

Designed by **Chen Zhiyi**

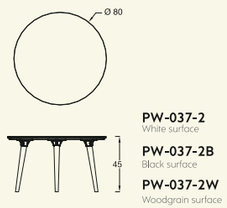
① ② ③

④ ⑤ ⑥



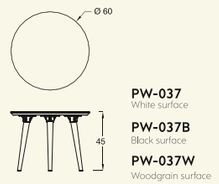
PW-037-1
White surface
PW-037-1B
Black surface
PW-037-1W
Woodgrain surface

①



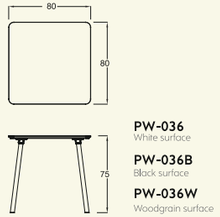
PW-037-2
White surface
PW-037-2B
Black surface
PW-037-2W
Woodgrain surface

②



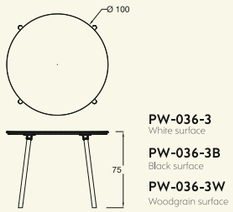
PW-037
White surface
PW-037B
Black surface
PW-037W
Woodgrain surface

③



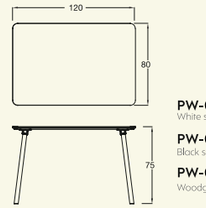
PW-036
White surface
PW-036B
Black surface
PW-036W
Woodgrain surface

④



PW-036-3
White surface
PW-036-3B
Black surface
PW-036-3W
Woodgrain surface

⑤



PW-036-1
White surface
PW-036-1B
Black surface
PW-036-1W
Woodgrain surface

⑥

①

②

③

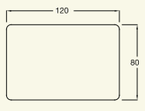
④

⑤

⑥

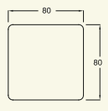
⑦

⑧



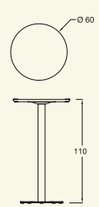
CT-612
White surface
CT-612B
Black surface
CT-612W
Woodgrain surface

①



CT-608
White surface
CT-608B
Black surface
CT-608W
Woodgrain surface

②

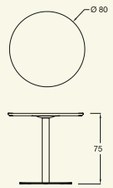


CT-611
White surface
CT-611B
Black surface
CT-611W
Woodgrain surface

③

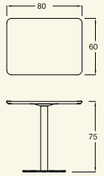
CT-611-1
White surface
CT-611-1B
Black surface
CT-611-1W
Woodgrain surface

④



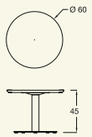
CT-609
White surface
CT-609B
Black surface
CT-609W
Woodgrain surface

⑤



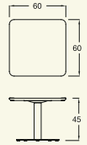
CT-610
White surface
CT-610B
Black surface
CT-610W
Woodgrain surface

⑥



CT-611-2
White surface
CT-611-2B
Black surface
CT-611-2W
Woodgrain surface

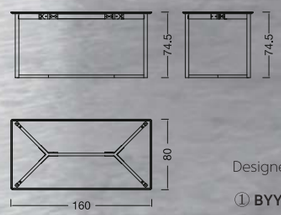
⑦



CT-613
White surface
CT-613B
Black surface
CT-613W
Woodgrain surface

⑧

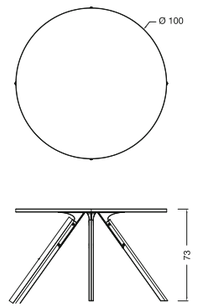
CHINESE ERA



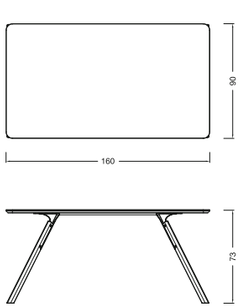
Designed by **Cai Liechao**

① **BYY80160:** White tabletop **BYY80160G:** Grey tabletop **BYY80160B:** Black tabletop Size: L160×W80×H74.5

①



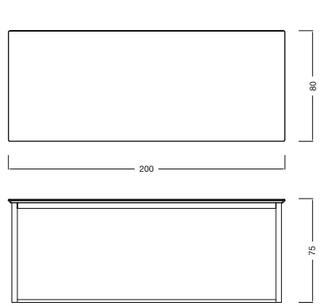
① **PW-032-2** White surface
PW-032-2B Black surface
PW-032-2W Woodgrain surface
Size: L100×W100×H73cm



② **PW-032-3** White surface
PW-032-3B Black surface
PW-032-3W Woodgrain surface
Size: L160×W90×H73

Regular Colors:

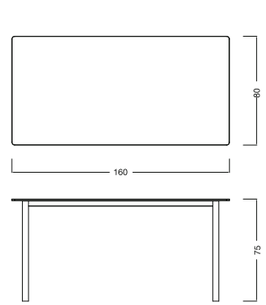
■Black □White / Wood grain



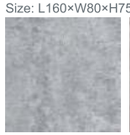
③ **TB-02-80200**
Size: L200×W80×H75cm

Regular Colors:

■Black □White / Wood grain



④ **TB-11-80160KBT**
Size: L160×W80×H75cm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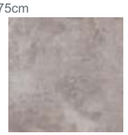
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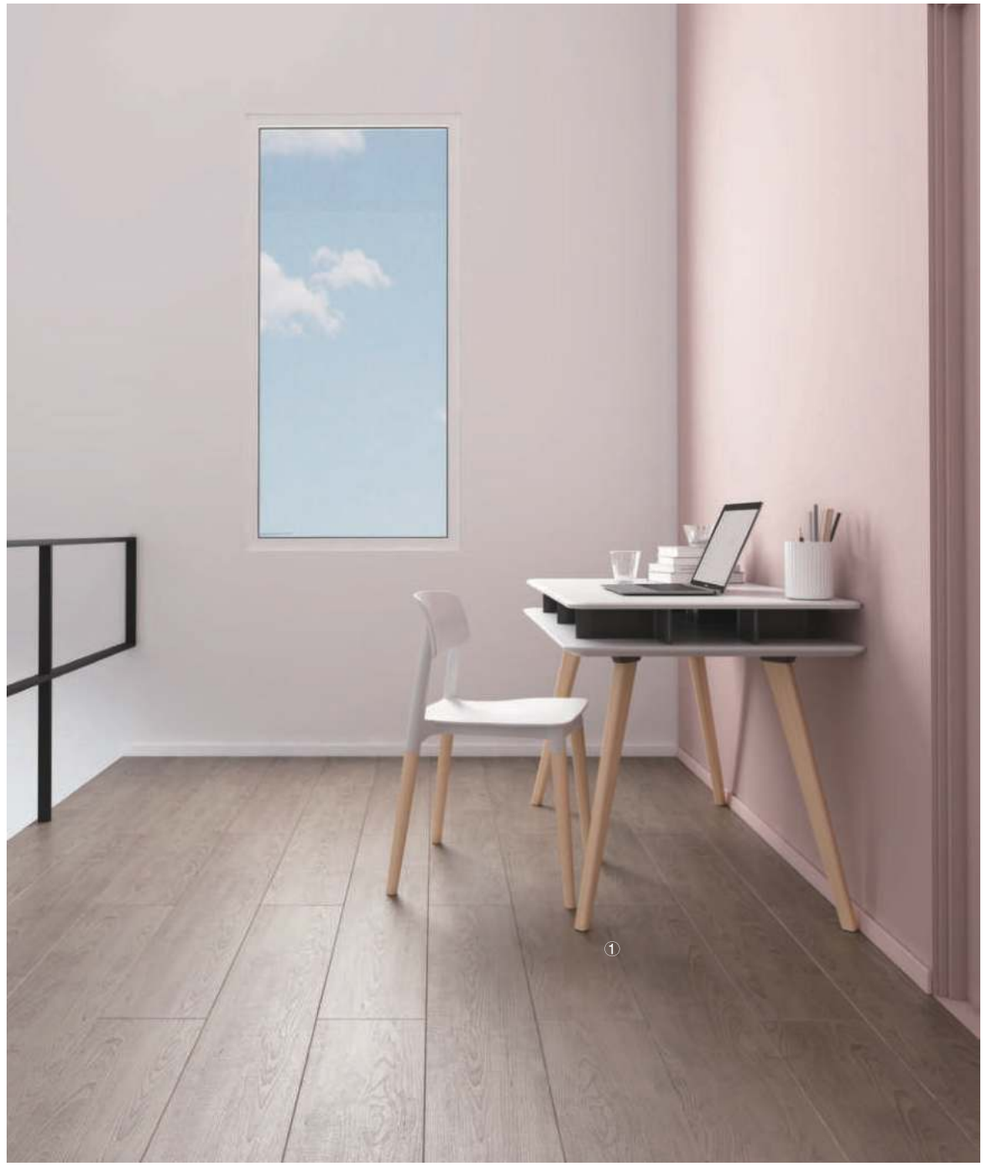
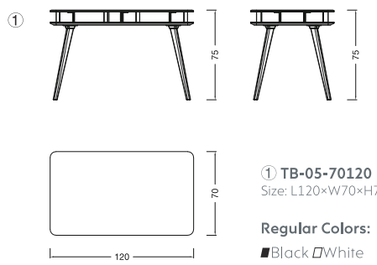
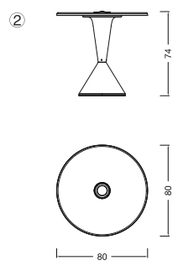


Designed by **Chen Zhiyi**



① **TB-05-70120**
Size: L120×W70×H75

Regular Colors:
■Black □White



② **TB-01-80**
Size: L80×W80×H74

Regular Colors:
■Black □White ■Grey

Designed by **Claudio Francesco Bellini**

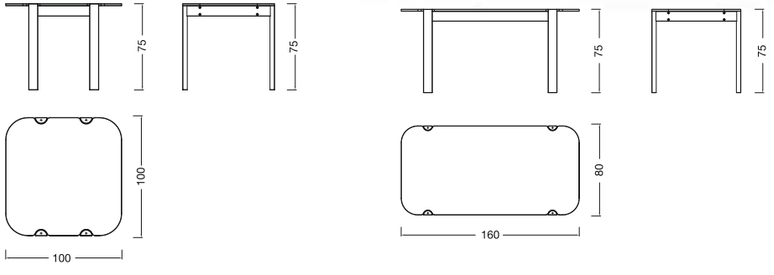
ELEPHANT

Designed by **but design studio**

"Funny" and " Surprise" is the core of the Elephant design concept, the four straight lines/ the big curve of corner/ semi-circled table leg, all make the Elephant funny, the application of a variety of space is filled with countless " Surprise" moments.

①

②



Regular Colors:
■Black □White

① **BSC1010** Size: L100×W100×H75
② **BSC1680** Size: L160×W80×H75

Designed by **Mario Mazzer**

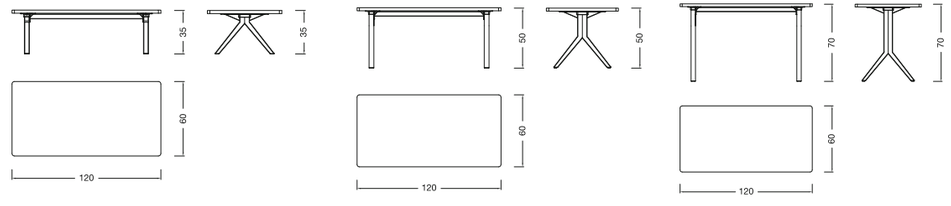
①

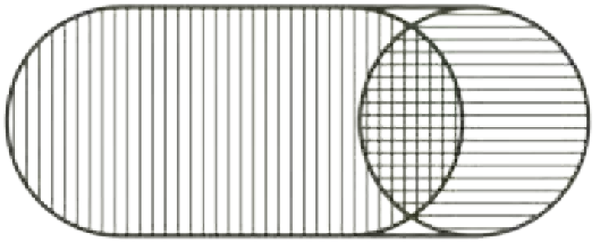
②

③

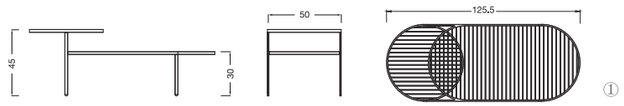
① **BG-35-60120** Size: L60×W120×H35
② **BG-45-60120** Size: L60×W120×H50
③ **BG-70-60120** Size: L60×W120×H70

Regular Colors:
■Black □White





① **BDS2545L** Size:L125.5×W50×H45cm



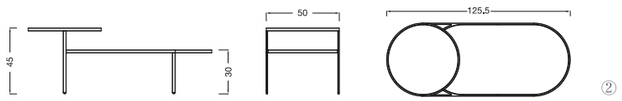
①

Designed by **Cai Liechao**

Regular Colors:

■Black ■DarkGreen

② **BDS2545P** Size:L125.5×W50×H45cm



②

Designed by **Cai Liechao**

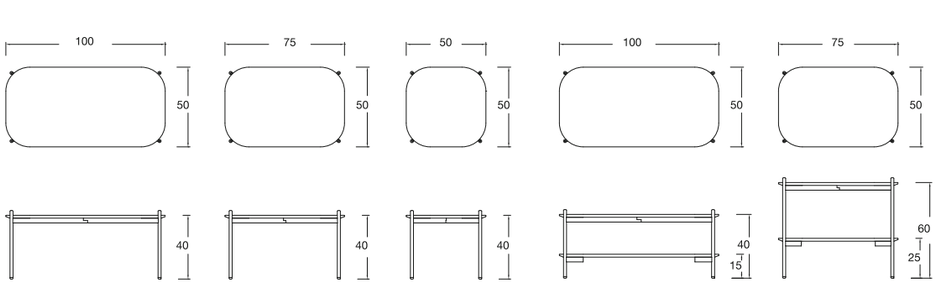
Table top regular clours:

■Black □White

Metal frame:

■Black

Designed by **Chen Zhiyi**



TB-10-50100A
White tabletop

TB-10-50100AG
Grey tabletop

TB-10-50100AB
Black tabletop

TB-10-5075A
White tabletop

TB-10-5075AG
Grey tabletop

TB-10-5075AB
Black tabletop

TB-10-5050A
White tabletop

TB-10-5050AG
Grey tabletop

TB-10-5050AB
Black tabletop

TB-10-50100B
White tabletop

TB-10-50100BG
Grey tabletop

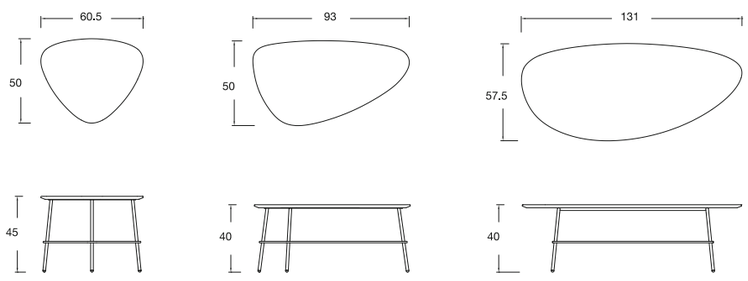
TB-10-50100BB
Black tabletop

TB-10-5075B
White tabletop

TB-10-5075BG
Grey tabletop

TB-10-5075BB
Black tabletop

Metal frame: ■Black



TB-09-01
White tabletop

TB-09-01G
Grey tabletop

TB-09-01B
Black tabletop

TB-09-02
White tabletop

TB-09-02G
Grey tabletop

TB-09-02B
Black tabletop

TB-09-03
White tabletop

TB-09-03G
Grey tabletop

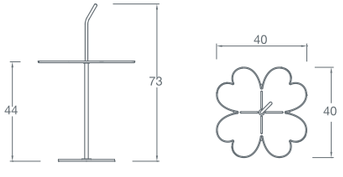
TB-09-03B
Black tabletop

① TB-07

Designed by **Chen Zhiyi**

Regular Colors:

Black White Grey Matcha Blue



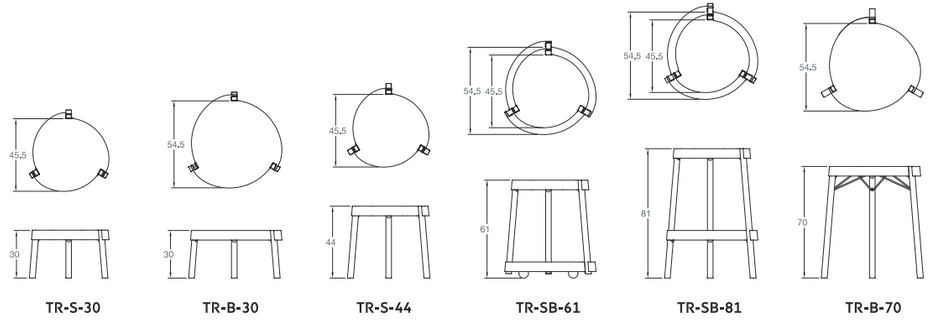
Regular Colors:

Black White Grey

Selectable Colors:

Red Pink Brown Green Matcha Ginger Navy Blue Blue

Designed by **Mario Mazzer**



TR-S-30 **TR-B-30** **TR-S-44** **TR-SB-61** **TR-SB-81** **TR-B-70**

As a leader of innovation in furniture field, Senchuan provides not only quality products but also systematic service. Senchuan leads the market trend by original designs, and will explore further advanced business strategy in near future, building a lifestyle business platform.

Do the special! Senchuan would like to achieve a win win situation with all partners who are willing to try.

DECORATION

①

①

Designed by **Cai Liechao**

① **DOE1046**

Size: L46.5×W100×H74.5

Body Regular Colors: Black Pink Matcha

Panel Colors: Navy Blue Ginger

STAGE

Designed by **Mario Mazzer**

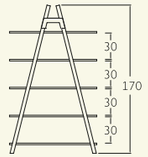
To paint a ceiling, painters use two stairs spaced apart and connect them together with a thick board, set at a certain height, to use it as a plane for walking and reaching a wider surface. This concept inspired the idea for this library.

A nice system that allows, putting an additional bracket on the bottom part, to joint several bookcases.

STA-01
White Board

STA-01G
Grey Board

STA-01B
Black Board



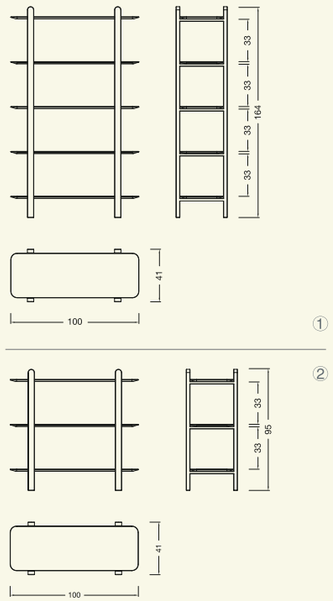
Size: L100×W40×H170

Colors(plastic):

Black Grey White Red Pink Brown Green Ginger Blue Navy Blue Matcha

SHOW COMPLETELY

If you're proud of what you cherish, this series of product combination is the perfect choice.
Whether it is the bookshelf, small desk or tea table, most of the space is used to display their pride and love.
The storage rack alone is a small bookshelf that fresh and clean.
Combined to make a big partition while doesn't lose it's function and style.



① **DFA1705H** Size: L100×W41×H164
② **DFA1705L** Size: L100×W41×H95

Designed by **but design studio**

Designed by **but design studio**

Rubik's Cube

The Rubik's Cube is a flexible cabinet combination series, its has no fixed form and can be changed according to the needs of your life, which is also the designer's initial idea.

DSQ1703H
L34.5×W35×H143

DSQ1702H
L34.5×W35×H74

DSQ1704
L138×W35×H39.5

DSQ1702
L69×W35×H39.5

Designed by **Robert Admiraal**

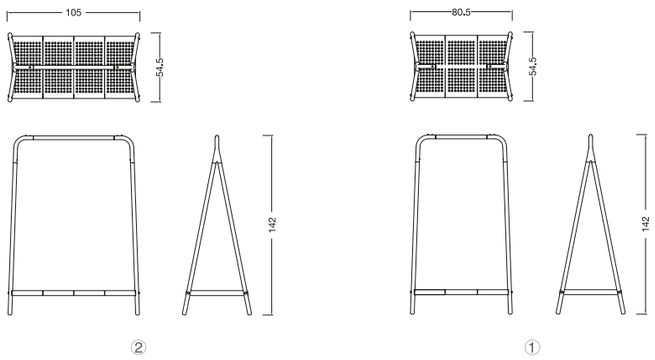
DXF1502 Size: L125 × W40 × H170

BLEND

Designed by **Robert Admiraal**

① **CR-02-80** Size: L80.5×W54.5×H142
② **CR-02-100** Size: L105×W54.5×H142

Regular Colors: Black White Grey
Selectable Colors: Matcha Blue



A cloth rack with a clear-cut contour. Blend was inspired by traditional manual wood bending processes and tubular connections of bicycle frames. This resulted in a new design made by Robert Admiraal who is a enthousiastic bicycle rider himself.

BUTLER

Designed by **Robert Admiraal**

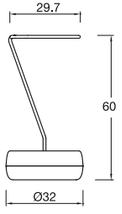
The BUTLER tray table is a clear design statement, and of course maximum functional efficiency, interpreted in wood and style. The tray table has a solid wood frame, ABS tray and solid metal handgrips. BTLR is serving you with style.

TT-01 Size: L57.5×W37×H59

Regular Colors: Matcha Blue White Grey Black

CU

Designed by **Mario Mazzer**



Item#: CU

Metal Frame: Black White

Base Regular: Black White Grey Matcha Blue

Tower-01

Tower-02

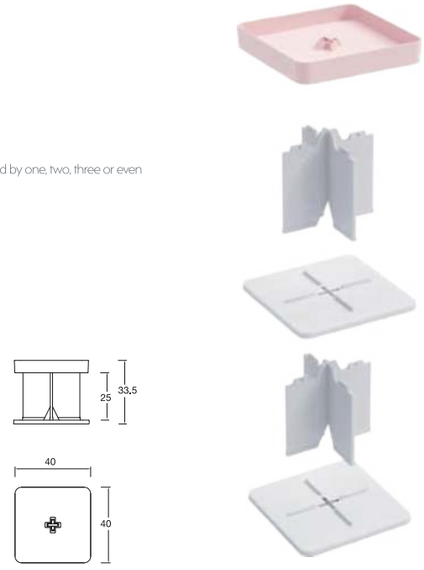
TOWER

is a small bookcase characterized by a stackable plastic module.

A cross intersection join each module on the upper one in a perfect way.

Overlapping is a simple idea that amaze for the variety of the solutions it creates. The "etagère" can be composed by one, two, three or even more levels and a tray on the top closes the composition.

A good way to characterize the space and containment playing with colors to obtain useful and nice solutions.



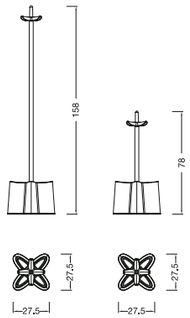
Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

Designed by **Mario Mazzer**

① **DF-01**
Size: L27.5×W27.5×H158

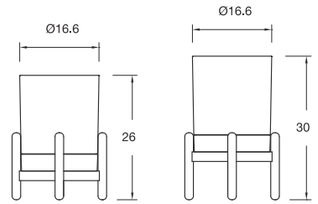
② **DF-02**
Size: L27.5×W27.5×H78

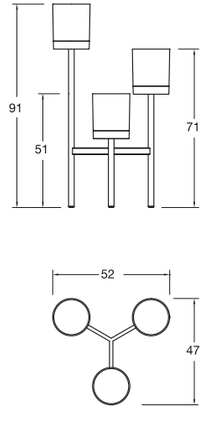


Regular Colors:
■Black □White

① ②

FP-05W





① **FP-01**

Regular Colors:
■Black □White

Selectable Colors:
■Red ■Pink ■Brown ■Green ■Matcha ■Ginger ■Navy Blue ■Blue ■Grey

Metal frame Colors:
■Black □White

Designed by **Mario Mazzer**

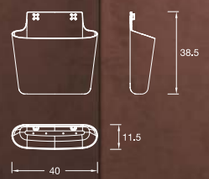
② Campus
Size: L44×W44×H21.5
Regular Colors: White

① Bird
Size: L11.5×W10×H9.5
Regular Colors: Black White Grey
Selectable Colors: Red Matcha Blue

AS

Designed by **Mario Mazzer**

① **AS** Size: L40×W11.5×H38.5



Regular Colors:
Black White Grey

Selectable Colors:
Red Pink Brown Green Matcha Ginger Navy Blue Blue

①

③

LAMPS

Designed by **Cai Liechao**

① **LAD3040** Size: L30×W30×H40

② **LAF4515** Size: L45×W45×H150

③ **LAP4017** Size: L35×W35×H170

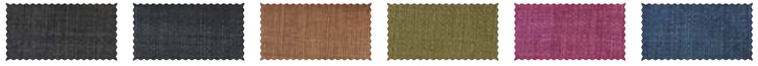
Metal Frame:
Gold Black

②

①

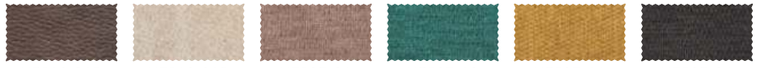
FABRICS COLOR SWATCH & CLASSIC CHAIR

808



808-10 808-12 808-14 808-22 808-35 808-27

HE



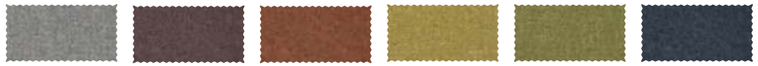
HE510-21B HE510-01B HE507-04 HE507-12 HE507-14 HE507-26

HE492-08 HE492-09 HE492-10 HE512-09 HE512-10 HE512-11

A603

A603T-68 A603T-87

A652



A652-14 A652-18 A652-19 A652-21 A652-22 A652-23

A652-25 A652-26 A652-27

XBD025

XBD025-18

MONOLITH

MONOLITH-37 MONOLITH-92 MONOLITH-63

SAWANA

SAWANA-61 SAWANA-31 SAWANA-72

LZ-06S(HE512-09)
Size: L57*W64*H78cm SH:45cm

LZ-12WS(HE512-11)
Size: L57*W64*H76cm SH:45cm

VI-25S(HE512-09)
Size: L54*W45*H79cm SH:45cm

VI-10S(HE512-11)
Size:L55*W49*H79cm SH45cm

RX-12WS(A652-14)
Size: L70×W65.5×H75.5 SH:34cm

PW-030NPS (808-12)
Size: L49×W51×H82 SH:46cm

PW-031-2S (808-22)(swivel)
Size: L50×W52×H82 SH:46cm

BASE:
Regular Colors:
/Black /White /Grey
CT-620S (808-10)
Size: L50×W53×H82.5 SH:46cm

CT-603S (808-22)
Size: L51×W58×H82 SH:46cm

CT-622NS (808-12)
CT-622NSB (Black frame) (808-12)
Size: L48×W52×H81 SH:46cm

CT-606S (808-12)
CT-606SB(Black frame)(808-12)
Size: L51×W58×H81 SH:46cm

CT-605S(808-35)
Size: L51.5×W53×H83 SH:46cm

FL-12WS (HE510-21B)
Size: L60×W60×H86 SH:46cm

FL-03WS (808-10) (swivel)
Size: L61×W59×H85 SH:46cm

FL-05S (HE510-01B)
Size: L60×W59×H88 SH:46cm

FL-05S (808-10)
Size: L60×W59×H88 SH:46cm

FL-08WNPS (808-10)
Size: L60×W59×H86 SH:46cm

FL-08WNPS (808-12)
Size: L60×W59×H86 SH:46cm

FL-15NS (808-10)
FL-15NSB (808-10) (Black frame)
Size: L58×W59×H86 SH:46cm

FL-12WS (808-10)
Size: L60×W60×H86 SH:46cm

CT-390S (808-12)
Size: L55×W50×H83 SH:46cm

CT-393S (808-27)
Size: L57×W56×H81 SH:46cm

HOLE-01S (808-12)
Size: L57×W66×H83 SH:46cm

HOLE-05S (808-12)
Size: L58×W65×H81 SH:46cm

NET-BARS (HE510-21B)
NET-BARSB (Black frame) (HE510-21B)
Size: L50×W52×H95cm SH:77cm

CT-398S(808-12)
CT-398SB(Black frame)(808-12)
Size: L49×W48×H101 SH: 76cm

CT-602S (808-22)
Size: L50×W59×H97 SH:76cm

NET-BAR-NFPS (HE510-21B)
Size: L47.5×W47×H104 SH:69cm

POD-05WS (808-10)
Size: L58×W61×H80 SH:46cm

POD-02WS (808-12)
Size: L58×W61×H80 SH:46cm

NESTOR(808-22)
Size: L55×W57×H87 SH:45cm

PW-021S (808-22)
PW-021SB(Black frame)(808-22)
Size: L55×W43×H86 SH:46cm

PW-025NPS (808-12)
Size: L48.5×W46×H85.5 SH:46cm

NET-09S (HE510-21B)
NET-09SB (Black frame) (HE510-21B)
Size: L46.5×W45×H82 SH:46cm

PW-061S (808-12) (swivel)
Size: L51×W50×H82 SH:46cm

CT-625NS (808-12)
CT-625NSB (Black frame) (808-12)
Size: L49×W49×H83 SH:46cm

NET-11WS(808-12)
Size: L51×W46×H81 SH:46cm

PW-065(808-12)
Size: L54×W45×H85 SH:45cm

PW-065C(808-12)
Size: L37.5×W32.5×H59 SH:31cm

SELECTABLE COLORS & CLASSIC CHAIR

RED

PINK

BROWN

GREEN

MATCHA

GINGER

NAVY BLUE

BLUE

CT-389
Size: L58×W49×H83 SH:46cm
CT-389C
Size: L37×W33×H57 SH:32cm

CT-390
Size: L53.5×W56×H82 SH:45cm
CT-390C
Size: L36×W37×H57.5 SH:31cm

CT-393
Size: L56×W51×H82 SH:45cm
CT-393C
Size: L37×W39×H57.5 SH:31cm

PW-001
Size: L58×W56×H71.5 SH:45cm

PW-035
Size: L58×W64×H74.5 SH:46cm

LE-05
Size: L51×W50.5×H81.5 SH:45cm

LE-01
Size: L50.5×W50.5×H81.5 SH:45cm

HOLE-01
Size: L56×W64×H82 SH:45cm

HOLE-05
Size: L57.5×W65×H80 SH:45cm

QT-01
Size: L53,5×W60×H81 SH:45cm

QT-05
Size: L52,5×W57,5×H81 SH:45cm

LEAF-01
Size: L51×W56×H81 SH:45cm

LEAF-02
Size: L50.5×W55×H82 SH:45cm

LEAF-05W
Size: L50×W46×H83 SH:45cm

HF-03W
Size: L50×W47×H83 SH:45cm

PW-021
Size: L53×W42×H84 SH:45cm

PW-018
Size: L49×W47×H75.5 SH:45cm

PW-026
Size: L36×W50×H59

LE-BAR
Size: L47.5×W48×H93.5 SH:76cm

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DOMESTIC

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