



### CREATE YOUR DESIRED STYLE

Explore our customisable options, with an array of materials, colour palettes and finishes to complete the look and make it truly your own.

### CUSTOMISE & INDIVIDUALISE

- 1 Scan QR code on product tag to start customising
- 2 Visualise the product in 3D
- 3 Choose your materials and finish
- 4 Watch the virtual updates live as you choose
- 5 Confirm your final product
- 6 Add to cart and checkout

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### BRAND STORY

At ipse ipsa ipsum, we celebrate the people behind the brand, the unique materials we present and the craftsmanship we provide.

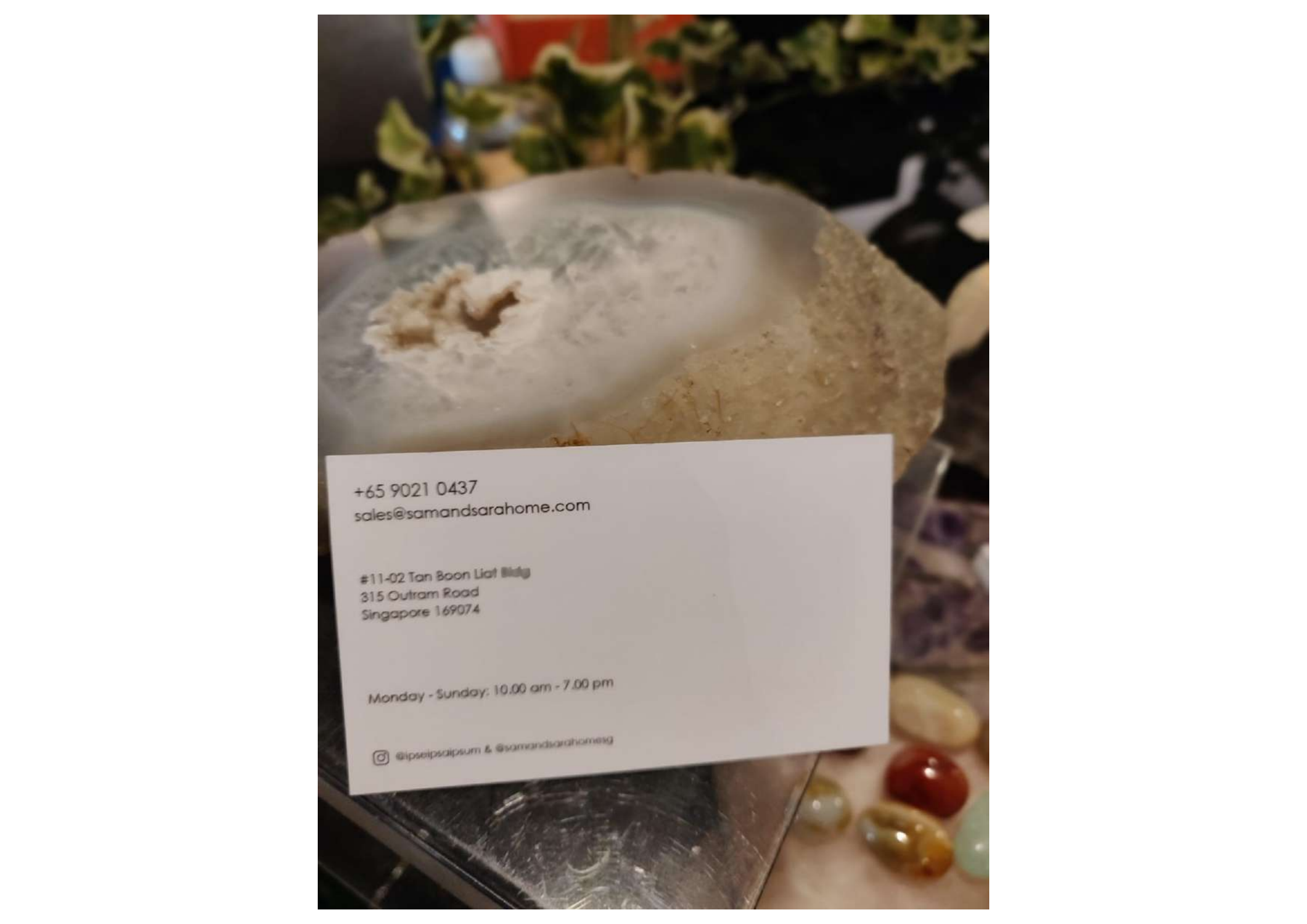
The name reflects a tapestry of individuals, artisans and designers who collaborate across various disciplines to create individualised pieces that transform ordinary living spaces into extraordinary places. Together we bring fine quality, sensibly priced, semi-luxury handcrafted pieces to meet the evolving needs and desires of our customers.

As creators and curators, our mantra is to preserve tradition and inspire a lifestyle less or










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 @ipseipsaipsum & @samandsarahomesg















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Live the ordinary Extraordinarily





## The Straits Collection

A metamorphosis of Cultural Heritage & Artistry

Creating the Singaporean regional, Southeast Asian, and Indian heritage, we have brought together the best of both worlds. The result is a collection of furniture and accessories that are inspired by the rich cultural heritage of Singapore and the region. The result is a collection of furniture and accessories that are inspired by the rich cultural heritage of Singapore and the region.

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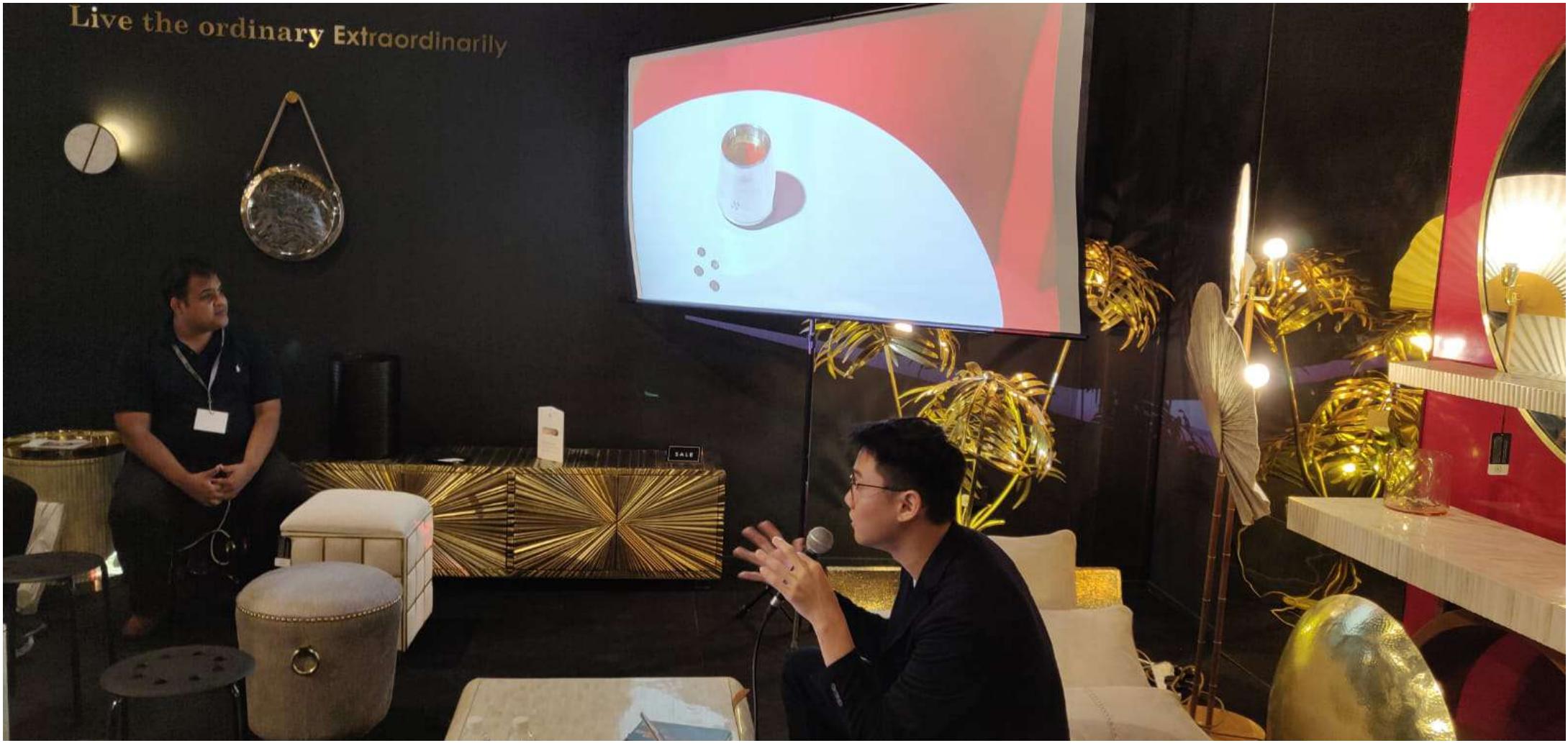
"An indoor life becomes increasingly metropolitan, new materials & what I am looking for."

Sandra Wang

"It has always been my interest in the meaning of color, color of our past to be better. Our shared values of hospitality, metamorphosis, hospitality in each other, and a respect for nature, connecting with a practical modern way of life."

Wang Fu

Live the ordinary Extraordinarily











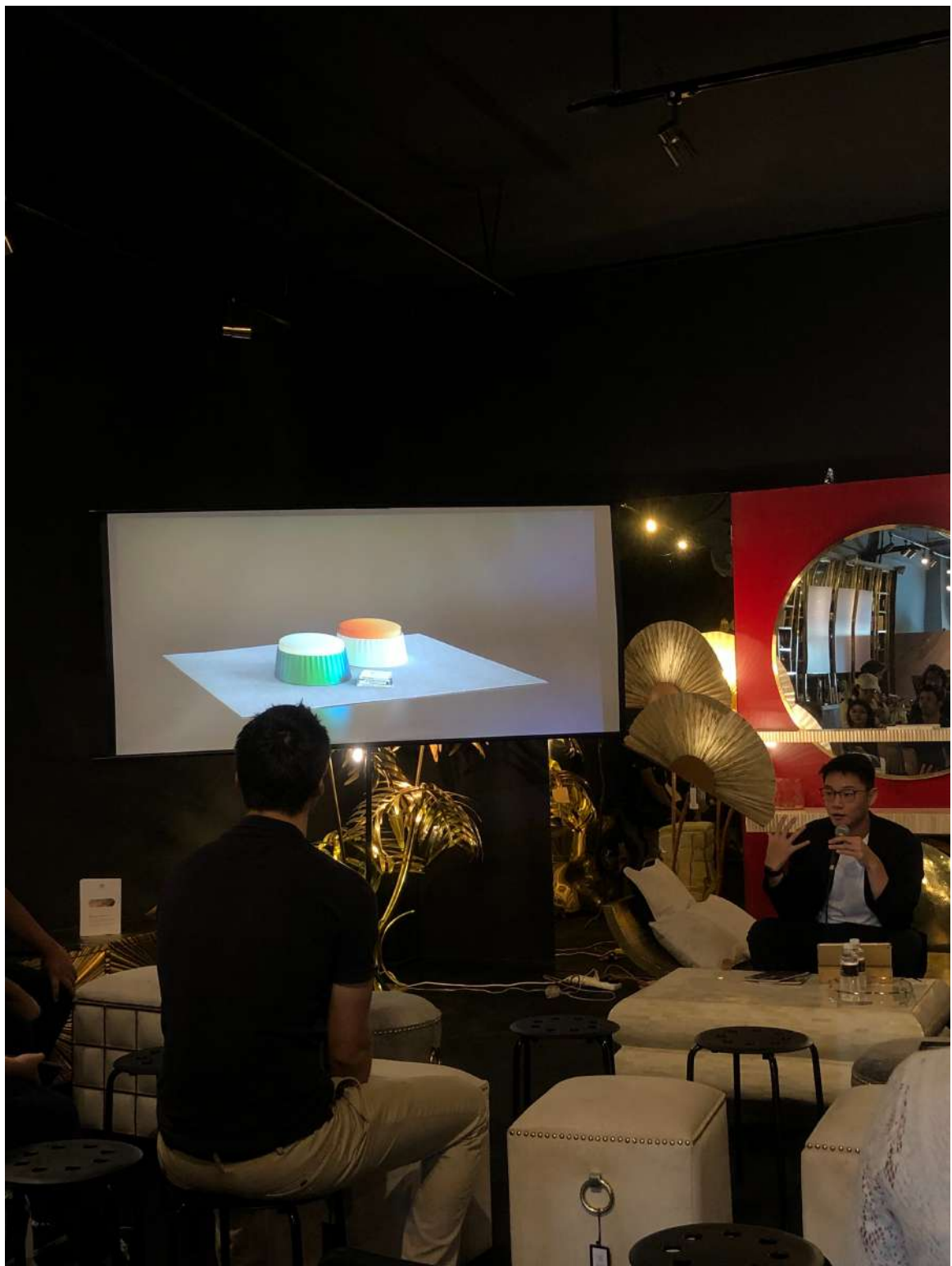






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