



# COMPANY PROFILE

## Melandas

— est. 1999 —

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# COMPANY OVERVIEW

## WHERE STYLE MEETS COMFORT

Melandas is the **authorized distributor and retailer** of numerous reputable and sought after furniture brands from around the world in Indonesia.

We believe that spaces should **reflect the energy and personality of their owners**. Therefore, we are proud to provide clients with access to the latest designs and trends from the furniture industry through our extensive product collection. Paired with excellent customer service provided by our team, Melandas offers customized solutions to help clients realize their dream space.

**Melandas was established in 1999** in a single gallery located inside Mall Taman Anggrek. Now with over 25 years of experience, Melandas has grown to become one of Indonesia's leading retailers of imported furniture.

The company maintains close relationships and holds exclusive distribution rights to leading furniture brands including **La-Z-Boy, Natuzzi, Eichholtz, Cattelan Italia, Arketipo Firenze, and Higold.**

In 2021, Melandas launched its own brand, Dio Living, to meet the growing demand for high-quality furniture from a younger market. Dio Living products are sourced globally and cater to those seeking luxurious yet affordable furnishings.

Melandas products are currently **available in over 30 locations**, inside our Flagship Store, monobrand showrooms, furniture galleries, and department stores nationwide.

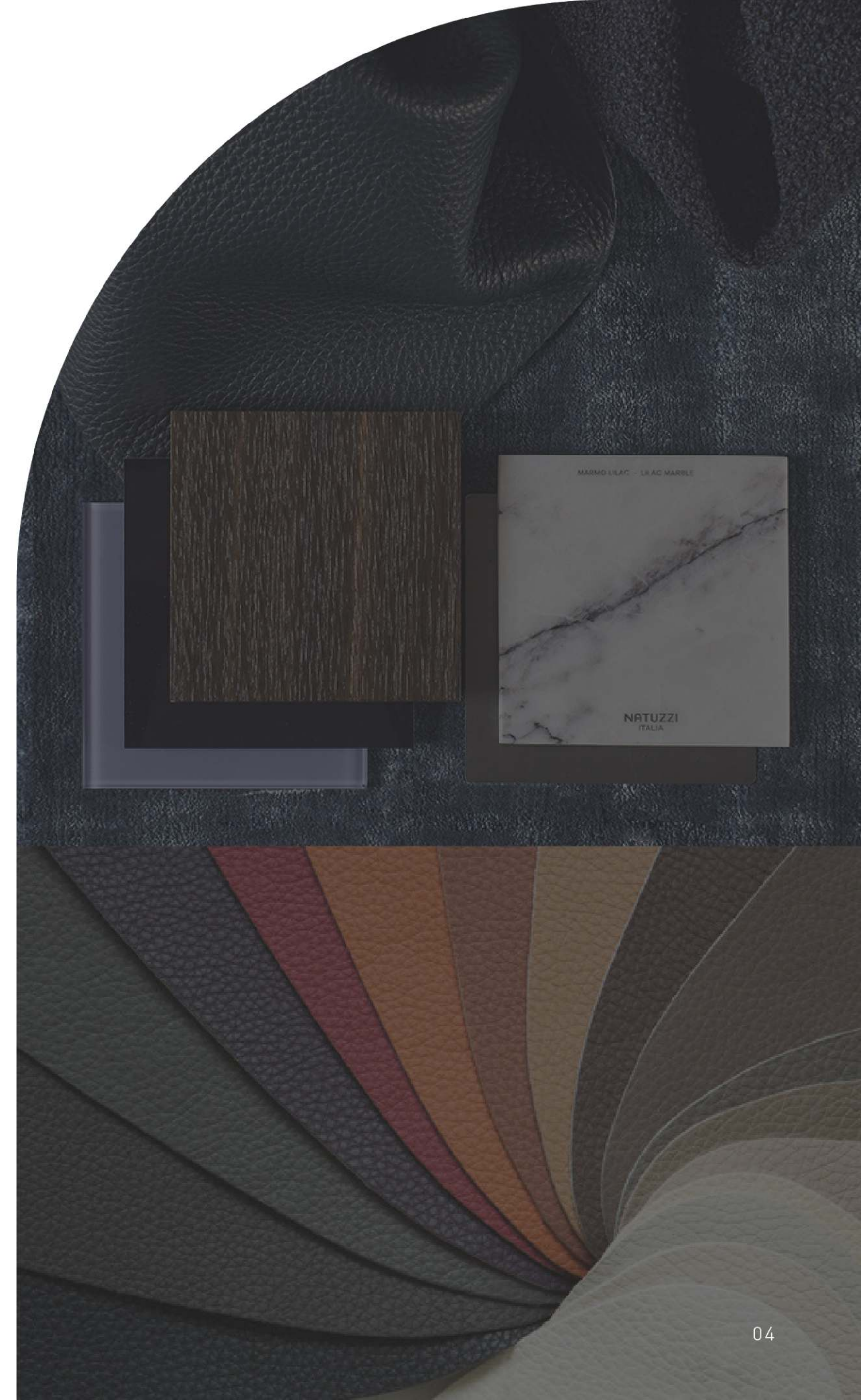
# HISTORY

# VISION & MISSION



**Vision** - To be the premier furniture shopping destination in Indonesia and to uphold our values and principles as we expand.

**Mission** - To provide our clients with the best service and selection of quality furniture at fair prices, so more people can enjoy a higher quality of life.



# SERVICES

**Our Associates**  
specialize in  
identifying the  
perfect products for  
your needs.

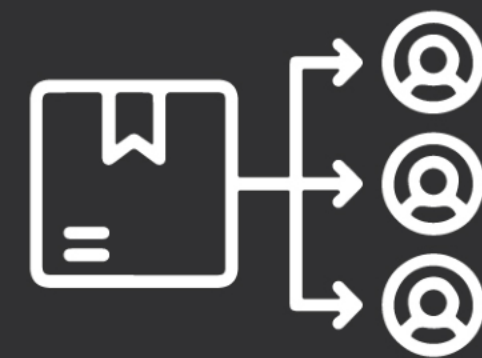


## CONSULTATION

**Our Interior Designers**  
create drawings to help  
visualize our products  
in your space.



## DESIGN



## DISTRIBUTE

**Our Agents**  
help more people  
access our products in  
many Indonesian cities.



## IMPORT

**Our Import Team**  
places orders from  
abroad and handles  
product entry into  
Indonesia.

**Our Sales**  
Force informs, educates,  
and maintains close  
relationships with all  
clients.



## RETAIL

**Our Installers**  
assemble and  
troubleshoot any  
issues with many years  
of experience.



## DELIVERY AND ASSEMBLY

# WHY MELANDAS

## Trusted Reputation

Melandas has been committed to timely delivering original products with more than 2 decades of experience.

## Quality Products

All products are meticulously designed and crafted using premium materials and undergo rigorous quality control measures.

## Value For Money

Offering transparent and competitive pricing, products with longer lifespan, and free delivery and installation generates high customer satisfaction.

## Low Lead Times

Melandas offers one of the shortest lead times in the industry by optimizing inventory, having direct relationships with factories abroad, and maintaining frequent import schedules.

## Reliable Customer Service

The honest communication and personalized service offered to clients by our team allows for quick and responsive support whenever needed.

# AUDIENCE

Melandas offers **business-to-consumer** and **business-to-business services**. Our team can assist retail clients purchase items for their homes as well as architecture or interior design firms working on projects that require consultation and customization.

## TARGET MARKET:



### DEMOGRAPHIC

- Men & Women
- Age 30-60
- High-income earners
- Well-educated



### PSYCHOGRAPHIC

- Motivated by achievement and success
- Seeks balance between comfort and aesthetics
- Interested in innovative design and luxury goods



### COMPLEX BUYING BEHAVIOUR

- High deliberation
- High involvement
- Brand loyalty
- Thoughtful purchases



### GEOGRAPHIC

- Located in Indonesia



# BRANDS OVERVIEW

arketipo  
firenze

cattelan  
italia

EE  
EICHHOLTZ

NATUZZI  
ITALIA

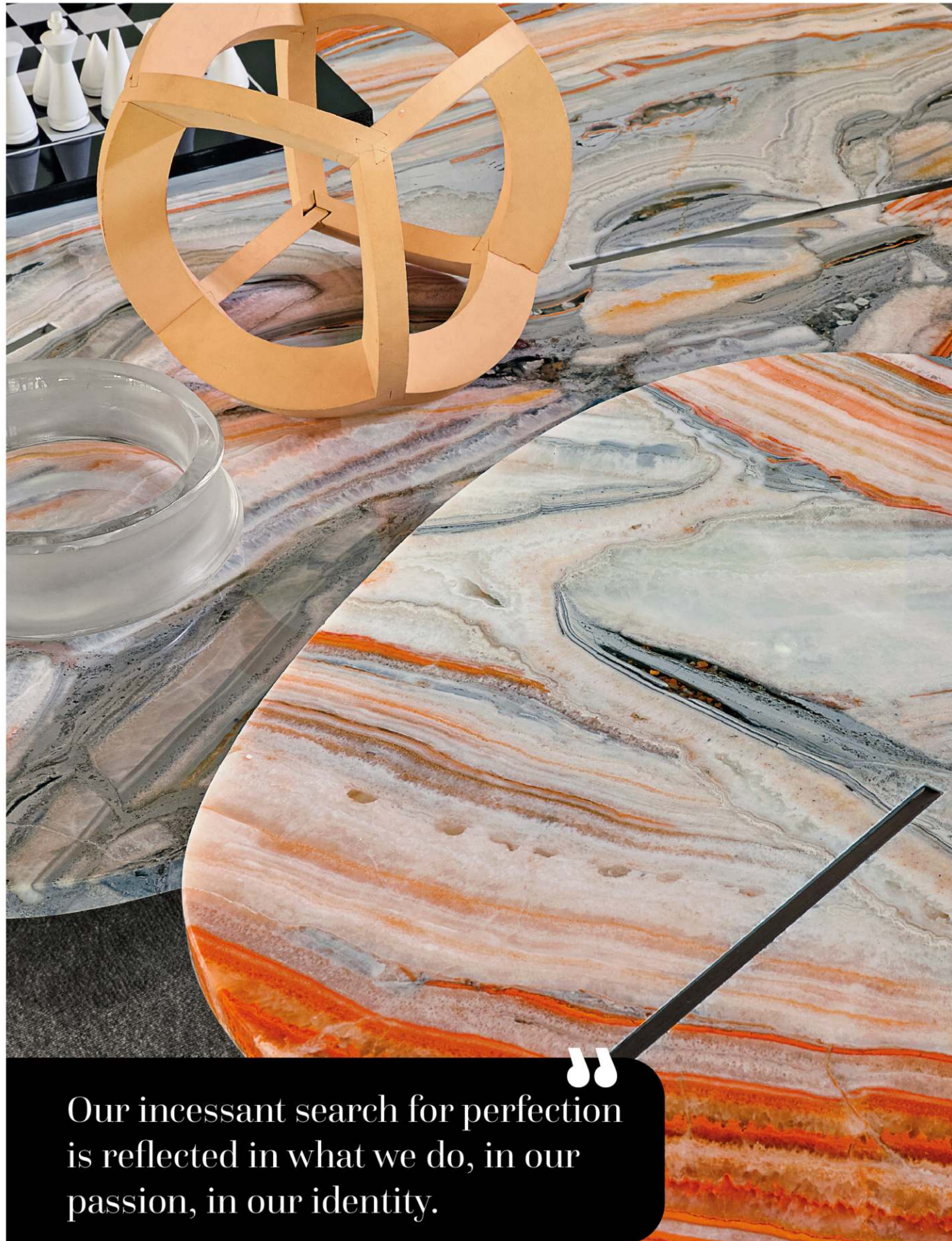
HIGOLD

ASSOULINE

LA Z BOY®  
LONG LIVE THE lazy™

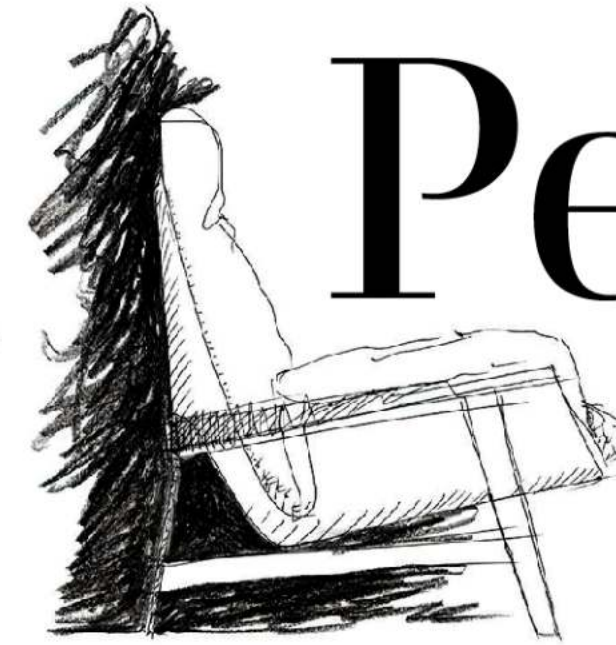
NATUZZI  
EDITIONS

DÍO  
LIVING



“Our incessant search for perfection is reflected in what we do, in our passion, in our identity.”

arketipo  
firenze



# Perfection

## Compulsive Disorder

Arketipo Firenze was established by a group of Tuscan entrepreneurs in 1982 and acquired by Cattelan Italia in 2011. The company aims to export the Italian artisan tradition to the world.

Exclusive and intended for a refined audience, Arketipo products are the result of meticulous craftsmanship and carefully selected precious materials. Each item tells a unique story that works with one another to create a vibrant and contemporary lifestyle brand.





The collection is ductile and customisable, responding to a variety of aesthetic and spatial needs.

**cattelan  
italia**

# Italian Design & Functionality

Cattelan Italia was created in 1979 by Giorgio and Silvia Cattelan. For over 30 years the company has developed and fine tuned innovative production techniques with the use of desirable materials, such as wood, steel, ceramics and leathers.

Today, Cattelan is a leader in contemporary furniture design, manufacturing, and distribution. Its products are 100% made in Italy and available in over 140 countries.





# Furniture, Lighting, and Accessories

Theo Eichholtz launched his eponymous brand in the Netherlands in 1992. Today, his company is one of the world's most reputable wholesalers of luxury furniture, lighting and accessories.

Eichholtz provides an unrivaled collection of stylish products for the interiors market by launching up to 600 products as part of two collections annually. The extraordinary breadth of its products suits a variety of residential and commercial settings perfectly.



“Guided by a passion for design and service excellence, exploring new paths is central to the Eichholtz ethos.”

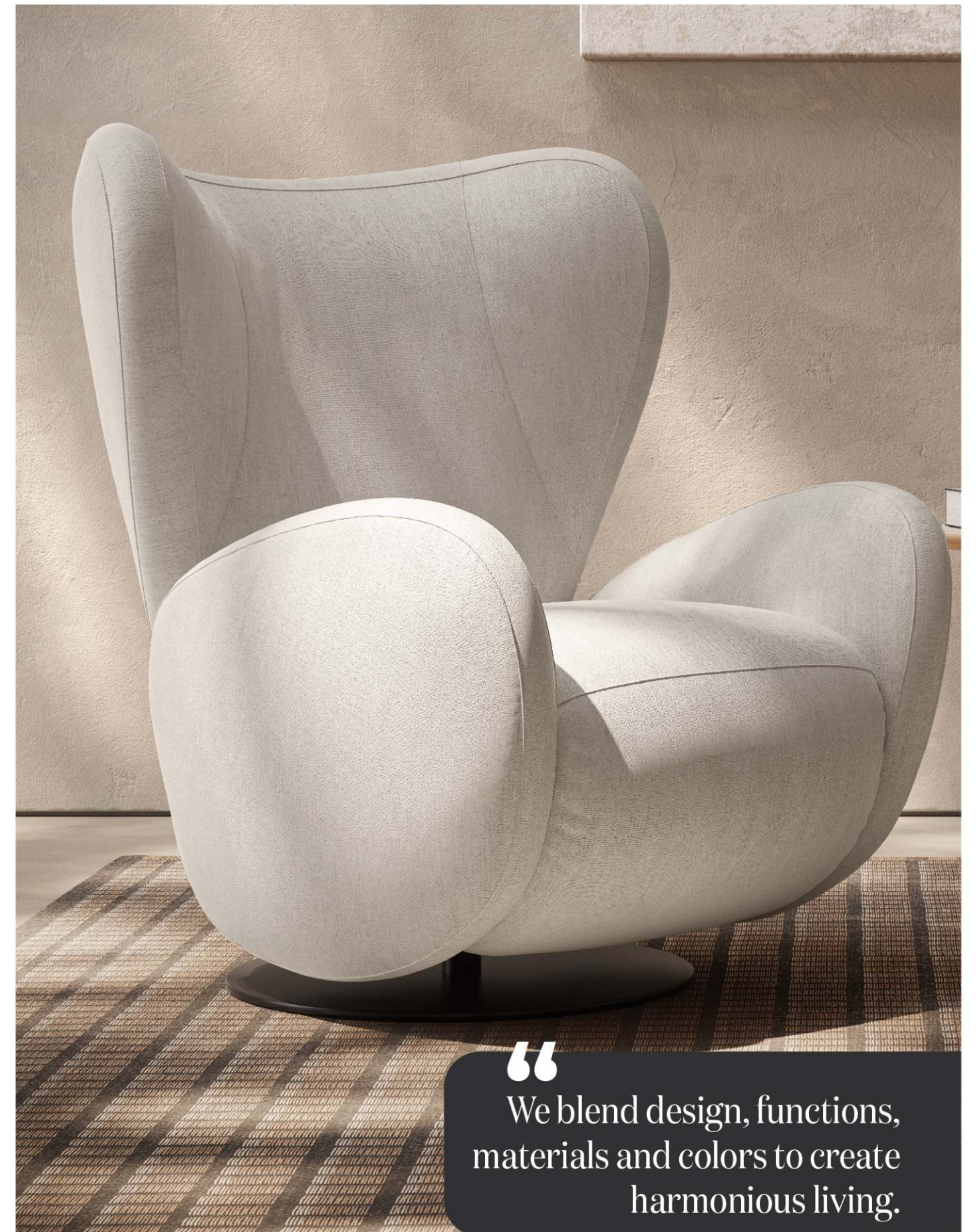


**NATUZZI**  
ITALIA

# Bringing Harmony, Crafted in Italy

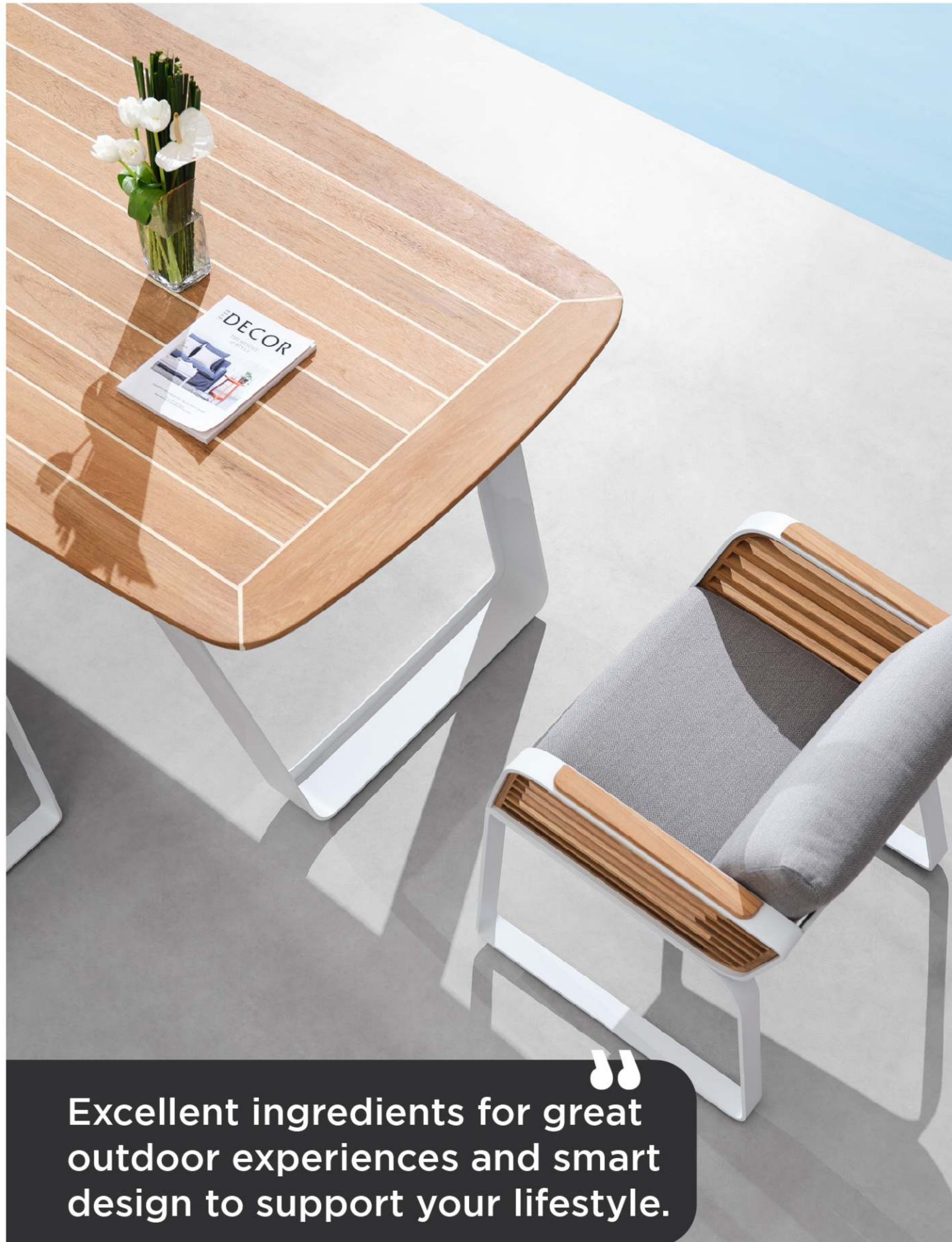
Founded in 1959 by Pasquale Natuzzi, Natuzzi Italia is now one of the largest and most sought-after furniture brands in the world. The company gained global recognition after being listed on the New York Stock Exchange in 1993.

Natuzzi is a lifestyle brand based on the Mediterranean coast of Puglia, Italy. It regularly collaborates with renowned designers and draws inspiration from the nature and culture of the Apulian region.



“  
We blend design, functions,  
materials and colors to create  
harmonious living.”





“  
Excellent ingredients for great  
outdoor experiences and smart  
design to support your lifestyle.”

# HIGOLD

## Live the Excellent Life

Higold began in 1989 as a manufacturer of kitchen hardware in China. The company leveraged its expertise and diversified into quality outdoor furniture in 2005.

Its products are available in over 102 countries and have won many awards including German Red Dot Design Award, iF Design Award, Pinnacle Award, and China Red Star Award. Higold is a collaborative and ambitious brand that is committed to becoming the best of the best in premium outdoor furniture.

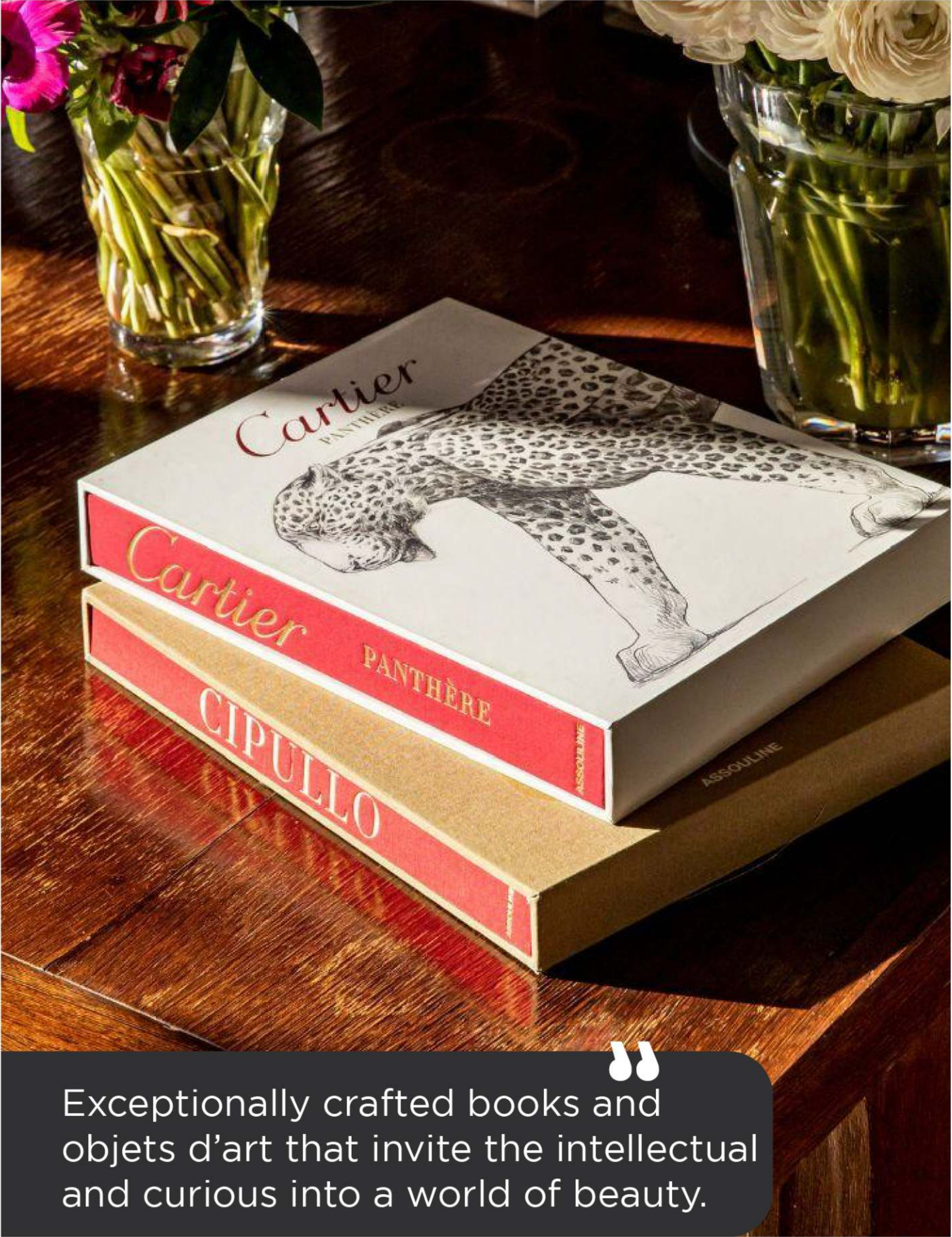


# ASSOULINE

## Where Culture Meets Luxury

Assouline is an independent luxury book publisher, retailer, and lifestyle brand based in New York. It was founded in 1994 by Prosper and Martine Assouline.

Renowned for their highly original graphic concept, Assouline books are works of art that capture culture and bring it to life. With over 1,000 titles on subjects including architecture, art, design, fashion, gastronomy, lifestyle, and travel, Assouline has created a unique, eclectic, and elegant signature.



“  
Exceptionally crafted books and  
objets d’art that invite the intellectual  
and curious into a world of beauty.”

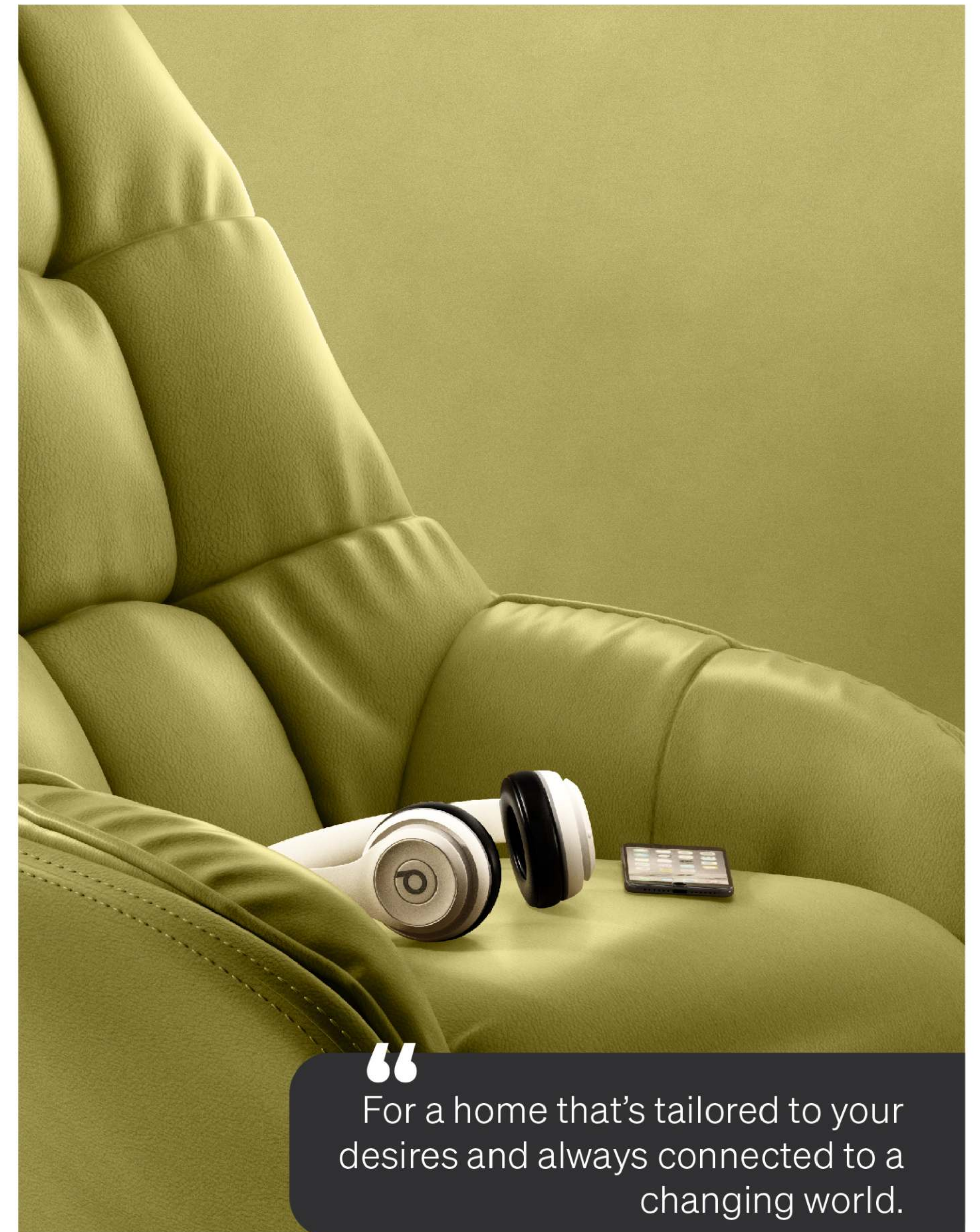


**NATUZZI**  
EDITIONS

## **CRAFTED FOR** *Humans*

Natuzzi Editions is a multicultural, cosmopolitan, and dynamic brand that offers a relatively affordable range of furniture without compromising on quality and style.

Its products reflect the evolving world and human being in all its "editions." No matter who you are, how you live, and what you love, In a Natuzzi Editions home you will always be made to feel at ease.



“  
For a home that's tailored to your  
desires and always connected to a  
changing world.”





L A **Z** B O Y®

## Long Live the Lazy

La-Z-Boy is an iconic brand and one of the world's largest producers of residential furniture, offering comfortable products for every room in a home.

The company's founders, cousins Edwin J. Shoemaker and Edward M. Knabus, are famous for inventing the recliner chair in 1927. Their story is a testament to the American Dream, and their uncompromising spirit continues to be the driving force behind La-Z-Boy.

La-Z-Boy is an iconic brand and one of the world's largest producers of residential furniture, offering comfortable products for every room in a home.





“  
Crafted with passion to  
celebrate everyday living

Dío  
LIVING

## Design That Embraces Change

Dio Living is a youthful brand which offers furniture that is comfortable, attractive, and full of character. Developed in 2021, Dio Living aims to provide high-quality and aesthetically appealing products that are suitable for the new generation of furniture buyers.

With products that are sourced from around the world, Dio Living allows the younger market to experience affordable yet luxurious living spaces.



# PORTFOLIO:



## Residential

Spaces designed for personal use focusing on each client's needs and tastes.

*(Private Homes, Apartments, Villas)*



## Commercial

Spaces designed for business operations focusing on functionality and user experience.

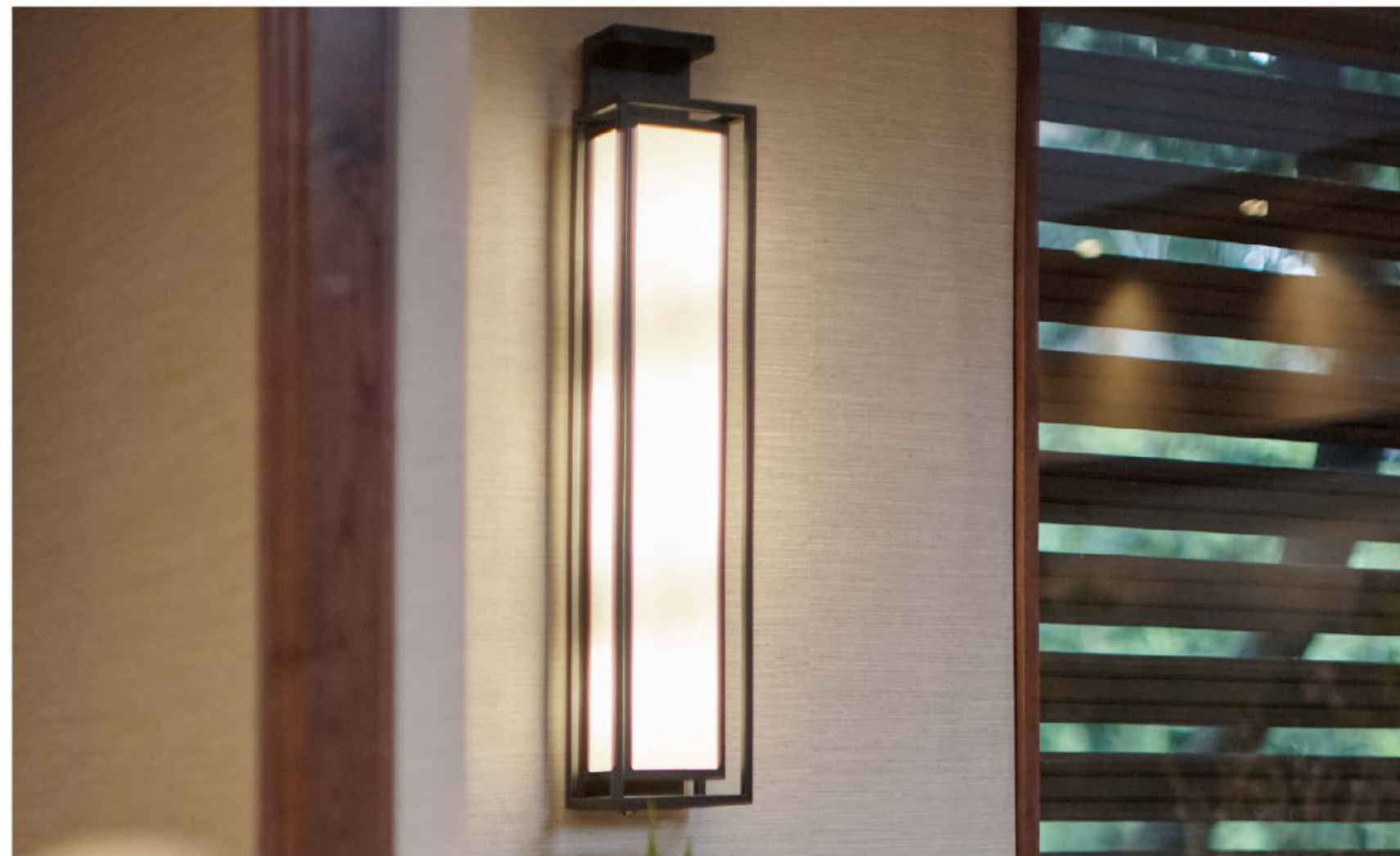
*(Corporate Offices, Marketing Galleries, Retail Stores)*



## Hospitality

Spaces designed for leisure focusing on ambiance and guest experience.

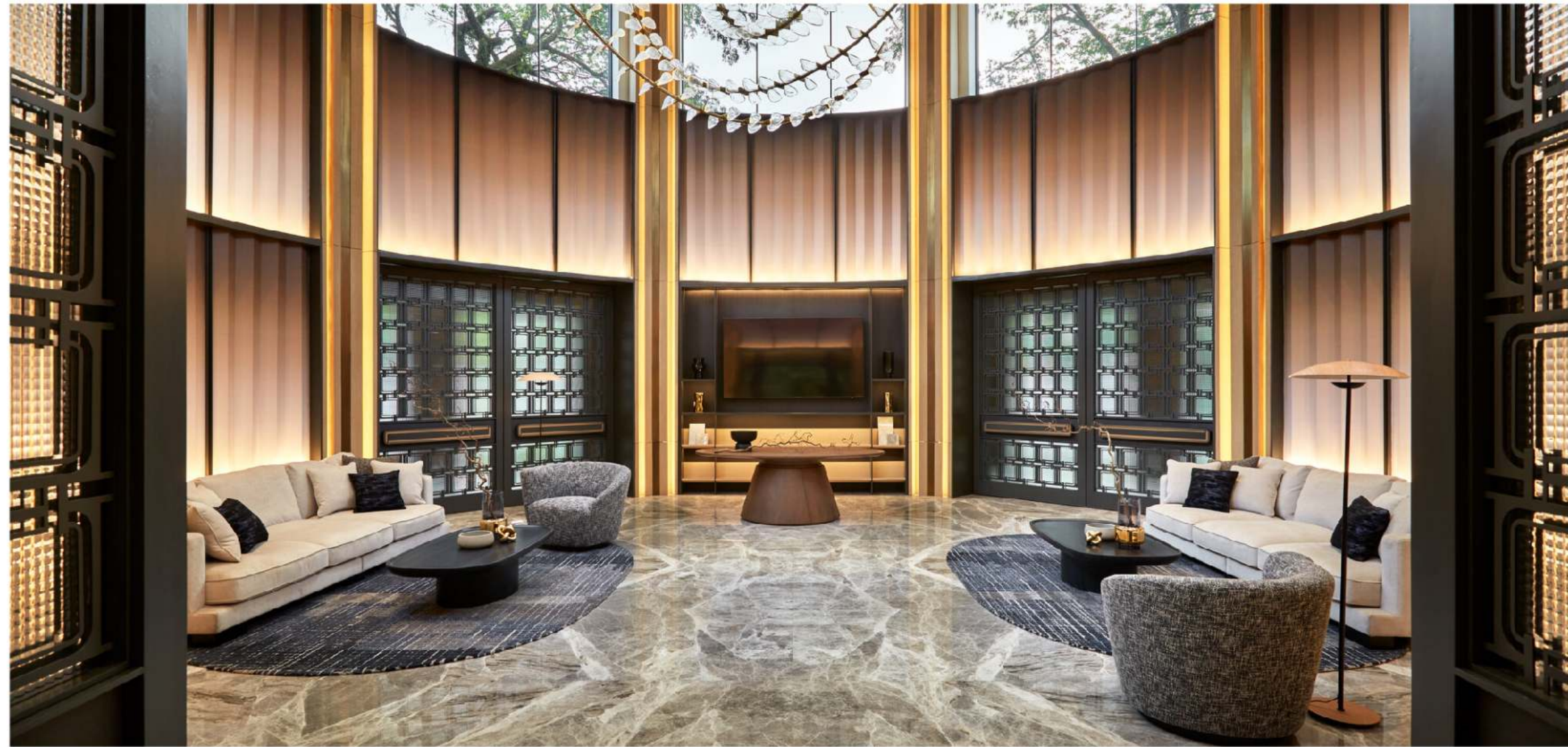
*(Restaurants & Lounges, Hotels, Movie Theaters)*



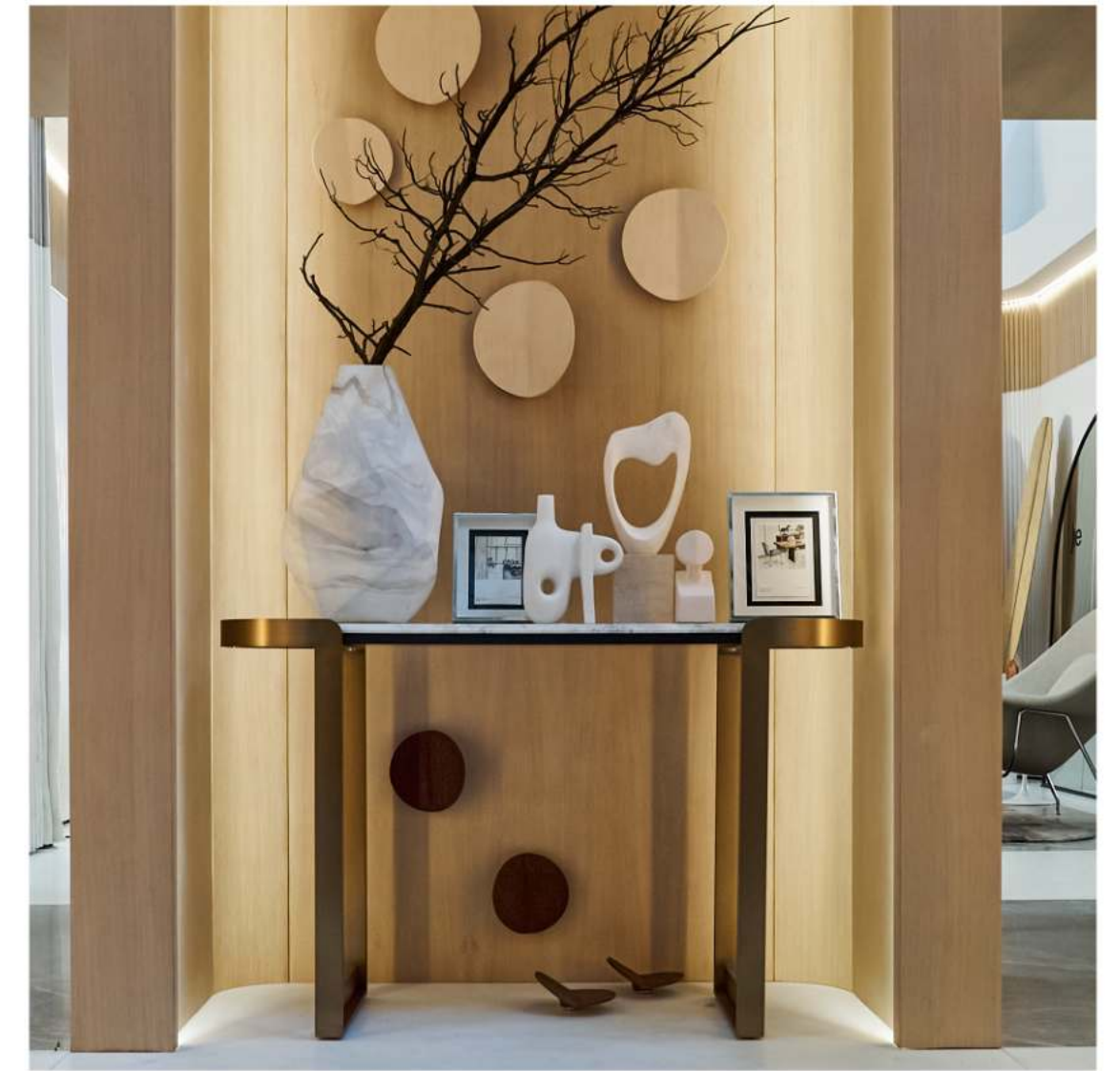
**Tropical Cinere Villa**  
**Type** : Residential  
**Design** : Hans Susantio of  
 VIN.DA.TE



**The St. Regis Residences  
Apartment**  
**Type** : Residential  
**Design** : Yudi Hartoyo of  
Serafim Design



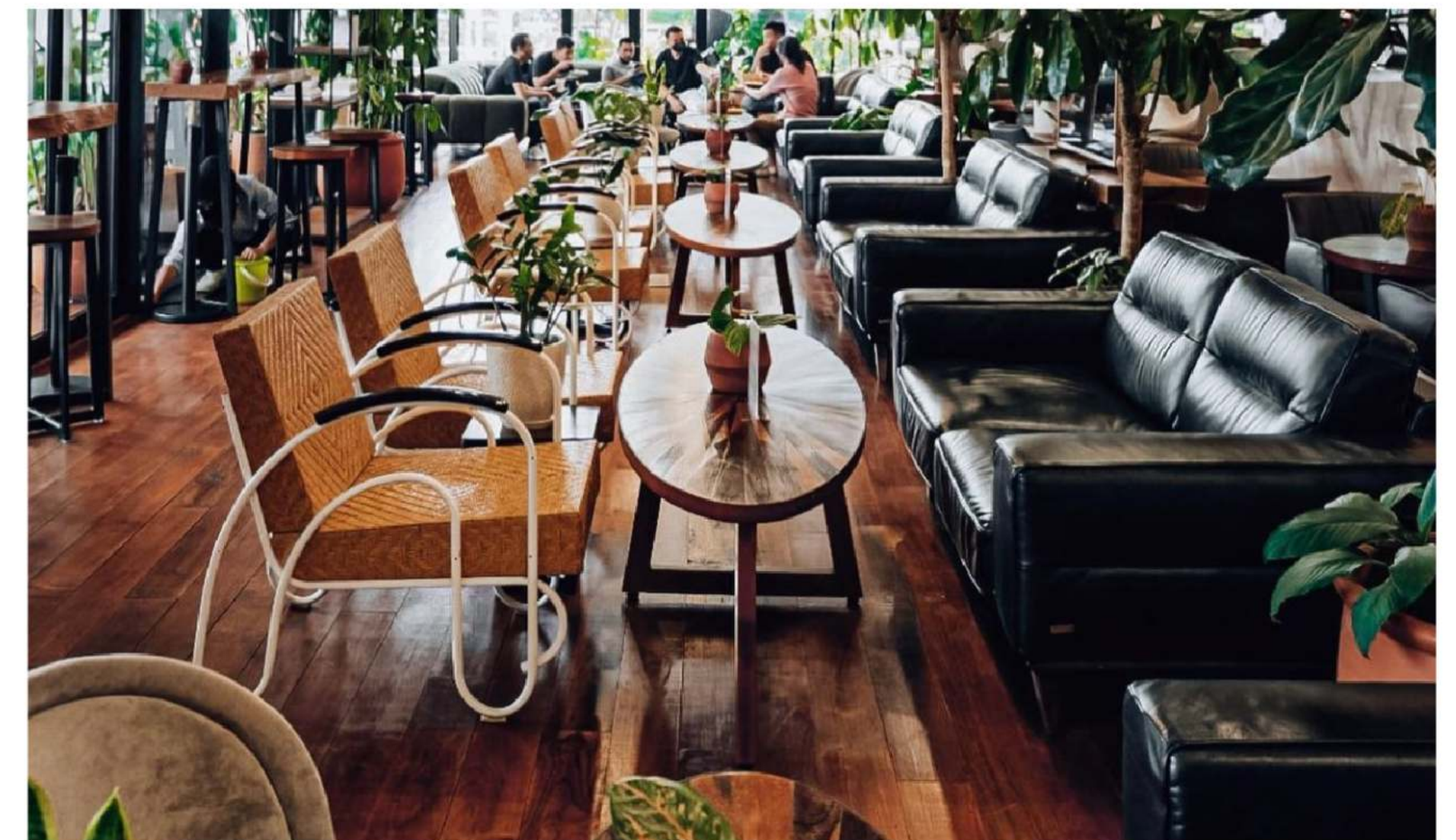
**The Gramercy at Alam Sutera**  
**Type** : Commercial  
**Design** : Humphrey Tedja &  
 Santi Alaysius of Domisilium  
 Studio



**The Colours of Indonesia**  
**Chapter V (Foyer Room)**  
**Type** : Commercial  
**Design** : Yuni Jie of Jie Design



**The Langham Residence Lobby**  
**Type** : Hospitality  
**Design** : ASRI  
 (Agung Sedayu Group)



**Bukanagara Coffee  
(Sarinah & Ashta SCBD)**  
Type : Hospitality

# CLIENT TESTIMONIALS



## Raffi Ahmad & Nagita Slavina

*"I super love my Mirage Chair from Eichholtz which is shaped like a shell, super pretty, and can rotate 360 degrees."*

*"Our dining table, dining chairs, carpet, sofa, and recliner are all from Melandas. Mantap banget!"*

## Nadine Chandrawinata

*"Why did I choose La-Z-Boy? Because it is the pioneer of the recliner. My La-Z-Boy is so comfortable and equipped with lumbar support. It will help me and all pregnant moms to relieve back pain during pregnancy and breastfeeding."*





**Nabila Syakieb**

*"My Natuzzi Editions Stupore Sofa from Natuzzi Editions is the best place to relax with my kids or alone. I love its classic stylish look and its functionality. It's so comfortable that I often lose track of time when lounging on it!"*

**Adeline Tjahjadi**

*"I really enjoy quality time with my baby accompanied by La-Z-Boy. It is very adjustable and you can adjust it to suit any activities you do, like playing with your baby, me-time, or taking a power nap. There is no doubt about La-Z-Boy's quality and comfort."*



**Shalvynne Chang**

*"The exquisite design of the Natuzzi Editions Graziosa Armchair is elegant and truly as beautiful as it is ergonomic - making it the perfect addition to my home. I also love my Alberobello Coffee Table because of its sleek Italian design and hidden storage to keep my trinkets within reach but out of sight!"*

# OFFLINE LOCATIONS

## MONOBRAND SHOWROOM

### Natuzzi Italia

- Plaza Indonesia, Level 3

### Cattelan Italia

- Plaza Indonesia, Level 3
- Jakarta Design Center, Level 4

### Eichholtz

- Plaza Indonesia, Level 3
- Jakarta Design Center, Level 4

### La-Z-Boy

- Plaza Indonesia, Level 3
- Jakarta Design Center, Level 4
- Senayan City, Level 3

### Natuzzi Editions

- Plaza Indonesia, Level 3
- Jakarta Design Center, Level 4
- Senayan City, Level 3

## MULTIBRAND GALLERY

### Melandas Flagship Store

- Jl. Jend. Gatot Subroto Kav 50-52, Jakarta Pusat

### Melandas Kemang

- Jl. Kemang Selatan Raya 109-B, Jakarta Selatan

### Melandas Medan

- Jl. Teuku Daud No.7A Lt. 1-2, Madras Hulu

## OUTLET STORE

### Melandas Outlet

- Jl. Pluit Permai No.24, Jakarta Utara

## DEPARTMENT STORE

### SOGO

- Jakarta, Bandung, Surabaya

### SEIBU

- Jakarta

### CENTRAL

- Jakarta

### GALERIES LAFAYETTE

- Jakarta

### GRAND PALACE

- Surabaya

# ONLINE LOCATIONS

tokopedia



MELANDAS



DIO LIVING

 Shopee



MELANDAS



DIO LIVING



# CONTACT US

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 : @melandas\_indonesia

**We look forward to working with you and fulfilling all your furnishing needs.**

Melandas

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est. 1999

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