

Sv
DESIGN



WELCOME TO THE WORLD OF SV



*If you've stayed in a luxury hotel, you've probably held
one of our products in your hands without knowing it.*

SV

DESIGN

HOTELS &
ACCESSORIES (OS&E)



STYLING & CURATION



SV CASA



About SV Design

SV Design is a multi-disciplinary hotel and home accessories specialist encompassing three distinct divisions:

HOTELS & ACCESSORIES (OS&E)

Designing and OS&E manufacturing



STYLING & CURATION

Dressing and staging spaces



SV CASA

Our luxury retail line

Built on Italian DNA, SV Design's work is synonymous with design integrity and bespoke elegance at an exceptional level. Our work straddles five of the seven continents. With headquarters in Hong Kong, we have the perfect launchpad to hand craft in South East Asia, and design for the world.



Our History

SV Design is named after founder Susanna Valerio. Born in Rome, Susanna has lived and worked in New York, Rio de Janeiro, Cairo, and Hong Kong.

With her career now in its third decade, Susanna started out as head of homeware at Hong Kong's legendary Joyce Boutique, going on to spend 14 years as Senior Buyer and consultant in the Home department of internationally renowned multi-brand luxury, Lane Crawford.

With her product development and consulting work at Lane Crawford, Susanna began to establish a name for herself internationally. After attracting the attention of hotels in need of similar services, her career moved into its ultimate fruition, and SV Design was born.

Today, SV Design is a structured, multi-lingual team of product designers and project managers with regional capabilities and a strong international presence.

Our Philosophy

Customer Focus

*Quality
Assurance*

*Design
Integrity*

Customer Focus

Our clients are the heart of our business. We treat them as the best hotels treat their guests, building relationships and taking enormous pride in satisfying their needs with both our products, and our services.

Design Integrity

Every client, every hotel, every project is a fresh challenge to be customised accordingly. Our products are a carefully balanced reflection of our designers, our artisans, the needs of each physical space, and its ancillary brand philosophy.

Quality Assurance

Every single project we do is an ambassador, and we are relentless in ensuring clients receive the highest quality of service, particularly that the end result is of the highest possible quality.

SV Design in the Media





Please contact us for more media coverage

WELCOME TO THE WORLD OF SV

HOTELS & STYLING

PHOTO: Park Hyatt, Saigon





DESIGN

HOTELS & STYLING

From the ethereal splendour of the rooms of Florence's Four Seasons Hotel, and the perfectly polished minimalism of the Macau St Regis lobby, to the urbane modernism of the spa at the Park Hyatt New York, SV Design has put the finishing touches on over 200 of the world's most exquisite escapes, and is the preferred vendor of many of the world's largest luxury hotel groups.

RIGHT: Sofitel So Singapore

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PHOTO: So Sofitel, Singapore



“The most iconic hotels are works of art in which accessories balance interior design and brand philosophy.”

SUSANNE VALERIO, FOUNDER & CREATIVE DIRECTOR, SV DESIGN

BELOW & RIGHT: Temple House, Chengdu, China



SV Design has curated, styled, and supplied over 200 of the world's most iconic luxury hotels.

Whether it's the wider aesthetic styling you need, or the creation of the smaller details, our attention to detail and our flexibility have led us to become the world's preferred supplier of interior accessories.



PHOTO: Temple House, Chengdu



Hotel Clients

More than 200 Hotels Completed

- Aman Resorts
- Andaz
- Bulgari Hotel
- Crown Towers
- Crowne Plaza
- Faena
- Four Seasons
- Galaxy Group
- Grand Hyatt
- Hotel Du Cap
- Hyatt Regency
- Intercontinental
- Jumeirah
- JW Marriott
- Karl Lagerfeld Hotel
- Mandarin Oriental
- Marriott
- Melco Crown Entertainment
- Metropol Group
- MGM
- Oetker Group
- One & Only
- Ovolo
- Palazzo Versace
- Park Hyatt
- Rancho Valencia
- Ritz-Carlton
- Rosewood
- Rotana
- Shangri-La
- SJM
- So Sofitel
- St Regis
- Swire Hotels
- The 13
- The Shilla
- Westin
- Westin Hotels & Resorts
- Wynn



ABOVE: St Regis, Macau

“We worked with SV from bespoke product development to full roll-out for our opening. Exceptional taste, professionalism and a pleasure to work with, highly recommended.”

PAUL CUNNINGHAM, GENERAL MANAGER, ST REGIS MACAU

Testimonials

“The SV Team supported us through the pre-opening of The Temple House in Chengdu, with design options, material selection, samples and delivery logistics. Nothing was ever too much trouble. Their agility and desire to do the best possible job, contributed greatly to the finished product. We look forward to working on future collaborations together.”

DEAN WINTER, DIRECTOR OF OPERATIONS, SWIRE HOTELS

“There are few companies of the calibre of SV Design who are able to deliver consistent elegance and style.”

BOO JIN-LEE, PRESIDENT AND CEO, HOTEL SHILLA AND SAMSUNG C&T

Coordinating with Key Decision Makers

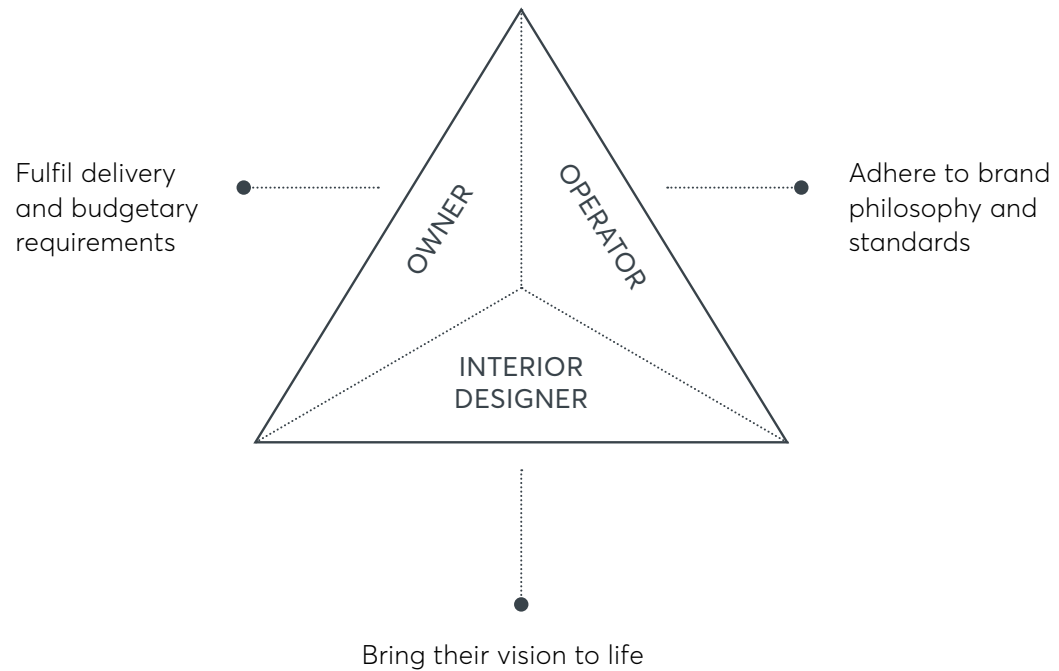
While we have our own design pedigree, we are extremely sensitive to the needs and requirements of the clients we work with, their brand identities, and particular aesthetic needs.

When we work with interior designers, our aim is to support them and make their lives easier by empowering them with our almost unlimited ability to bring their visions to life, no matter how simple or complex they may be.

We can execute almost any specification to the most exacting standards as per their vision, or we can assist in developing an idea.



PHOTO: Faena, Miami



We understand that every project has multiple decision-makers. SV Design is sensitive in balancing the needs of the owner, the operator, and interior designer against the brand philosophy of each particular physical place.

We can either work with one or multiple decision makers.

The perfect product at the perfect price point

SV Design has an unparalleled portfolio of craftsmen, materials, and skills at our disposal.

We can offer tailored product development to meet the most exacting specifications, accommodating vivid imaginations with a wide array of practical capabilities.

Budgets and time restrictions need not interfere with the end results; faster turnaround times can be achieved and financial limitations can be surmounted by customising existing designs and collections, or simply offering them as they are.

RIGHT: Park Hyatt, Saigon



SV Product Development Pyramid

ADHERES
TO BRAND
PHILOSOPHY

ALIGNS WITH
HOTEL DESIGN

BESPOKE FOR A SPECIFIC AREA

MEETS OPERATIONAL NEEDS

MEETS BUDGETARY REQUIREMENTS

PRACTICAL, SAFE & GOOD QUALITY

Two Key Services For Hotels

OS&E Design & Manufacturing

What is this?

This covers the design and manufacturing of operational accessory for guestrooms, restaurants, spas and more. Products that the guests will touch and use.

Example: Tissue Box, Soap Dish, Tea Tray, Spa Foot Bowls, Show Plate etc

Perfect for: Operation products that require multiple units



Clients may engage us

OS&E Design & Manufacturing

Styling & Curation

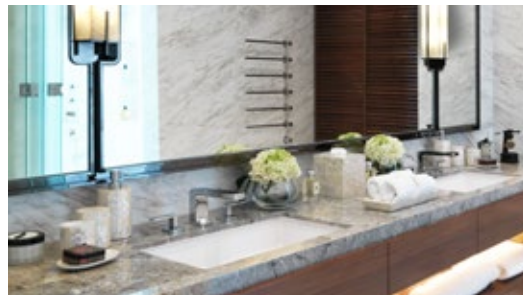
What is this?

This covers the selection, sourcing and placement of decorative and one-of-a-kind items used to decorate a hotel. The finishing accents. These are items the guests see but don't normally touch.

Example: Large Vases, Books, Decorative ornaments, Sculptures, Local artifacts etc

Perfect for: Lobbies, Public Areas, Show Flats

LEFT: Mount Pavilia, Hong Kong



*Styling &
Curation*



OS&E DESIGN

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MANUFACTURING





Products

SV Design can make a variety of products for any hotel space, either by working from our own established portfolio of designs, or by creating bespoke products.

<i>Bathroom</i>	<i>Room</i>	<i>F&B</i>	<i>Spa</i>	<i>Other</i>
Soap Dish	Desk Blotters	Show Plate	Foot Ritual Bowl	Panels etc
Tissue Box	Note Pad	Napkin Ring	Treatment Bowl	Boxes etc
Amenity Box	Compendium	Centre Piece	Oshibori Tray	Sculpture etc
Vanity Tray	Turn Down Tray	Chopsticks Rest	Hamper	Candle Holder etc
Bath Salt Holder	Waste Bin	Salt Holder	Lotion Dispenser	Small Furniture etc
Tumbler	Menu Holder	Menu Cover	Amenity Tray	Gifts etc
Waste Bin	Laundry Box	Raiser	Focal Point	Tea Set etc
Coaster	Ice Bucket	Face Towel Tray	Perfume Bottle	Vase etc

**Products are not limited to the above*

Materials

We source the finest materials, which our artisans use to create exceptional pieces of exquisite quality and craftsmanship.



Leather



Stone



Shell



Wood



Our range of materials, products and capabilities includes, but is not limited to the following:



Resin



Metal



Natural Fiber



Ceramic





Bespoke Customization



SV offers bespoke development to meet the most exacting specifications as well as a selection of existing designs.

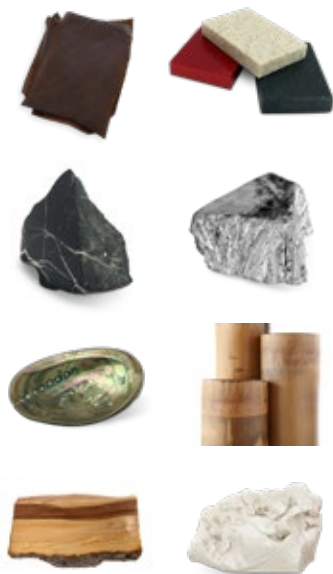


Select Your Options



1

PRICE POINT
(Any material)



2

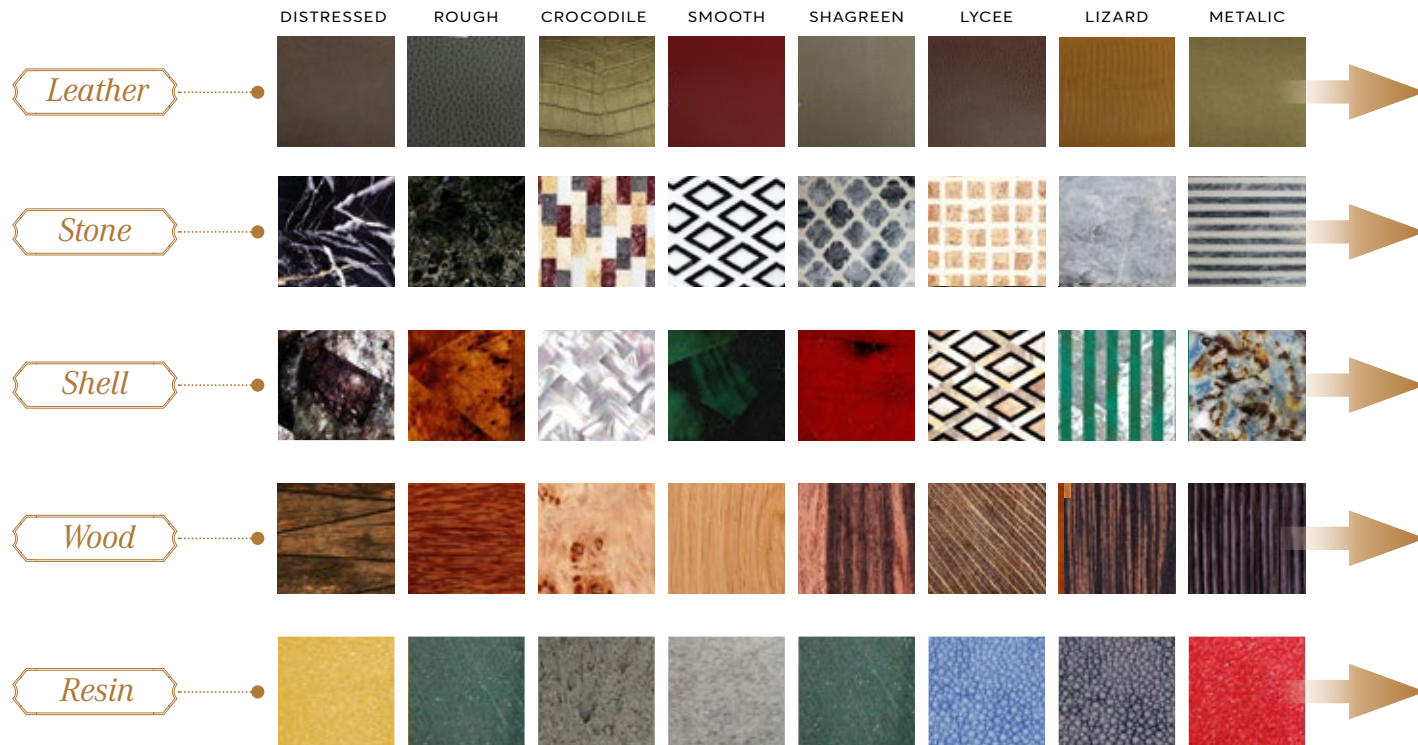
COLOUR
(Any colour)



3

FINISH
(In various finishes)





Contact us for more



Guestrooms

PHOTO: Ritz Carlton, Macau



PRODUCTS INCLUDE:

- Remote Trays
- Fruit Bowls
- Ashtrays
- Blotters
- Laundry Boxes
- Safe Trays
- Newspaper Holders
- Waste Bins
- Sculptures etc.

Bathrooms



PHOTO: Shangri-la, London



PRODUCTS INCLUDE:

- Soap Dishes
- Tissue Boxes
- Pumps
- Waste Bins
- Toothbrush Holders
- Amenity Boxes etc

F&B

PHOTO: Park Hyatt, Bangkok



PRODUCTS INCLUDE:

- Show Plates
- Napkin Ring Holders
- Centre Pieces
- Face Towel Trays
- Menu Covers
- Food Displays
- Serving Trays
- Candle Holders etc



Spa

PHOTO: Grand Hyatt, Hong Kong



PRODUCTS INCLUDE:

- Amenity Boxes
- Soap Pumps
- Soap Dishes
- Foot Bowls
- Towel Trays
- Vases
- Bath Salt Containers
- Tissue Boxes etc

Wedding & Banquets



PHOTO: Hyatt Regency, Hong Kong



SV designs table top settings for weddings, banquets and various other formal settings, from neutral white to colourful Chinese settings.



STYLING

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CURATION

PHOTO: Rosewood, Phnom Penh



Styling & Curation Methodology

As stylists we work to complete and enhance the story started by the Interior Designer. Our role is to source the most suitable accessories to curate and enhance spaces, evoke interest and reflect the property's philosophy - the window dressing of the hotel mainly, focused on one-of-a-kind and unique pieces.

We achieve this by sourcing, manufacturing and working with local suppliers and retailers to find the perfect accessory pairing for a specific space.



Step 6

Feedback loop of
"Look Book"

Step 7

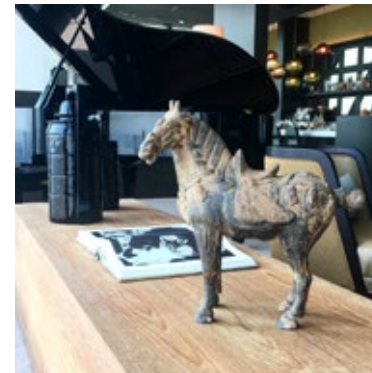
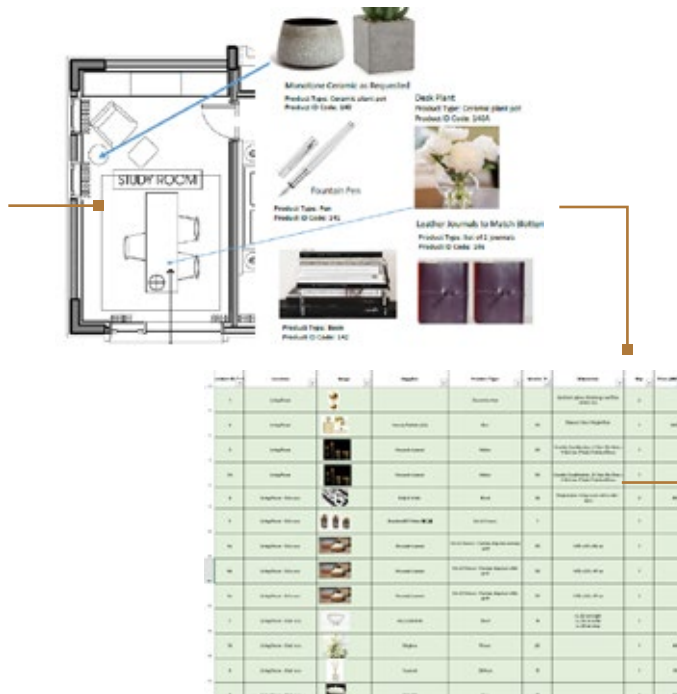
Vender list &
budget

Step 8

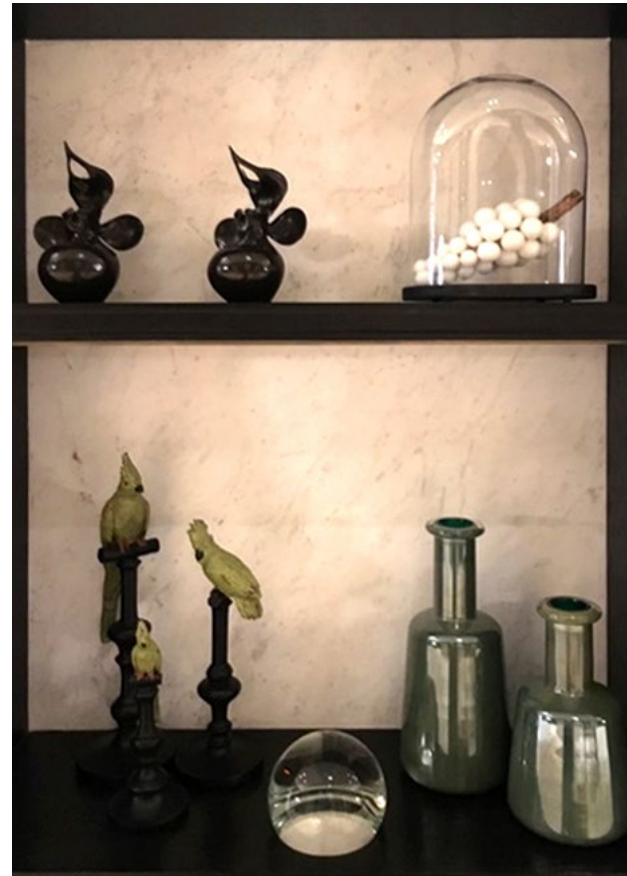
Procurement phase

Step 9

Installation & styling



Styling & Curation References









WELCOME TO SV CASA

LUXURY HOME ACCESSORIES FOR RETAIL



SV CASA is the retail line of SV Design

SV Casa was born following increasing demand from hotel guests looking to bring our exquisite handcrafted objects into their home lives.

Travel provides the seeds of inspiration, informing collections that constantly evolve from one year to the next.



A love story bound in luxury

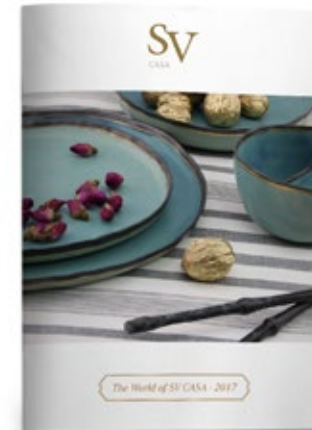
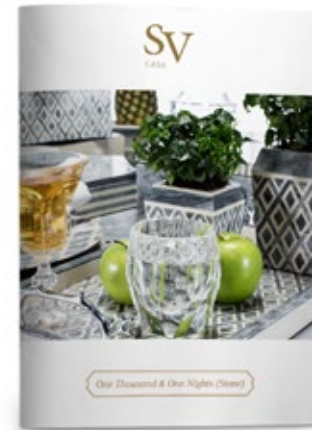
Every season, each new collection tells a story in which all the objects are players with their exits and their entrances. From One Thousand and One Nights, through to the adventures of our muse as she traverses the world sourcing assets, artisans, and inspirations.

Like every great epic, each piece has a part to play, and each season 'comes and goes', making way for the next generation of players in our story.

Retailers include Bloomingdales, Harvey Nichols, Lane Crawford, Shinsegae, Gracious Homes, Barneys, Saks 5th Avenue.

Visit www.sv-casa.com for more on our story, or contact us for a brochure.

*Visit SV-Casa.com
for more on our story*



Product Development



Special Project: TUMI

SV Design was invited to collaborate with TUMI on the launch of its Alpha Lightweight suitcase. We re-interpreted the case into a luxury picnic set, including SV-designed and manufactured tabletop items including free-standing champagne bar and cheeseboard.





Summary

- Founded by Susanna Valerio (Senior Buyer and Consultant for Lane Crawford and Joyce Boutique for 20 years)
- Three divisions make up the wider company:
 - SV HOTELS & STYLING: designing, creating, and styling accessories for luxury hotels
 - SV CASA: our luxury retail line
- Experience working with over 200 luxury hotels
- Full service and cherry-picked solutions for hotel interiors
- One-stop-shop from design, sampling, manufacturing, logistics, service, shipping
- Unparalleled in-house manufacturing capabilities
- Multi-lingual team includes English, Italian, French, Mandarin, Cantonese, and Portugese
- Fast turnarounds for samples and orders
- Unlimited range of material, design, and production capabilities
- Ability to mix a variety of materials in a single product
- In-house design, rendering, and styling
- Unmatched bespoke service
- Low to no minimum order quality depending on material
- Ability to balance budgets without losing design integrity
- Combine artisanal skill with cutting edge ERP systems

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