

## Designs You Don't Just See— You Feel

Because Every Detail Tells a Story





## CURATED PROJECTS,

Furniture & Philosophy

### ABOUT US

#### **OUR MISSION**

We design interiors that feel like home—purposeful, stylish, and emotionally connected. By blending beauty with function and using timeless materials and thoughtful details, we create elegant, lasting spaces. Our collaborative process ensures each design reflects both our aesthetic and the client's unique spirit, aiming to elevate everyday living with authenticity and care.

#### **OUR VISION**

At **Design by Samar Ladhubhai**, we aim to create timeless, expressive interiors that celebrate individuality. Each space reflects the people who live in it—elegant yet approachable, serene yet lived-in. Guided by authenticity over trends, we strive to tell human stories through design. Our vision includes expanding locally and globally, crafting refined residences and boutique spaces while collaborating with like-minded brands. Rooted in sustainability and local craftsmanship, we champion slow, intentional design and aim to inspire future designers through education, content, and creative partnerships.



### AMESSAGE FROM SAMAR LADHUBHAI

Founder & Chief Design Officer





Creativity has always been my second language. Long before I understood what design was, I was sketching intuitively — lost in the textures, lines, and rhythms that make a space feel alive. Over time, what began as an instinctive love for visual storytelling transformed into a life's purpose: to create interiors that carry soul, intention, and quiet beauty.

After graduating from Chelsea College of Art & Design – University of the Arts London, and earlier from Indus Valley School of Art & Architecture, I immersed myself in the world of interiors — driven by a belief that design should not just be seen, but felt. To me, a home is not simply a place; it's a reflection of the people who live within it, a canvas of memory and meaning.

**Design by Samar Ladhubhai** was born from this philosophy — a boutique studio grounded in authenticity, emotional resonance, and timeless craftsmanship. We don't chase trends. We listen, interpret, and translate our clients' stories into harmonious spaces and bespoke furniture that feel personal yet refined.

As we step into the world of international furniture and interior export, our commitment remains unchanged: to design with empathy, curate with care, and deliver pieces that not only belong — but endure.

Samar Ladhubhai
Founder & Principal Designer
Design by Samar Ladhubhai



#### OUR LEADERSHIP



ABID MAHMOOD KHAN CEO & CO-FOUNDER

A commercially astute leader fusing engineering precision with international business acumen to scale design-led ventures globally.

Driving Market Growth with Precision, Passion, and Global Perspective,

Abid Mahmood Khan brings a rich blend of commercial leadership, industrial project management, and international sales experience to the forefront of the business. With over 7 years of proven success in strategic sales and business development at TotalEnergies and Orient Water Technologies, Abid has led large-scale commercial teams, introduced global product innovations, and driven multi-million-dollar growth initiatives across Pakistan.

With an engineering background from City, University of London, Abid blends analytical precision with a keen commercial instinct. His expertise in customer relationship management, market penetration, and solution-driven selling uniquely positions him to lead the go-to-market and client engagement strategy for the furniture export venture.

Having managed everything from technical product rollouts to sales for high-value B2B segments, Abids vision is to transform **DBSL** into a brand that delivers timeless furniture pieces with the elegance of handcrafted design and the professionalism of world-class business execution.

A natural rapport builder and cross-cultural communicator, Abid ensures that every business relationship is nurtured with integrity and vision—hallmarks of the enterprise he co-leads.



ANAS ALI
CHIEF OPERATING &
MARKETING OFFICER

A commercially driven operator blending cross-sector business expertise with a refined eye for design to elevate handcrafted furniture to global markets.

With a sharp commercial instinct and a deep passion for home products, Anas brings a unique blend of business acumen and creative vision to the furniture export and interiors space. His experience in managing and scaling businesses across diverse sectors has equipped him to lead with strategic clarity while nurturing a strong design sensibility. At the helm of operations and marketing, Anas ensures that every custom-designed piece not only meets global standards but is sustainable in every sense and also resonates with individual style and storytelling.

## OUR STUDIO TEAM



KINZA AIJAZ

Design Manager



TOOBA CHAUDHRY

Project Lead



ZAIN UL ABBIDEEN
Execution Lead



## WHAT WE DO?

Our services span the full design journey, tailored for discerning clients seeking refined, purpose-driven spaces:





Complimentary Design Consultations to align vision, values, and spatial potential from the very first conversation.

Architectural Interior Design that merges structural precision with sensory depth — delivering environments that are both intelligent and intuitive. Custom Furniture Design rooted in heritage techniques and contemporary aesthetics, crafted to elevate function into form.

Art, Object & Accessory Curation that completes the narrative — ensuring every space resonates with intention, context, and personality.





## ARCHITECTURE & INTERIOR DESIGN

- Brand Identity Development
- Interior concept & design
- Common spaces, outdoors & leisure areas
- Layout & zoning
- Material moodboards & finishes selection

#### PROJECT MANAGEMENT

- Feasibility Study
- Cost estimation
- Product specification
- Project timing
- Sourcing & supply

#### **MOCKUP EXECUTION**

- Space construction/Fit out
- Site Visits & inspections
- Full space decorations



Reception & Entry Zone

Initial Brand Experience



Retail Display Zone

Product Display and Circulation Flow



Façade & Entrance Design

Contemporary Retail Storefront



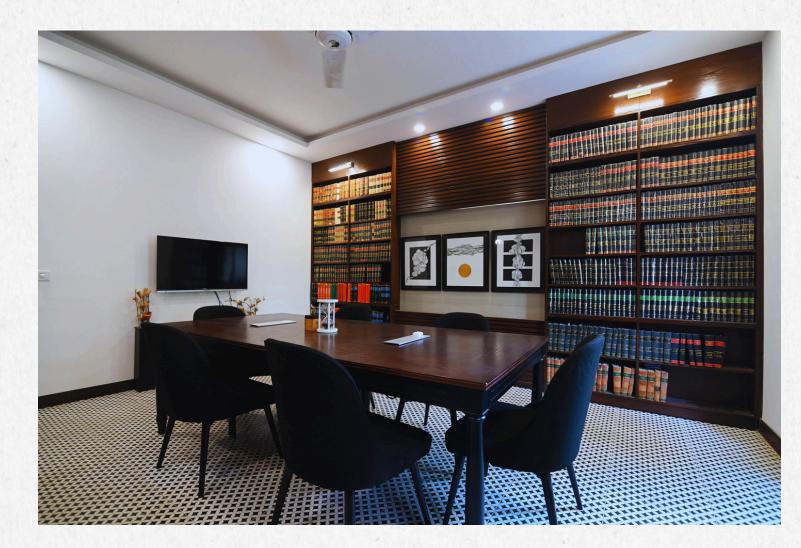


# DESIGN & craftsman services

At Design by Samar Ladhubhai, we offer a holistic approach to interior architecture and spatial storytelling — seamlessly integrating design, craftsmanship, and curation.

## WORKSPACE Design

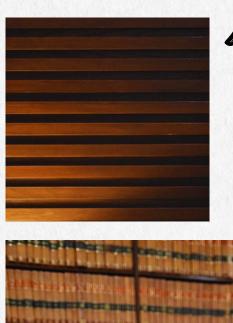
Wooden Wall Panneling



LAW FIRM













# WELLNESS & LIFESTYLE Spaces



KIRAN HOSPITAL

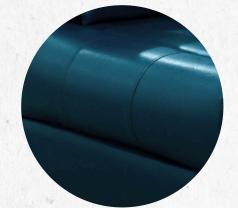








Botanical hand painted Motifs



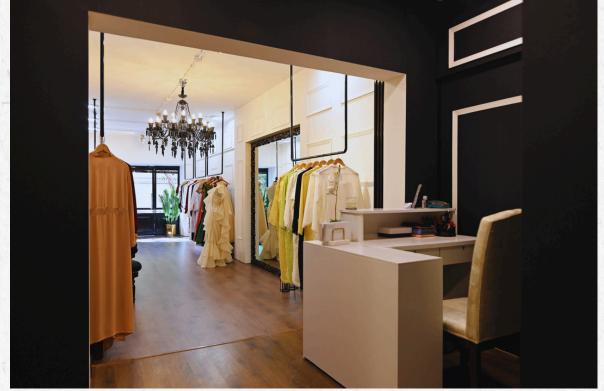
PU Leather



Wood Veneer Cladding

## RETAIL VISUAL MERCHANDISING





Modern minimalism and vintage luxury

NADIA KHAN STUDIO

Long corridor layout with clear circultion path for uninterrupted movement and exploration





## PRIVATE Villas & Estates

Built-in cabinetry & Marble-effect wall tiles





Dual-Purpose Layout with Visial Depth

Seating Versatility





Smart Zoning with Strategic Lighting

## NURSERY & CHILDREN Spaces





Custom Bunny Head Drawer Knobs







## CUSTOM FURNITURE DESIGN

A bold, gold-accented console — sleek, sculptural, and statement-making.





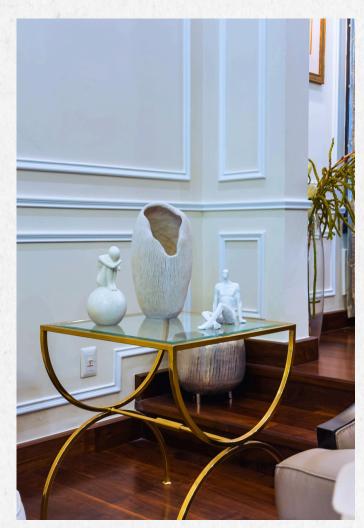
A warm, contemporary lounge featuring caramel leather sofas, layered tables, and sleek mirrors — grounded in texture, elevated by light.

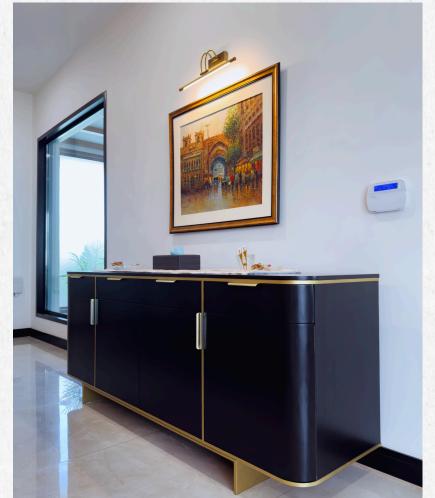




A soft-curved sofa paired with bold cushions and a sculptural black coffee table — cozy meets contemporary in this chic corner.

A pair of sculptural tables with marble tops and wooden spheres — playful geometry meets quiet luxury.











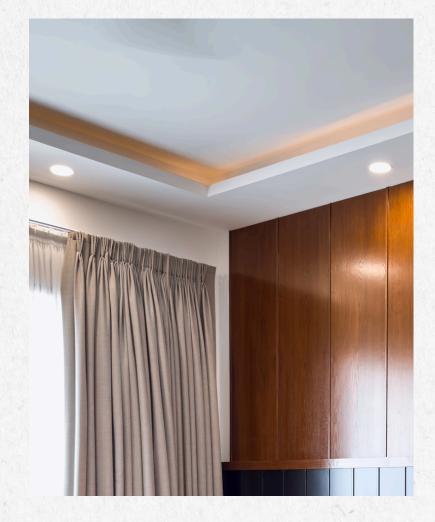




## LIGHTING









Ceiling Chandelier

Backlit mirrors

Recessed Lighting Fixtures

Ambient Light



## SIGNATURE PROJECT

Gheewala Residence | Karachi, Pakistan

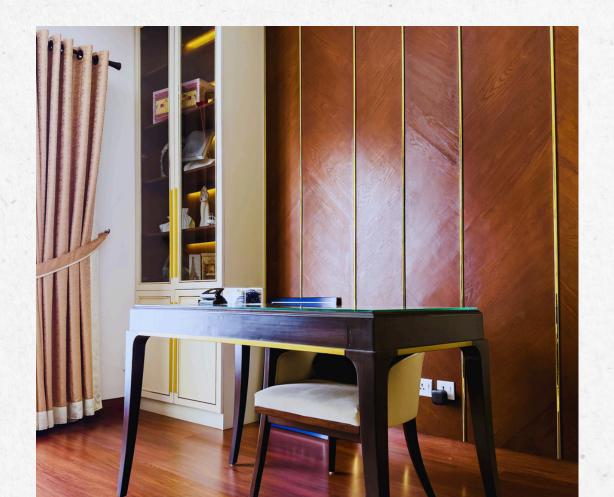
**Scope:** 3BHK Apartment | Full Turnkey Interior Design + Custom Furniture

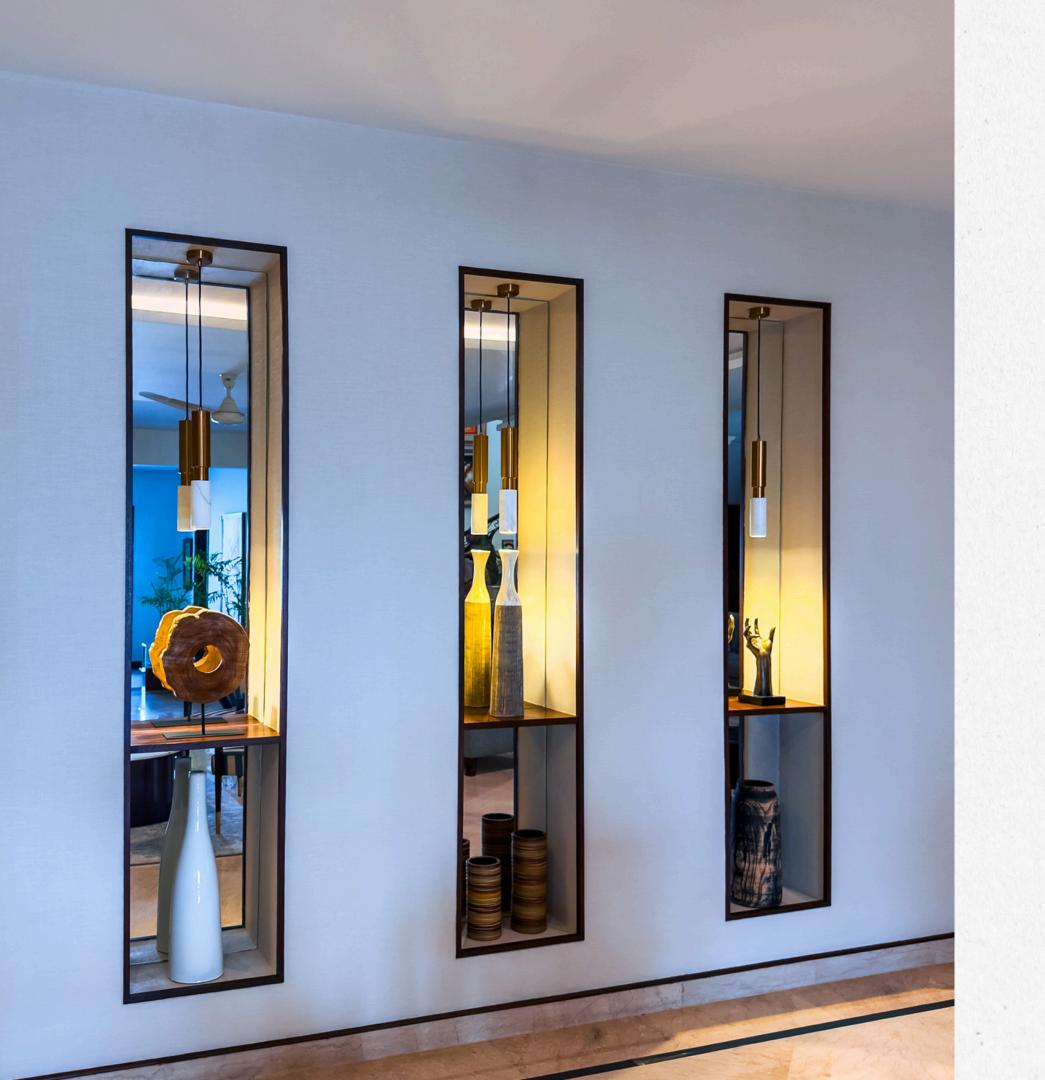
**Design Intent:** This project was envisioned as a warm, grounded urban sanctuary for a family of five. The design language blends soft minimalism with tactile luxury — infusing neutral palettes with earthy textures, artisanal elements, and sculptural silhouettes to create moments of calm and connection.





#### MODERN DESIGN





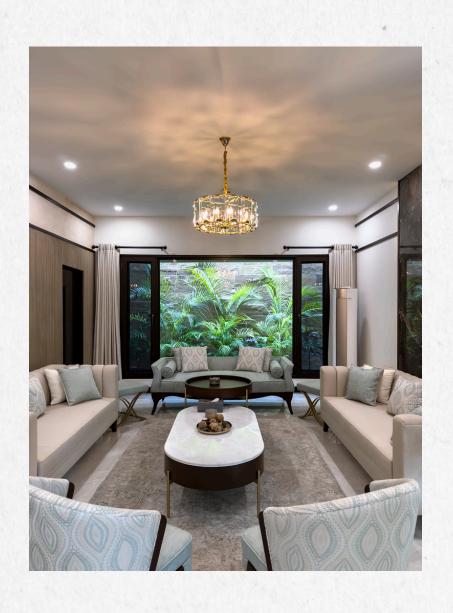


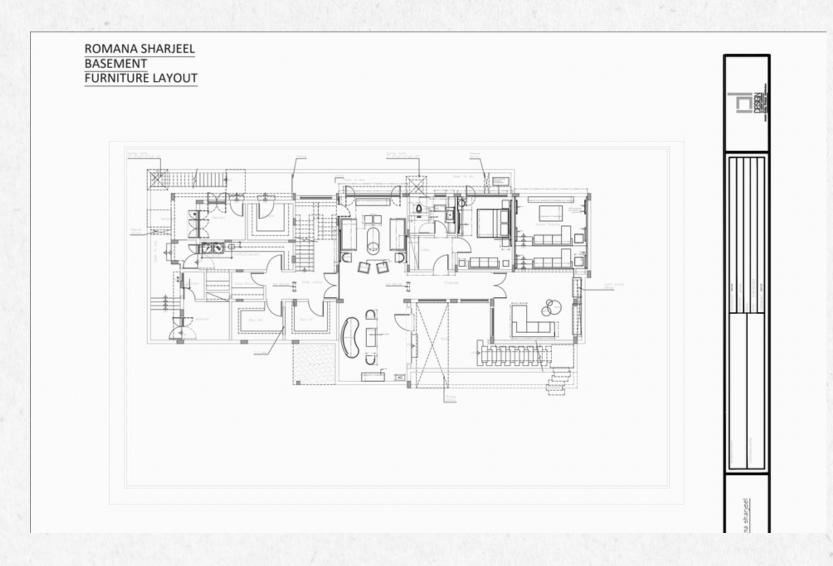


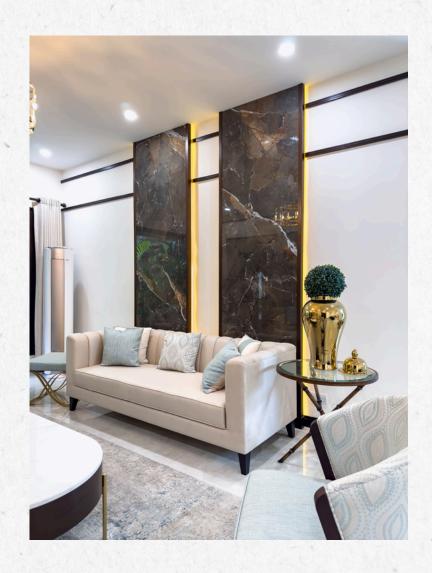




## VISUALISATIONS TO REALITY











"I went to Samar knowing exactly what I wanted. Basically I told her I wanted something very minimal and then the moodboard that she showed me was exactly that."

- Sana Sardar



### MOODBOARD





## CLIENT STORIES

"I didn't know what colours to pair with what. So she came to me with the wooden floors, with the white walls. I didn't even know what the perfect white is for a wall. Like I picked a stark White colour and she told me that that's not what you're supposed to do. I didn't even think that you could get wooden floors like these in Karachi but again, Samar introduced them to me. It feels like London to me, which again, is my second home because my sister lives there."







- Sana Sardar

### SUSTAINABILITY & ETHICAL SOURCING

## Sustainable by **DESIGN**Thoughtful Materials & **FSC - Certified** Sourcing

Sustainability is not just a commitment for us—it is the foundation upon which our business is built. From concept to creation, we embed responsible practices into every stage of our operations, ensuring that our impact on the planet is thoughtful, measured, and purpose-driven. We actively adhere to globally recognized environmental standards, and our sourcing practices are guided by ethical frameworks that prioritize renewable materials, responsible forestry (including **FSC-certified** wood where applicable), and low-impact production processes.

Our in-house custom furniture and interior solutions are designed with longevity in mind—crafted to endure, both in quality and timeless design. By embracing principles of circular design, we aim to reduce waste, repurpose materials wherever possible, and create products that serve not just a function, but a legacy. We work hand-in-hand with skilled local artisans, supporting traditional craftsmanship while introducing innovation in materials and processes that reduce environmental strain.

Moreover, we continuously explore new technologies and sustainable alternatives, from eco-friendly finishes and packaging to optimizing logistics for lower carbon emissions. Our goal is to harmonize aesthetics, utility, and conscience—delivering beautiful spaces and products that are kind to both the environment and the communities we serve. In doing so, we don't just follow global sustainability trends—we strive to lead by example in the modern furniture and interiors industry.

### SUPPORT FOR ARTISANS:

Handwork, Fair Trade, Revival of dying crafts

At **Design by Samar Ladhubhai**, we believe that truly meaningful design is rooted in connection — not just to our clients, but to the hands that help bring our visions to life. Supporting **local artisans** is not a trend for us; it's a responsibility, a privilege, and a pillar of how we design.

Pakistan is home to centuries-old **craftsmanship** — from intricate woodwork and handwoven textiles to brass, marble, and stone techniques passed down through generations. These artisans carry with them not just skill, but soul. By collaborating with them, we preserve heritage, empower communities, and celebrate the beauty of the handmade in a world increasingly leaning toward the mass-produced.







In every project, we make space for their craft — whether it's a custom-carved piece of furniture, a hand-knotted rug, or brass accents shaped by tools and tradition. These elements don't just elevate our interiors — they ground them in culture, memory, and meaning.

We are proud to advocate for slow design and conscious sourcing. By integrating local craft into our spaces, we're not just creating beautiful homes — we're sustaining livelihoods, honouring legacy, and weaving human stories into the very fabric of our interiors. Because at the heart of every home is a story — and often, that story begins with a pair of skilled, humble hands.

