

NOVA

Substantial Modern

Volume II

Premium upholstered furniture - Modular sofas - Bedroom - Dining - Case goods


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Substantial Modern

The balance between classic and modern subverts the definition of fashion, highlighting a new dimension of romantic aesthetics



Dr • Leather 
Substantial
Modern





BRAND ORIGIN AND PHILOSOPHY

Leather craftsmanship tradition

Merging traditional craft with modern design for premium tastes

Adapting to the demands of mid-to-high-end consumers and integrating traditional craftsmanship with modern design, the "Dr. Leatherworker" mother series was launched in 2023 and received unanimous praise from the industry and customers. In order to better inherit the thick leather craftsmanship and meet the greater demand for quality products, the "Little Leatherworker" sub-series was extended, with the style and market positioning mutually integrated.

Crafted Quality design philosophy

The design concept of
"Craftsmanship Creation"

Crafted Quality - our core philosophy - always using premium materials

3.0-4.0mm top-grain leather - 128 production steps per sofa

The brand is based on the core concept of "craftsmanship in production", and strictly uses top-grade 3.0-4.0 thick genuine cowhide. Each sofa requires 128 manual stitching processes to ensure both quality and comfort.

“厚” 时尚潮流

Leading the "thick" fashion trend

Drawing on international design language and local aesthetic,

In-house senior R and D

Combining classic Italian design with Eastern ergonomics

Sofas tailored to use in Asia

Drawing on the design inspiration of international brands and domestic aesthetics, with an independent senior R&D team, guided by the market, with patented products, the output will definitely be high-quality and best-selling items. By combining the classic Italian design with Eastern ergonomics, we create sofa products that are in line with the usage habits of Asians.



Crafted with care - exceptional quality in every piece

*endow all creations with extraordinary quality
through their artisanal spirit*

BRAVERY LIGHTEN THE FUTURE

Understated luxury - Vessel of refined living - Every hide carefully selected

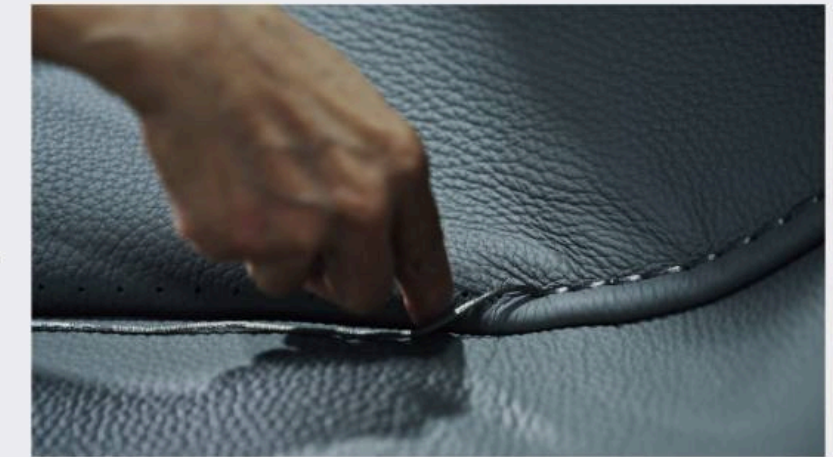
Artisans hand-select only top-grain hides over 3mm thick

Each travertine block carries its own story - A timeless air about it

Inspired by natural texture - a tactile way of life woven into the design



A symbol - Works born of life as art, refined into luxury aesthetic

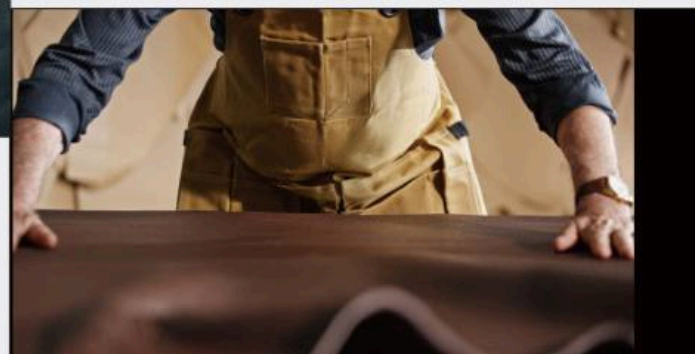


Light Across Realms New Interpretation

We deconstruct various elements, endow materials like cowhide, cave stone and wood with artistic appearance and understated luxury. Each piece of cowhide is handpicked by craftsmen.

Only cowhide with a thickness of over 3mm will be processed, each slab of cave stone carries its own tale, emanate a timeless freshness.

Under the inspiration of nature, Master designers infuse their reflections of quality lifestyle into their creations. The brand founder refines every aspect of design, striving for the fusion of aesthetics and functionality. Infusing life with art throughout. Craftsmen meticulously complete each step of the process. Every detail showcases meticulous craftsmanship and artisanal spirit. Crafting a classic with ultimate craftsmanship can create a brand's unique symbol of faith. The creation fills with the art of life.



Original furniture design

Comfort - Serenity - A beautiful promise

From visual impact to meticulous attention to detail, both designers and consumers can feel the unique charm of Novartis' original creations and its dedication and pursuit of beauty. Novartis is telling us in its own way that what it designs is not just furniture, but also a way of life.

PJ-SF40 Jieli Warm Sun Sofa



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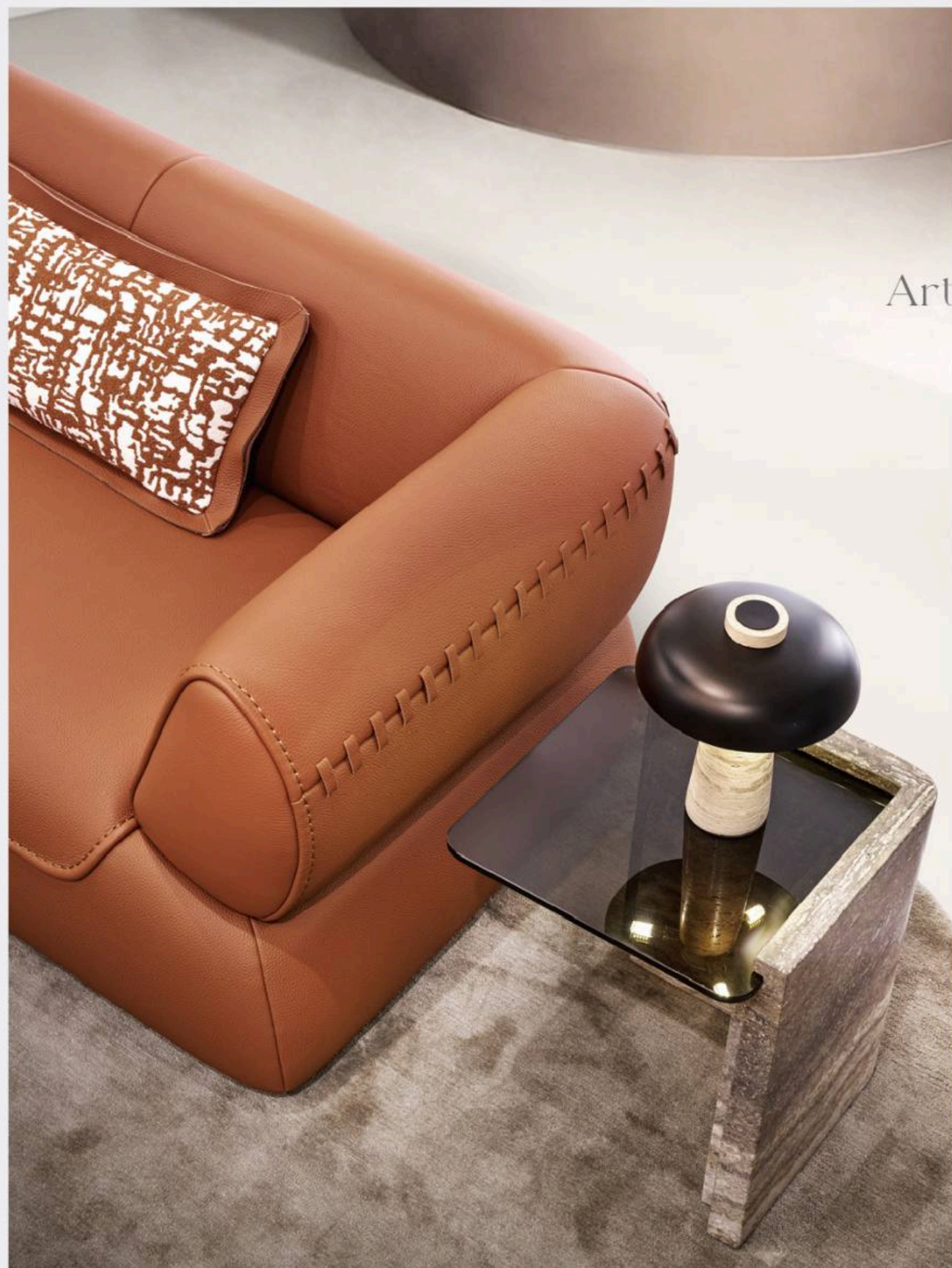


Artisanal mastery hand-stitched with devotion

Symmetry and coexistence - our core design philosophy

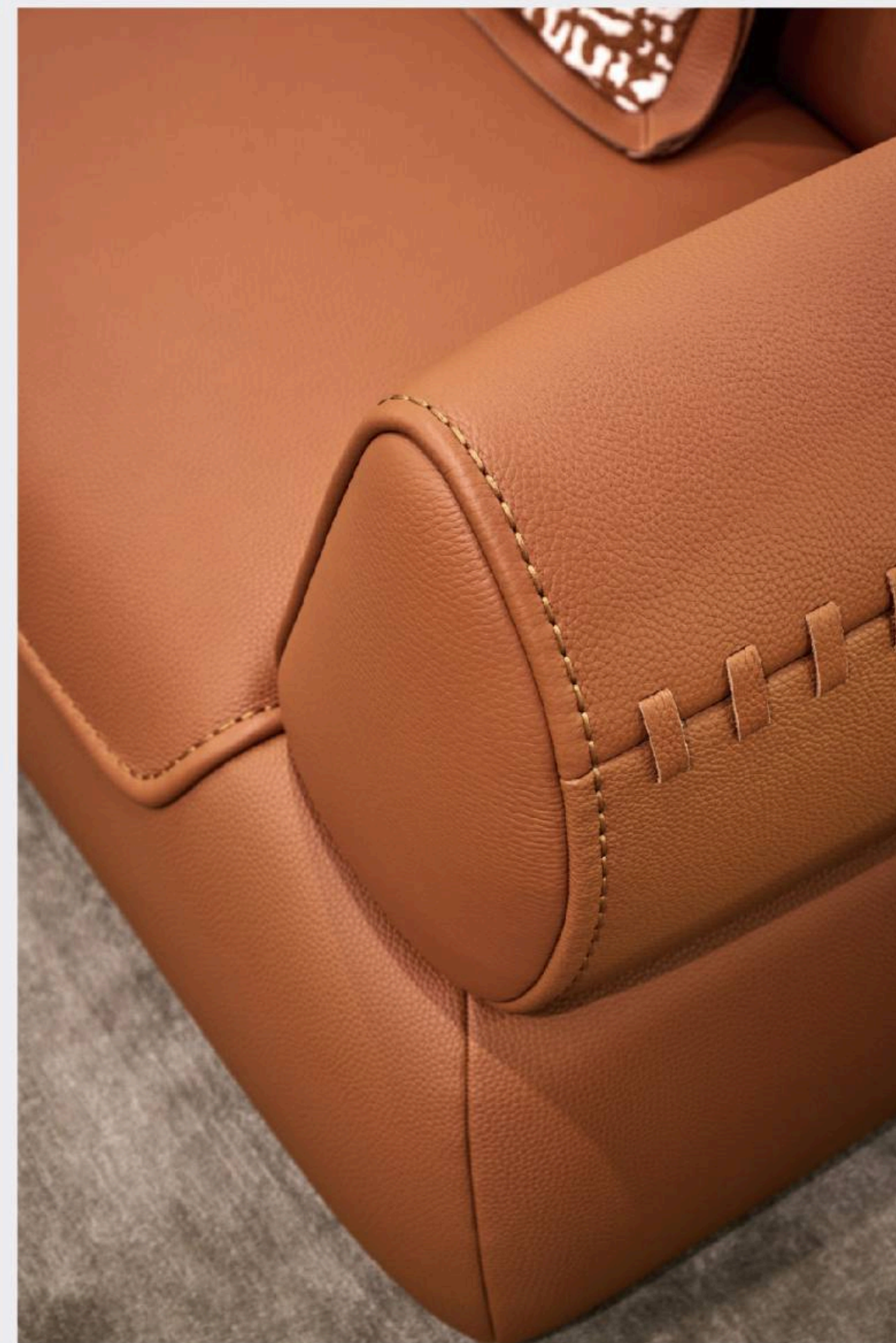
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Artisanal Mastery
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Original furniture design

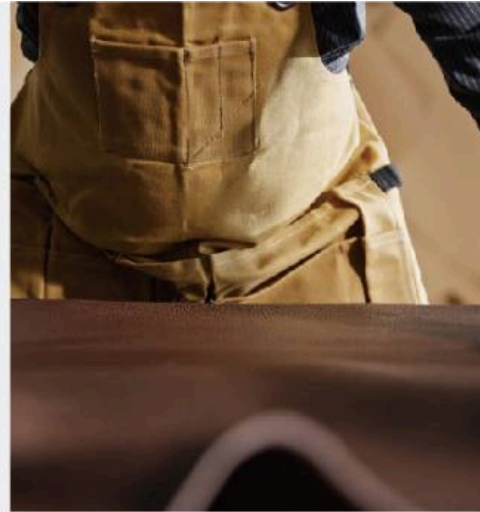
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PJ-SF37 Lingyun V-Rhyme Sofa





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Artisanal Mastery, Hand-stitched with Devotion



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PJ-SF38 Yuanhe Wing Sofa





Artisanal Mastery Hand-stitched with Devotion

039

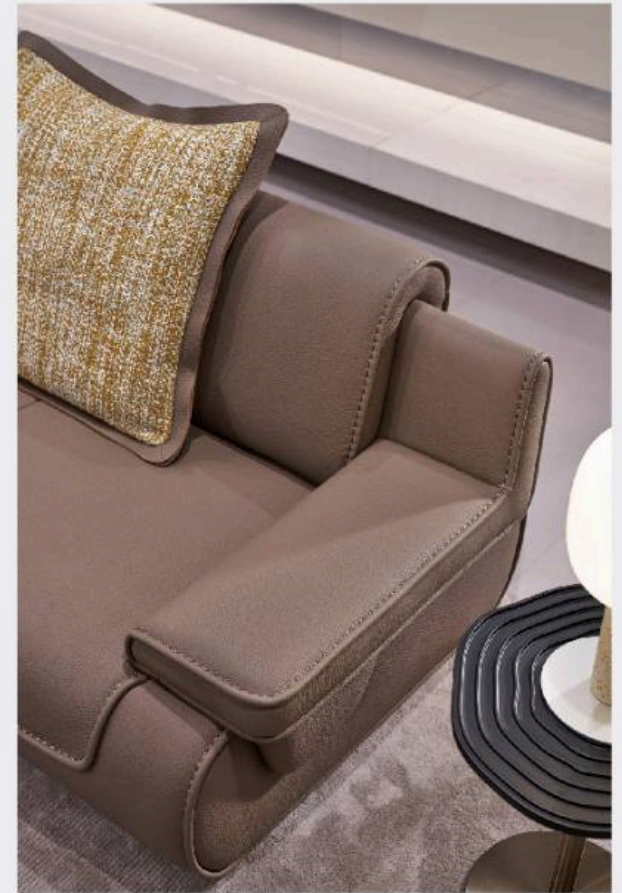
Dr-Leather

040

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Original Design

The balance between classic and modern subverts the definition of fashion, highlighting a new dimension of romantic aesthetics

Original Frontier Collections

Artisanal Mastery
Hand-stitched
with
Devotion



Original furniture design

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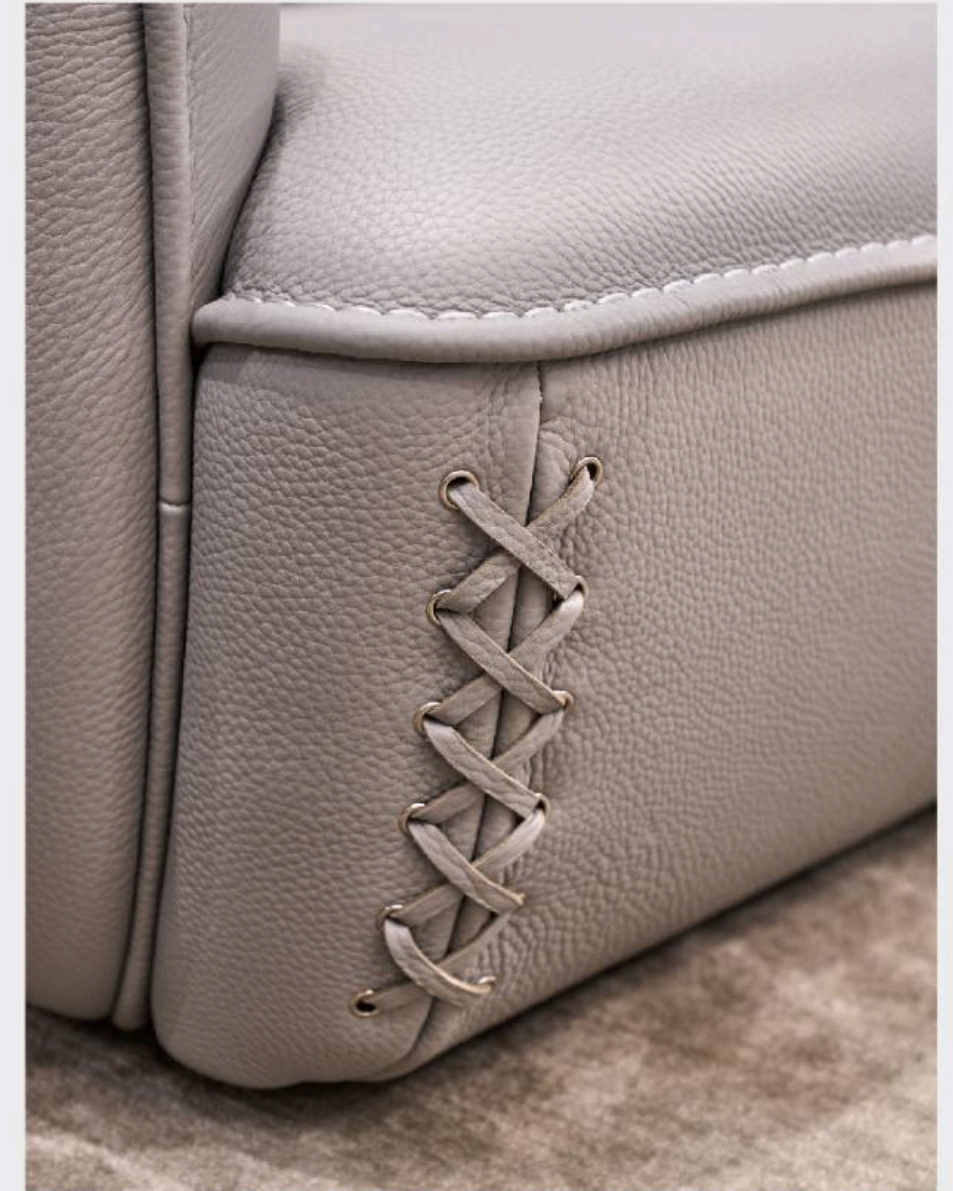
PJ-SF80 Yunyi Sofa





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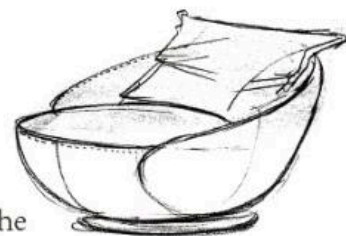
050



Comfort, blended with the richness of Italian leather
Tactile quality and exquisitely fine leather stitching
...craft - a luxurious sofa, practical and commanding
the benchmark.

Featuring plain, elegant and beautiful lines as well as graceful and comfortable designs, blending the richness of Italian genuine leather and exquisite, finely-detailed craftsmanship, it is really a good example of practical, elegant and luxurious sofas.

*It leads to a high-quality lifestyle,
turning our home into an artistic
tribute to life.*



Craft and technology fused - creating beauty beyond imagination

Leading-edge technology integrates with exquisite arts, creating unimaginable beauty, which is the passionate expression of life.



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Collections

Original furniture design

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PJ-SF41 



PJ-SF41

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Artisanal Mastery.
Hand-stitched with Devotion

Hand-stitched - Distinctive craft

PJ-SF43 



PJ-SF43

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Subvert fashionism
Subvert Fashionism

PJ-SF44 



PJ-SF44

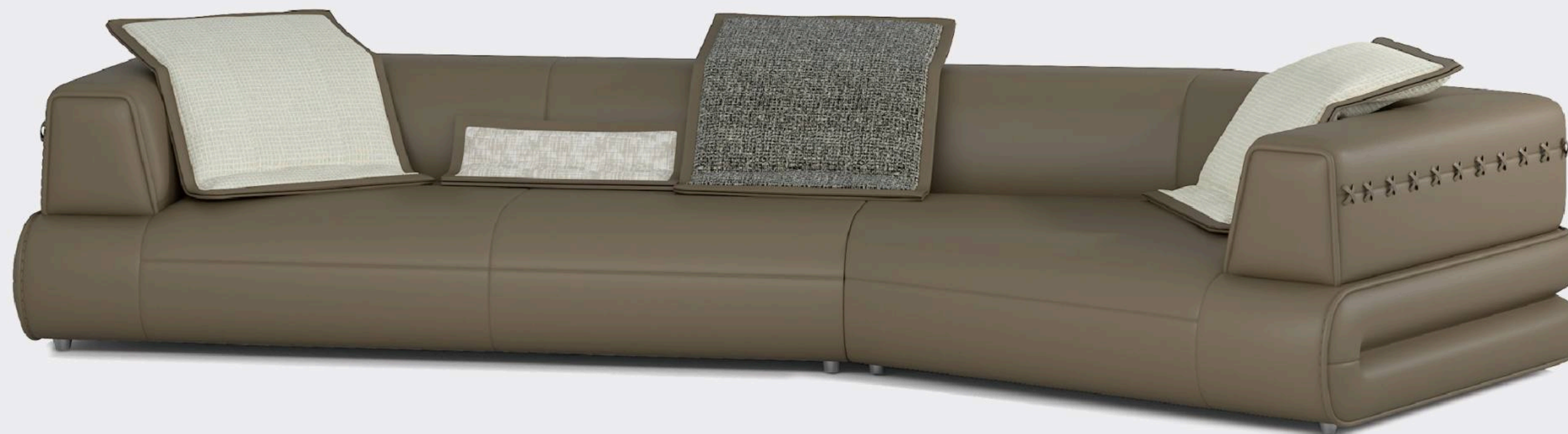
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Let home encounter the original warmth

Let home meet the warmth of original design

PJ-SF46 



PJ-SF46

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Original furniture design

Original design - Defining your unique space


PJ-SF45 



modern Quiet luxury

Hand-stitched - Distinctive craft

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PJ-SF42 Lingge Sofa 



Substantial Modern

Subvert Fashionism

PJ-BD11 



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Artisanal Mastery Hand-stitched with Devotion

Hand-stitched - Distinctive craft

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PJ-BD13 



Let home encounter the original warmth

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PJ-BD12



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Original design. define your unique space

Original design - Defining your unique space

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PJ-BD14



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End of Volume

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