



SILSAL.COM

The Home of Great Gifts
2022



ABOUT SILSAL

SILSAL is a creative gifting and homeware brand founded on the belief that great design is for everyone – it surprises, tells a story and makes the everyday less ordinary.

Since launching in 2013, the company has developed a reputation for producing an eclectic mix of home décor, home accessories, and gifts. Dedicated to individuality, creativity and innovation, Silsal's collections draw upon the Middle East's rich artistic heritage, bringing the charm of a bygone era into homes around the world.



OUR MISSION

Introducing beautiful designs
on world-class everyday
products to homes around the
world.



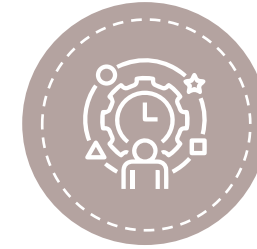
HOW WE ACHIEVE IT?

Silsal has designed a cost-effective value chain that enables the creation and delivery of quality-driven products at accessible price points.



DESIGN

World class in-house design capabilities and a complementary collaborative approach.



PRODUCTION

Excellent sourcing, and specialized manufacturing partners located across 7 countries.



LOGISTICS

Best-in-class 3PL providers to handle warehousing, as well as local and international b2b and b2c deliveries.



SALES

b2c on Silsal.com; b2b through retailers (physical and online), and sales to corporate clients.



Environmental, Social, and Governance (ESG)





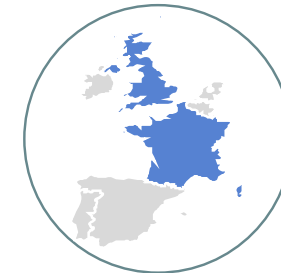
SILSAL'S GEOGRAPHIC REACH

Silsal's products are currently sold in 9 countries across the Middle East and Southeast Asia.

Through diverse collections, varying price points, and enhanced logistics services, the company plans to expand to Europe and North America in 2023.



- Current countries of operation
- 2023 Planned expansion



Growth Opportunity

Silsal's current geographic reach includes:

- UAE
- KSA
- Kuwait
- Qatar
- Oman
- Bahrain
- Indonesia
- Jordan
- Lebanon

Silsal plans to expand to France and the USA in 2023.



IN-HOUSE DESIGNS & COLLABORATIONS

Silsal runs two parallel design processes, both producing designs in-house, and collaborating with regional and international artists, as well as with other companies and design houses.

Silsal's designs recite beautiful stories on everyday objects. With a contemporary approach, the collections are heavily inspired by historically significant art movements, the region's flora and fauna, and by exquisite architectural monuments.





IN-HOUSE DESIGN COLLECTIONS

1. Majestic: This collection takes inspiration from the Sheikh Zayed Mosque's exquisite architecture.

2. Ghida: The collection is adorned with sweeping Thuluth calligraphy inspired by the Taj Mahal in India.

3. Tarateesh: A contemporary pollock-inspired take on the sweeping Diwani calligraphy.

4. Mirrors: The collection is an exploration of light and architecture. It explores the art of reflection and refraction.



IN-HOUSE DESIGN COLLECTIONS

1. Tala: Reminiscent of a midnight garden, the collection is an evocative revisualisation of palm trees after dark.

2. Origins: The sustainability minded and community conscious collection celebrates artisanal craftsmanship.

3. Kunooz: An ode to the Silk Road, Kunooz fuses botanical motifs, North African geometry and Ottoman calligraphy.

4. Diwali: Energetic and vivacious, the collection comes alive with beautiful patterns inspired by Indian textiles.

1.



2.



3.



4.



IN-HOUSE DESIGN COLLECTIONS

1. Hubb: A nod to the Pop Art movement, the collection is embellished with the word “Hubb”, meaning “Love”, in quirky, over-sized calligraphy.

2. Al Khail: The ‘Khail’ meaning ‘Horse’ collection is brought to life with a playful equestrian-inspired motif featuring horses, rosettes, boots and horseshoes in a quirky sorbet-hued palette.

1.



2.



DESIGN COLLABORATIONS

Silsal collaborates with leading regional and international artists and organizations, to turn their visions and missions into beautifully designed collections.



Silsal x Abdallah Al Astaad

Created in collaboration with acclaimed Emirati artist and calligrapher, Abdallah Al Astaad, this cup is adorned with the phrase "Fi Al Ittihad Kouwwa" meaning, "In Unity There Is Strength".



EXCLUSIVE DESIGNS

Silsal works with leading retailers to develop one-of-a-kind, exclusive collections that cater to their respective clientele.



Sadu for Crate & Barrel

Sadu draws inspiration from the ancient Emirati weaving technique known as Al Sadu. The collection was created in collaboration with award-winning architect, Souraya Daouk.



Arabian Nights for Ounass.com



Layalee for Namshi.com



OUR PACKAGING

Silsal understands the importance of a first impression – that's why all of our gifting items arrive exquisitely packaged in a signature Silsal box, complete with a hand-tied ribbon.





Candle Care

SILSAL.COM

AT DRINK NAP

BRINGING THE

SILSAL.COM





ENVIRONMENTAL, SOCIAL, AND GOVERNANCE

ESG serves at the ethos of Silsal's culture with the company utilizing sustainable materials, collaborating with non-profit organizations, and empowering women throughout the company.

ENVIRONMENTAL

Sustainable sourcing: We utilize sustainable and ethically sourced materials.

Sustainable projects: Silsal developed a collection that utilized glass from the 2020 Beirut explosion.





SOCIAL

Non-profit collaborations:

Silsal collaborated with numerous non-profits including Room to Read, an international organization dedicated to literacy and equality for women.

Artist collaborations: Silsal supports young, up-and-coming regional artists through collaborations.

Volunteering: Samar, Silsal's CEO, works part-time with Tadamon, a social platform for social impact. Previously she served as a mentor for INJAZ UAE where she delivered entrepreneurship courses focused on empowering women at public schools.



GOVERNANCE

Diversity:

Silsal has a diverse workforce that ranges in nationalities, religions and backgrounds. At Silsal we make sure the leadership team has oversight of corporate culture and engage with their employees and stakeholders.





CORPORATE CAPABILITIES & SERVICES



corporate

From the budget-friendly to the extravagant, Silsal offers a collection of corporate gifts sure to impress both clients and team-members. We have worked with clients in various sectors from media to fashion houses, and from hospitality to government entities.



why Silsal?

- We'll work within your budget.
- We'll work with any quantity.
- We take care of the customizing, wrapping, bow, and all.
- Our excellent operations team will ensure hassle-free and timely deliveries.
- We're able to process orders in less than 24 hours.



customizations

Be it customizing packaging, gift hamper selections, or personalizing product designs, Silsal's corporate services team is here to take care of your needs.

From start to finish, Silsal is happy to work on designs, production, packaging and delivery.

Consider us your back-office for all your gifting needs.



A SELECTION OF OUR CLIENTS

Our corporate clients include regional and global blue-chip names.

Silsal has built strong relationships with numerous recurring clients including Google, Emirates Airlines, Marriot, and others.

NET-A-PORTER



HARVEY NICHOLS
DUBAI



Mumtalakat
INVESTING FOR BAHRAIN



TECOM GROUP





CORPORATE CLIENT DESIGNS

We work with our our corporate clients to develop personalized designs that are perfect for everyday use, gifts, and special occasions.



Silsal's turnaround time for corporate orders of 100+ pieces is less than 72 hrs for existing items.





THANKS & CONTACT

Our wholesale team can be reached on
WhatsApp (+971 56 828 5283) or via email
(wholesale@silsal.com) and is happy to
assist you with any inquiry.