



SILSAL.COM

The Home of Great Gifts
2025



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 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 2025.



- Current countries of operation
- 2025 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 2025.



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. **Nagham:** A heartfelt tribute to mothers, weaving the beauty of Arabic lyrics with the charm of antique gold keys. Each gift unlocks a melody by simply scanning the QR code to reveal a song.
2. **Al Khail:** The 'Khail' meaning 'Horse' collection is a playful, equestrian-inspired collection featuring horses, rosettes, boots, and horseshoes.
3. **Spring Blooms:** A celebration of color and nature, this collection features a fantastical flourish of flora in a kaleidoscope of jewel hues.
4. **Kunooz:** An ode to the Silk Road, the design fuses botanical motifs, North African geometry and Ottoman calligraphy.



IN-HOUSE DESIGN COLLECTIONS

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

2. **Farah:** Celebrates the festive spirit with whimsical designs inspired by joyful holiday icons bringing warmth, nostalgia, and cheer to every home.

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

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

1.



2.



3.



4.



A GLIMPSE OF OUR OLDIES

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

3. **Fairuz:** A vibrant celebration of love, peace, and light, expressed through bold Arabic calligraphy and rich, jewel-toned patterns. Each porcelain piece is adorned with 22K gold accents and meaningful words

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

1.



2.



3.



4.



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".



DESIGN COLLABORATIONS

1. **Bahja:** Silsal and Maison Mishmashi merge patchwork, calligraphy, and Arabesque design into a vibrant fusion of tradition and modernity.

2. **Tamrah:** Silsal and Saudi designer Razan Alazzouni honor Middle Eastern heritage with elegant gold-accented porcelain inspired by palm trees and dates.

3. **Naseem:** In collaboration with architect Randa Haddadin, the collection draws from regional nature—palm trees and birds blending timeless design with expressive style.

4. **Sarb:** In collaboration with AYA, featuring six iconic Arabian birds—Bulbul, Hoopoe, Falcon, European Goldfinch, Bee-Eater, and Rock Pigeon highlighted with 22-k gold accents. Its design incorporates feather patterns and striped lines that symbolize freedom and nature.



DESIGN COLLABORATIONS

1. **Hessa:** In collaboration with Emirati designer Hessa Al Awadhi, draws inspiration from Middle Eastern, Indian, and African cultures. Created in tribute to Emirati Women's Day by showcasing intricate patterns and refined motifs.

2. **Khaizaran:** Inspired by traditional Lebanese chair caning "Khaizaran" and the iconic Tarboush, the design evokes nostalgic warmth and Levantine heritage. 3.

3. **Hubbak:** Equal parts witty and whimsical, the design comes to life with entertaining animations, catchy captions, and a joyful pattern of bold, brushstroke hearts.

4. **Joud:** created with artist Dina Fawakhiri, blends playful Arabic calligraphy with 22K gold details. Inspired by themes of hospitality, each piece features welcoming phrases and organic, comet-like motifs.



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

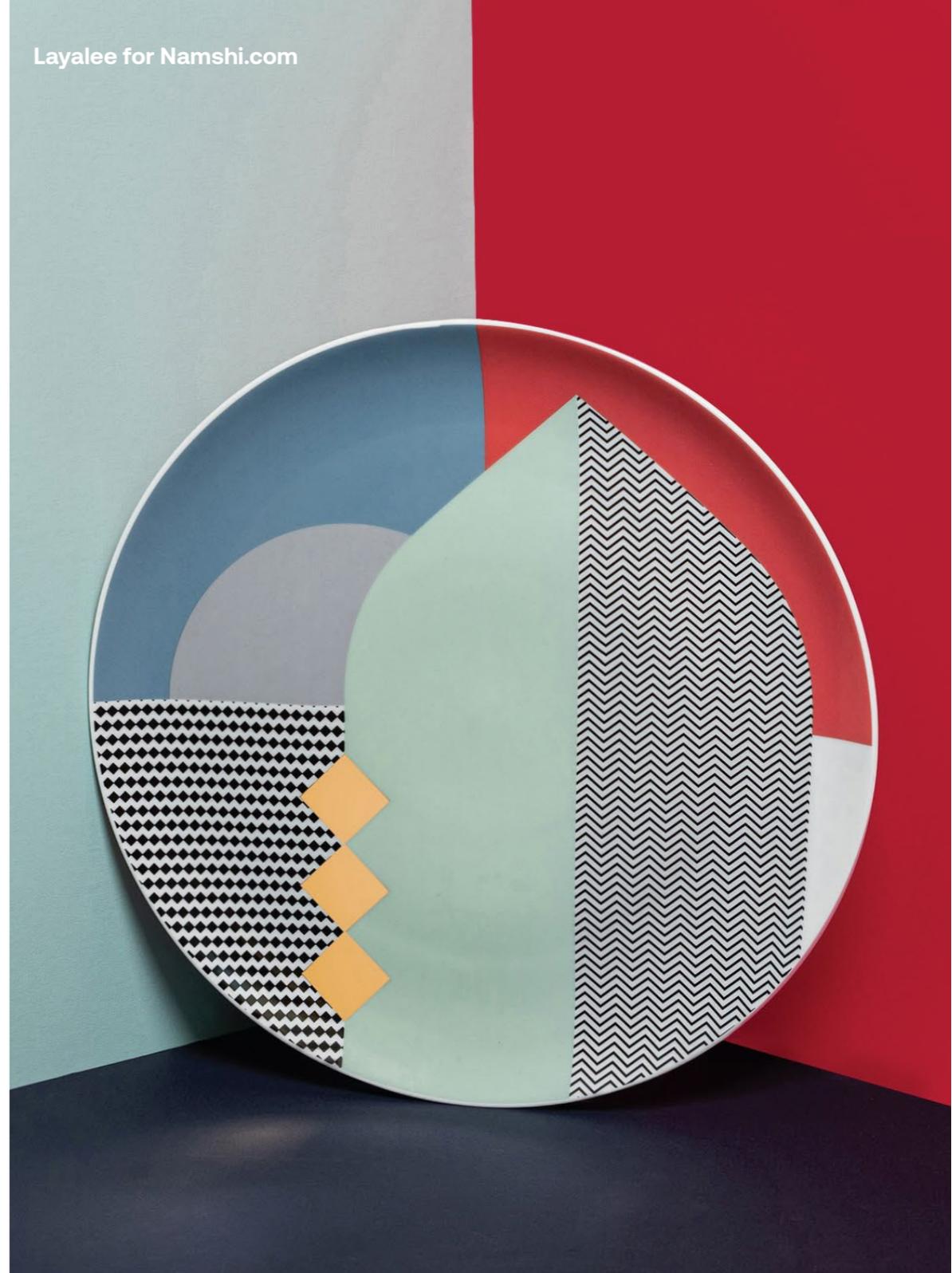
Sadu draws inspiration from the ancient Emirati weaving technique known as Al Sadu. The collection was created in collaboration with award-winning architect, Souraya Daouk.



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.



NUAIMI
DUBAI
X

TOD'S





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.






Ramadan Mubarak!

Join us for an enchanting evening of togetherness as we celebrate the grand opening of Hikayat Ramadan Garden at Palazzo Versace Dubai.

As we light up the spirit of yet another Holy Month, let's experience together the most beautiful traditions through an evening of warmth and delightful moments.


#RamadanAtVersace

9TH MARCH | 800 PM ONWARDS | DRESS CODE: TRADITIONAL
RSVP AT 0566891016 OR JONELA.SAVESCI@PALAZZOVERSACE.AE




Designed by the LINE
MADE IN ITALY
VERSACE

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.

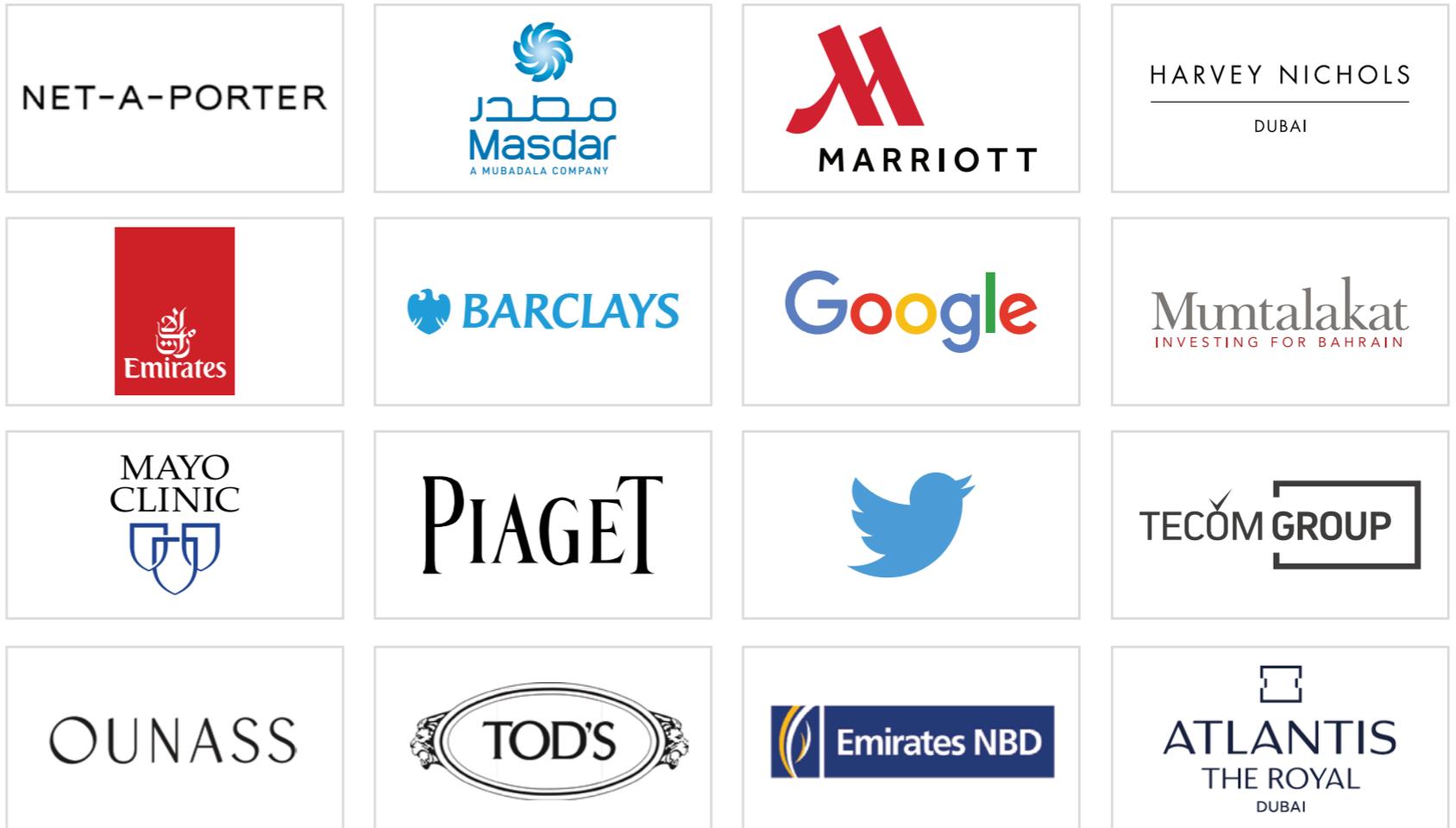
Consider us your back-office for all your gifting needs.



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.



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.