



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY HOME OPENS ITS FIRST STORE IN THE UAE

- **Bentley Home launches its first store in Dubai and its first entry to the UAE market**
- **Celebrating 11 years of Bentley Home with Dubai launch**
- **'Furnished by Bentley Home' the bespoke 360-degree interior design service available for commercial and private clients**
- **A physical space for Bentley Home showcasing its classics, groundbreaking materials and finishes as well as the latest collections**

(Crewe, 19 November 2024) Bentley Home is to launch its first dedicated showroom in the UAE in the heart of Dubai. Opening on the 11-year anniversary of Bentley Home, the new store has been much anticipated by clients in the region. It will showcase the latest collections alongside Bentley Home classics – all of which celebrate the form and function of the luxury car marque in the finest materials, finishes and craftsmanship in collaboration with globally renowned designers.

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Bentley Home Dubai will be the 5th flagship store for the brand which has dedicated showrooms in Milan, Riyadh (two) and Jeddah. Designed, manufactured, and distributed by Luxury Living Group, Bentley Home is also on display in the seven Luxury Living Stores in New York, Miami, Los Angeles, Dallas, Paris, Istanbul and Al Rayyan.

Situated in the Dubai Mall Zabeel, a drive-up exclusive location, the store which has been designed by the Bentley Home team is in collaboration with the UAE's leading home furnishings retailer, The Mattress Store.



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On display will be sought after pieces such as the **Camden Table** by Federico Peri, a refined piece available in round and rectangular versions with contoured legs that create a suspension effect, giving the table an elegant balance of lightness and dynamism, as well as the **Ridley chairs**, a timeless addition with a bevelled frame echoing Bentley's aerodynamic lines will be displayed alongside The **Brixton bed** which comfort with minimalism, featuring a double headboard in natural wood or lacquer finishes and optional lighting to enhance its sophisticated textures.

Additionally, the new store will carry the latest from Bentley Home, unveiled at Milan Design Week. Central to the new collection is Bentley Home's debut into home office with the **Wilton desk** designed in collaboration with Francesco Forcellini. Its dual-shell profile with integrated drawers, dégradé finishing, and curved details express a sense of fluidity and craftsmanship. Paired with this is the **Bollington office armchair** (2024), also by Forcellini, with a minimalist curved backrest that balances perfectly with the Wilton desk, creating an elegant and cohesive workspace aesthetic.

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Andrea Gentilini, CEO of Luxury Living Group said, "Whilst our Bentley Home collections have featured in some of the most high-profile projects in the UAE due to increasing demand it is now the right time to provide a physical store to enable clients to see, touch and feel the pieces and work with our talented team to specify bespoke. Over the past 11 years we have collaborated with some of the world's most renowned designers - more than just a meeting of minds, it is a relationship based on shared purpose. The Bentley Home collection brilliantly combines our relentless pursuit of innovative sustainable materials to provide finishes that are truly unique in shapes inspired by the flowing lines and elegant curves of a Bentley car with expert craftsmanship



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and comfort.”

“Bentley is world-renowned for its luxury and craftsmanship, and we are excited to bring their home furnishings line to the United Arab Emirates as we see a continued increase in interest in high-end unique pieces of furniture,” said The Mattress Store Co-Founder and Managing Director Mubashir Shaffi. “The performance, design and style of your Bentley is no longer relegated to your garage, it’s now available for your living room and home office.”

– ENDS –

Notes to Editors

About Bentley Motors

Bentley Motors, renowned for its unparalleled luxury, seamlessly combines generations of fine craftsmanship with engineering expertise and cutting-edge design. Bentley has evolved over the decades, channelling its brand DNA into new realms of contemporary luxury lifestyle. By collaborating with masterful craftspeople, engineers, and designers, Bentley now extends its ethos into luxury furniture, architecture, and exclusive experiences, offering the ultimate in personalised self-expression and exclusivity to the world's most discerning clientele.

About Luxury Living Group

Luxury Living Group is leader in the design, manufacture and distribution of luxury furniture for some of the most important brands on the international scene: Versace, Dolce&Gabbana, Trussardi, Bentley Motors, Bugatti, as well as its own brand, Luxence Luxury Living. A success story marked by craftsmanship, experimentation, and fine materials. The Luxury Living Group collections are the result of meticulous production processes: the attention to detail and craftsmanship enhance creativity, elegance and design, always balancing tradition and innovation. A journey through the creation of furniture and accessories of excellent workmanship that at every stage, from the conception to the production of the prototype and the creation of the final item, exalts the Made in Italy values.

About The Mattress Store

With beginnings in 2012 as a pioneer in the UAE’s high-end, speciality sleep market, The Mattress Store has since expanded to become a fully-fledged luxury interior retail and design consultancy business with a total of 24 showrooms across the UAE. 2024

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heralded a new chapter for the family business when, driven by a passion for comfort, an uncompromising approach to quality and an avid appreciation for contemporary design, The Mattress Store was appointed exclusive retailer for Bentley Home in the UAE and opened the celebrated brand's first showroom in the Middle East-
www.themattressstore.com

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