

Commune®

PRODUCT BRANDING GUIDE

Copyright Commune® 2017

BRUNO



FACT SHEET

THE BRUNO COLLECTION MERGES HINTS OF ART DECO AND RUSTIC CHIC WITH URBAN TRIBE STYLES THROUGH THE ARTFUL USE OF ACACIA WOOD LAID IN A CLASSIC HERRINGBONE PATTERN – CREATING A FEEL OF TROPICAL NATURE WITHIN THE URBAN LIVING SPACE. PAIRED FASHIONABLY WITH AGE-WORN BRASS, ITS MODERN VINTAGE ELEMENTS ARE SUITABLE FOR INDIVIDUALS WHO APPRECIATE SOPHISTICATION AND ELEGANCE. THE BRASS DETAILING HAS A WORN-OUT ANTIQUE BRASS FINISH THAT BLENDS WITH THE DARK ACACIA WOOD, GIVING IT A MILD CONTRAST THAT IS AESTHETICALLY PLEASING TO THE HUMAN EYE.

BRUNO DATA

MATERIALS

STYLE

ITEMS IN COLLECTION

Acacia veneer overlay on engineered wood

Solid rubber wood (*chairs*)

Brass-finished metal (*legs*)

Modern vintage

Modern twist on vintage
Art Deco or heritage
elements

Art Deco is typically influenced by late 18th- century furniture-making (*whose aesthetic also hearkened back to Antiquity*) - specifically, a sense of lightness and the use of contrasting inlays

Art Deco typically emphasises restrained ornamentation.

With Art Deco, the texture and embellishment comes from contrasts in the materials - variously coloured woods and inlays - or in the texture of the material itself: e.g. burled or birds-eye or visibly grained woods.

Art Deco furniture conveys a sense of dash and lightness. Some of that sensation derives from the lively patterns of its wood or upholstery; some derives from the contrasting shapes contained within a piece.

Design inspiration was taken from British colonial heritage, particularly from the rich material generated by frequent voyages, explorations, expeditions and travels made during the colonial period.

Dining table, dining chairs, end table, TV unit, coffee table, sideboard, console table

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



BRUNO COFFEE TABLE

120 x 60 X 35 CM

Top: Acacia wood veneer overlay in herringbone pattern on engineered wood

Legs: Brass-finished metal

Key selling points:

- Vintage surface treatment
- The herringbone cross-wood pattern is a trend-setter in the domain of solid wood furniture, where wood grains traditionally run in a single direction.
- This gives the product a refreshing and classy appearance.
- The integration of brass art with the detailed herringbone design accentuates its sophistication and adds a hint of nostalgia to the collection.
- Affordable pricing



BRUNO END TABLE

50 X 50 X 50CM

Top: Acacia wood veneer overlay in herringbone pattern on engineered wood

Legs: Brass-finished metal

Key selling points:

- Vintage surface treatment
- The herringbone cross-wood pattern is a trend-setter in the domain of solid wood furniture, where wood grains traditionally run in a single direction.
- This gives the product a refreshing and classy appearance.
- The integration of brass art with the detailed herringbone design accentuates its sophistication and adds a hint of nostalgia to the collection.
- Affordable pricing

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS

BRUNO CONSOLE TABLE

120 X 45 X 75 CM

Top: Acacia wood veneer overlay in herringbone pattern on engineered wood

Legs and handles: Brass-finished metal



Key selling points:

- Vintage surface treatment
 - The herringbone cross-wood pattern is a trend-setter in the domain of solid wood furniture, where wood grains traditionally run in a single direction
 - This gives the product a refreshing and classy appearance
 - The integration of brass art with the detailed herringbone design accentuates its sophistication and adds a hint of nostalgia to the collection
 - Affordable pricing
-

BRUNO ARMCHAIR

55 X 60 X 78 (45) CM

Rubber wood frame



Key selling points:

- Rounded edges make it kid-friendly
 - Affordable pricing
 - Sophisticated craftsmanship – requires skill in working with solid timber, because edges have to be perfectly shaped, sanded and curved to echo the softness of modern vintage designs
 - Chairs are versatile – can be placed at any writing desk, in the living and dining rooms, or bedroom as a dresser chair
 - Back rest cushions are detachable and can be dry cleaned easily
 - Seat cushion can be easily reupholstered by customer
-

BRUNO SIDECHAIR

47 X 50 X 78 (45) CM

Rubber wood frame



Key selling points:

- Rounded edges make it kid-friendly
- Affordable pricing
- Sophisticated craftsmanship – requires skill in working with solid timber, because edges have to be perfectly shaped, sanded and curved to echo the softness of modern vintage designs
- Chairs are versatile – can be placed at any writing desk, in the living and dining rooms, or bedroom as a dresser chair
- Back rest cushions are detachable and can be dry cleaned easily
- Seat cushion can be easily reupholstered by customer

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



BRUNO WINE CABINET

L1000 x W500 x H1003

Carcass: MDF with Acacia Veneer

Door and panels: MDF with Acacia Veneer, Tropical Hardwood Rails

Legs: Brass finished metal

Key selling points:

- Vintage surface treatment
- The herringbone cross-wood pattern is a trend-setter in the domain of solid wood furniture, where wood grains traditionally run in a single direction
- This gives the product a refreshing and classy appearance
- The integration of brass art with the detailed herringbone design accentuates its sophistication and adds a hint of nostalgia to the collection
- Affordable pricing



BRUNO DINING TABLE

180 X 90 X 75 CM

Top: Acacia wood veneer overlay in herringbone pattern on engineered wood

Legs: Brass-finished metal

Key selling points:

- Vintage surface treatment
- The herringbone cross-wood pattern is a trend-setter in the domain of solid wood furniture, where wood grains traditionally run in a single direction.
- This gives the product a refreshing and classy appearance.
- The integration of brass art with the detailed herringbone design accentuates its sophistication and adds a hint of nostalgia to the collection.
- Affordable pricing

PRODUCT SPECIFICATIONS, MATERIALS & KEY SELLING POINTS



BRUNO SIDEBOARD

180 X 45 X 80 CM

Top: Acacia wood veneer overlay in herringbone pattern on engineered wood

Legs and handles: Brass-finished metal

Key selling points:

- Vintage surface treatment
- Unique louvered drawers
- The herringbone cross-wood pattern is a trend-setter in the domain of solid wood furniture, where wood grains traditionally run in a single direction.
- This gives the product a refreshing and classy appearance.
- The integration of brass art with the detailed herringbone design accentuates its sophistication and adds a hint of nostalgia to the collection.
- Affordable pricing

CARE & MAINTENANCE

ACACIA OVERLAY ON ENGINEERED WOOD

Avoid placing hot objects directly on the surface – use thick coasters or pot holders as a base.
Wipe away spills immediately to avoid staining.

Avoid placing in direct sunlight to prevent discolouration or bleaching. Use day curtains for your windows if the furniture is within the path of natural light.

Avoid placing the item in an overly humid area or area with a lot of moisture – this will cause warping or bubbles to form.

Do not wipe with a soaking wet cloth; instead, use a slightly damp cloth (don't use chemical cleaners) to wipe the wood surface, followed by a dry cloth to absorb excess moisture.

Use a soft brush to clean and remove any dust or dirt. Dust regularly with a slightly damp, soft, lint-free cloth.

Apply wood wax, or quality cleaner formulated for wood furniture, on the surface monthly to prevent cracking. Do not use aerosol-powered cleaners or polishes. Also, do not use polishes containing waxes or abrasives, or polishes that are oil-based.

Lift furniture while moving, do not drag to prevent the screws from coming loose.

Avoid the application of blunt or heavy force directly on the wood surface to prevent cracking.

Denting, caused by extreme pen pressure when writing, can also damage veneer. Use desk pads or some other protection where a lot of paperwork is done.

Objects should be lifted instead of dragged across the wooden surface. Protective pads should be used under items with a rough bottom.

Don't place a potted plant on a veneer surface unless it's in a water-tight container or in a drip tray.

BRASS-FINISHED METAL LEGS

Wipe clean with a slightly damp cloth using water, followed by a dry cloth to absorb excess moisture so that there will be no tarnishing.

Avoid contact with sharp objects to prevent scratches.