



LIFE STYLE

FURNITURE & WOOD INDUSTRIES



Our top priority is to exceed the expectations of our clients on all levels, and that is what has kept us united for so many years. The secret to our success will always remain the same through the love for our work and the qualities that defines us: love for our family and roots, honesty towards our customers and a sense of responsibility to those who work with us. We use all the experience we have available including trained man power together with the high-tech machinery and a lot of other investments to get the client's smile after seeing their projects come to light.

– FOUNDER & CEO, ASHRAF SAWIRES

WHO WE ARE

Lifestyle furniture manufacturer, founded in 2003. We are an integrated factory and trade company, engaged in the production of furniture products for more than 18 years, for the people and organizations who are looking for quality, commitment, speed and accuracy.

As a furniture factory, experience in the furniture sector allows Lifestyle to offer exclusive solutions for any need. Whether home furniture, furniture for contract projects, commercial and exhibition furniture, and manufacture of moldings or any component of wood.

Quality and high-end products is what we are looking for, respecting client desires and enhancing it by our experience and creativity.





OUR FACTORIES

Our factories are located in the Industrial Zone - Osieem District – located by Ring Road, over an area of 3000 square meters.

The factories are equipped with the all the latest necessary machines and traditional ones to do all kind of wood processing in house, as using outsourcing is forbidden to ensure quality and similarity. In addition to the selection of the highest quality raw materials, and the fine touch of our experienced labor force that we never stop investing in. All in order to ensure the highest product quality standards.

We have equipped not only our factories but also our minds to understand and achieve client's goal.

OUR MISSION & VISION

Our mission is to create value by delivering all kinds of wood products, especially the challenging ones while assuring reliability and flexibility, in order to serve customers who are looking for quality and inspirational designs that need experience to come to light.

Our vision is to become the leading Egyptian furniture manufacturer and wood crafters filling the gap between the drawings and expectations with reality, while enhancing the roots of Egyptian handcrafts and offering innovative and superior quality products.

Our aim is to make our customers confident and relaxed, leaving us the hard work, and promising to meet their needs on time with a competitive price.



OUR
AESTHETICS

QUALITY

For us, creating **high quality pieces** means never making compromises. Our pieces are built to look great not only today, but also years down the line; they truly **stand the test of time**.



SIDE BOARD
CABINET



SIDE BOARD
CABINET



FINISHING

Our company leads an **excellent finishing process**. Process that we apply to all our furniture, manufactured with the finest materials and the know-how of the **handcrafted wood industry**.



—
BUFFET TABLE



—
BUFFET TABLE



HERITAGE

Company has been keen on maintaining the **handcraft wood work** in order to keep the **Egyptian and the Arab Wood heritage** revitalized for the coming generations.



ARABESQUE COFFEE TABLE



ARABESQUE SIDE TABLE



FLEXIBILITY

We create space and products that will **adapt to new and changing requirements** assuring our clients with our ability to reconfigure space to **support different design styles, project sizes and needs.**



TV UNIT TABLE
WITH DRAWERS



TV UNIT TABLE
SLIDER DOORS



OUR
PROJECTS



2020 MARASSI COMPOUND

Emaar - Alamein, North Coast, Egypt

Marassi is the mesmerizing pinnacle of Sahel urban living and the de-facto king of all the projects in Egypt's leisure real estate market.

The grand strategy of the project vision by EMAAR MISR Developments was grand international destination going beyond Egypt and the Mediterranean region with different lifestyle featuring Egypt, Morocco, Tunisia, Greece, Spain and Italy all in one location of prestige cultural and elegance living.

Marassi is home to 23 residential living communities, featuring various types of units ranging from apartments to exclusive villas. Each community has its own theme, essence, signature views and architecture that compliments each village's identity.

KITCHEN AREA
AND STAIRS



MAIN BEDROOM
BATHROOM



MASTER BED-
ROOM CLOSET



DETAILS AND IN-
SIDE OF CLOSET

VILLA AND
KICTHEN DOORS



BATHROOM AND
ROOM DOORS



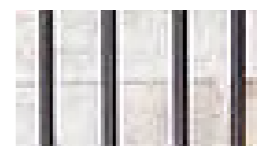
2019
CASA COOK HOTEL

Orascom HD - El Gouna, Egypt

A 100-room adult-only retreat located in the heart of Egypt. The bold desert hideaway combines contemporary Arabic architecture with a thriving tropical jungle.

The rooms – ranging from Standard Rooms to Villas – feel earthy and private, like a home away from home. Each room features an own private terrace, while the Premium Roof Terrace rooms boast expansive sunset views.

Shades of orange and red offset the darker nuances of green and blue, while raw wooden furnishings and tarnished ceramics create a sense of pared back luxury. Décor is simple and chic, complimented with rattan interiors and neutral linens.



LOBBY AND HO-
TEL DETAILS

JUNIOR SUITE
TWIN BEDS





ONE BEDROOM
KING BED VILLA

JUNIOR SUITE
KING BED





THE KITECHEN
CLUB RESTAURNT



2019 COOK'S CLUB RESORT

Orascom HD - El Gouna, Egypt

Cook's Club is an innovative hotel that has been completely renovated to offer a bold concept designed for a new generation of travelers. The hotel brings a part of the North Coast lifestyle to the Red Sea in an adult's only setting.

Tapping into simplistic living with a touch of modernity, Cook's Club welcomes guests into its elegant aesthetic with its dark grey tones that are perfectly contrasted by its Bedouin-inspired seating, hanging lanterns and bamboo furniture.

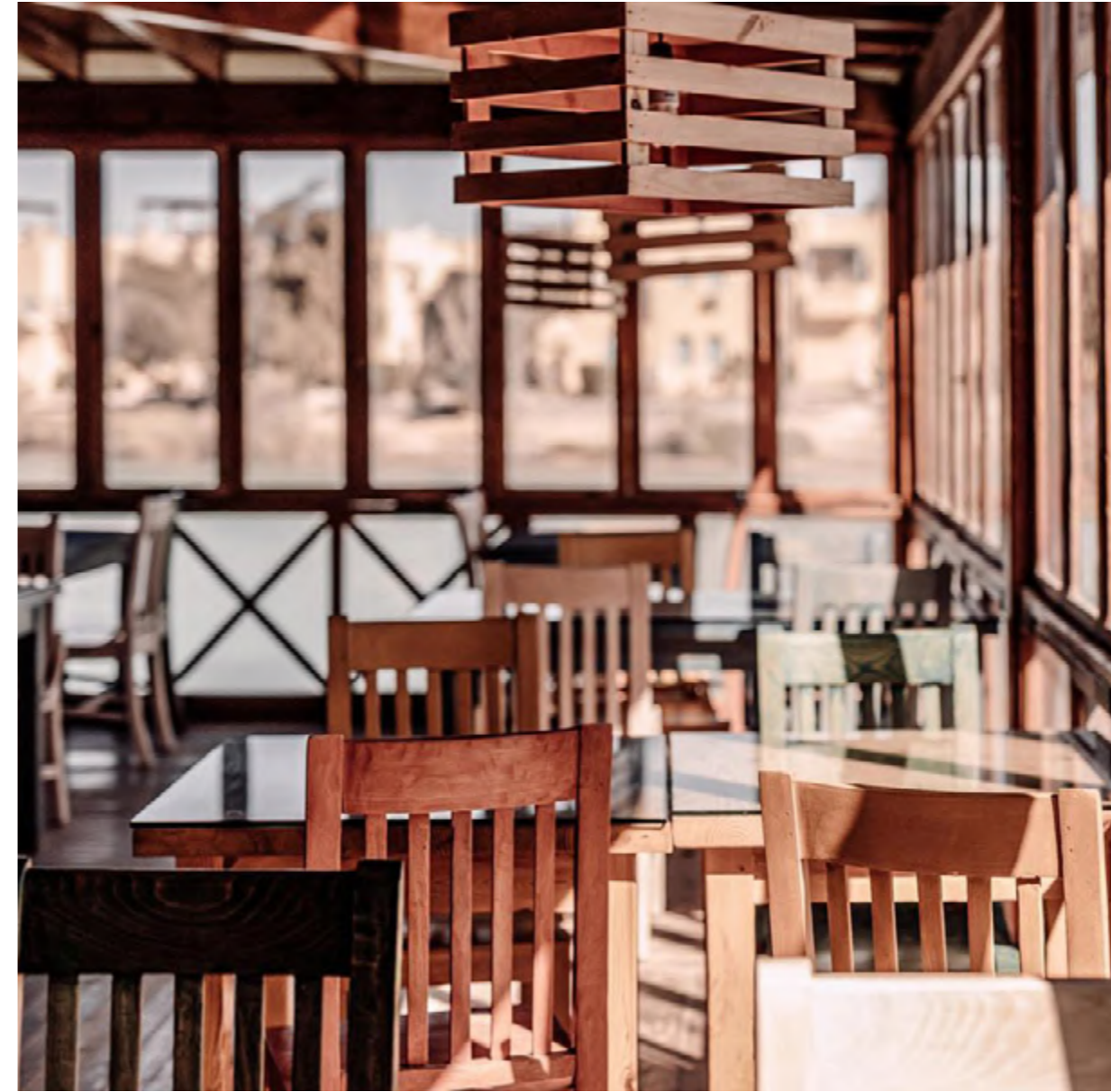
To create an elevated experience, Cook's Club reinvents the use of technology by applying an eWallet system, which serves as your room key or your balance card which you can spend or redeem cash from.



CANTINA RESTAURANT & BAR

CLASSIC KIND
BED ROOM





CANTINA RES-
TAURANT



2019

TUI BLUE ALAYA HOTEL

Travco Group - Marsa Alam, Egypt

Situated in the heart of the fascinating Madinat Coraya just 5 km away from Marsa Alam International Airport, TUI Blue Alaya, formerly known as the TUI SENSIMAR Alaya, comes with all the trimmings of a chic, adults-only retreat and spreads over the west wing of Coraya Beach – a bay known for its close-to-shore reef.

The adults only five star deluxe “TUI BLUE Alaya”, with 290 elegantly designed rooms and suites, five culinary venues with an excellent choice of a la carte and buffets style dining to cater for all tastes.

TUI BLUE Alaya features 290 rooms with Pool, Sea and Garden view including 174 Superior Rooms, 022 Deluxe Rooms ,10 Premium Deluxe Rooms and 4 luxury Suites.



LOBBY AND RE-
CEPTION AREA

AMARA LOBBY
BAR



BASILICA ITAL-
IAN RESTAURANT



BASILICA ITAL-
IAN RESTAURANT

SULTANA MAIN
RESTAURANT





ROKA ASIAN RES-
TAURANT

SULTANA MAIN
RESTAURANT





2019

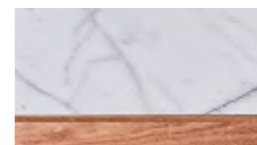
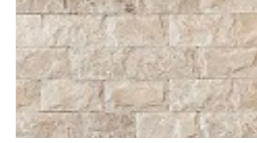
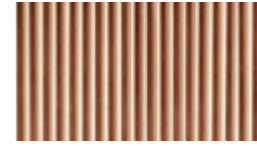
JAZ MARAYA RESORT

Travco Group - Marsa Alam, Egypt

Nestled on the fascinating shores of the Red sea, just 4 km away from Marsa Alam international Airport, the five-star Jaz Maraya is a real paradise for all your senses with its peaceful location, distinctive style & countless facilities.

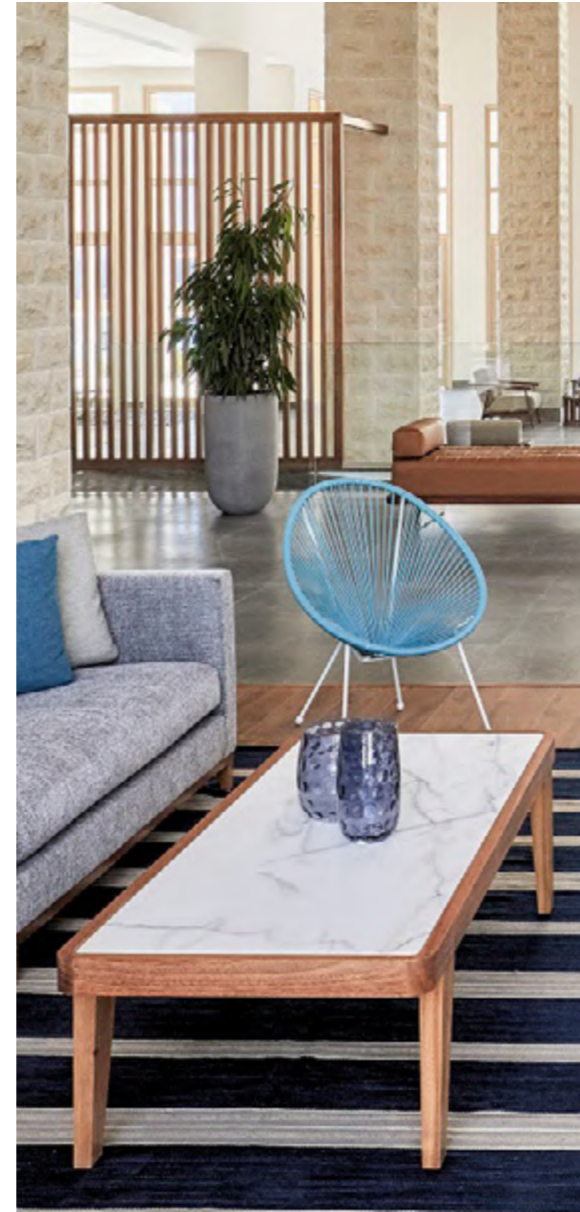
Jaz Maraya offers the perfect vibe with its 202 comfortable and elegantly furnished guest rooms.

The resort is facing the beachfront and it features an 3 outdoor swimming pools, gardens, main restaurant serves breakfast, lunch and dinner with an outdoor terrace, lobby terrace bar, Beach snack restaurant, Swim-up pool bar, and Roof bar.



LOBBY AND RE-
CEPTION AREA

RECEPTION AREA





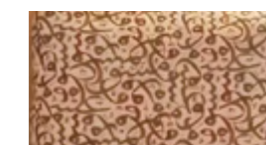
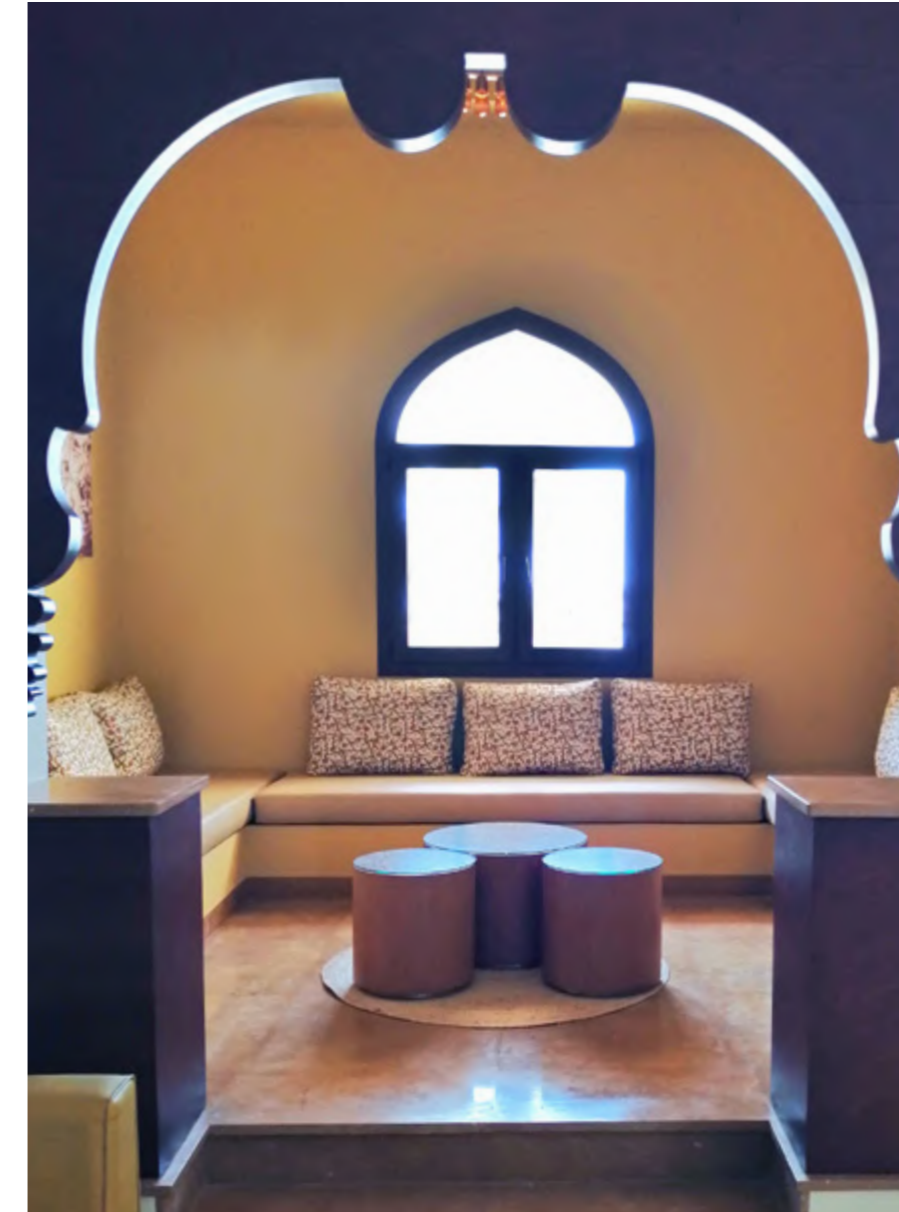
2018 EL FANAR HOTEL

Orascom HD - Salalah, Oman

Benefiting from stunning views across the Indian Ocean, El Fanar hotel offers a selection of well-appointed rooms and suites that are an ideal choice for business visitors, families, tourists or anyone that deserves to experience first class surroundings and service.

El Fanar hotel and residences guests enjoy exceptional accommodation, exquisite menus and a wide range of activities and pastimes, as well as dedicated assistance from our enthusiastic, considerate team, who are committed to making your stay with us an unforgettable experience.

The 5-star hotel is built to provide spacious, high-quality rooms and suites, guests can expect to enjoy a stunning range of amenities.



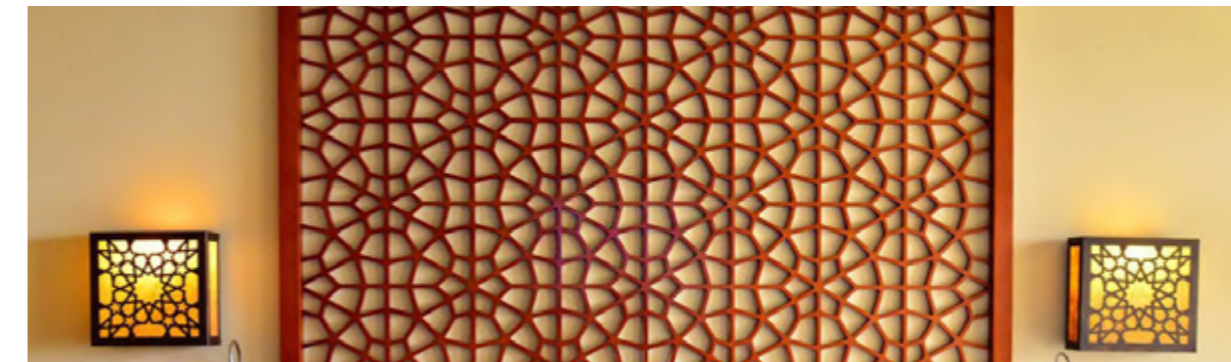
LOBBY AND RE-
CEPTION AREA

RECEPTION AREA





DELUXE ROOMS
KING & TWIN



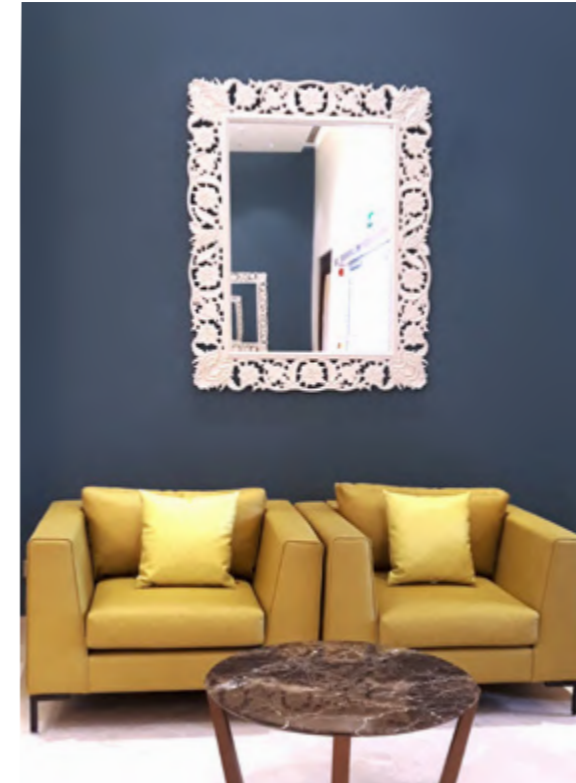
DELUXE SUITES



MARINA SUITES
KIND BED



LOBBY AREA DE-
TAILS





MAIN RESTAURNT

MAIN RESTAURNT





2018

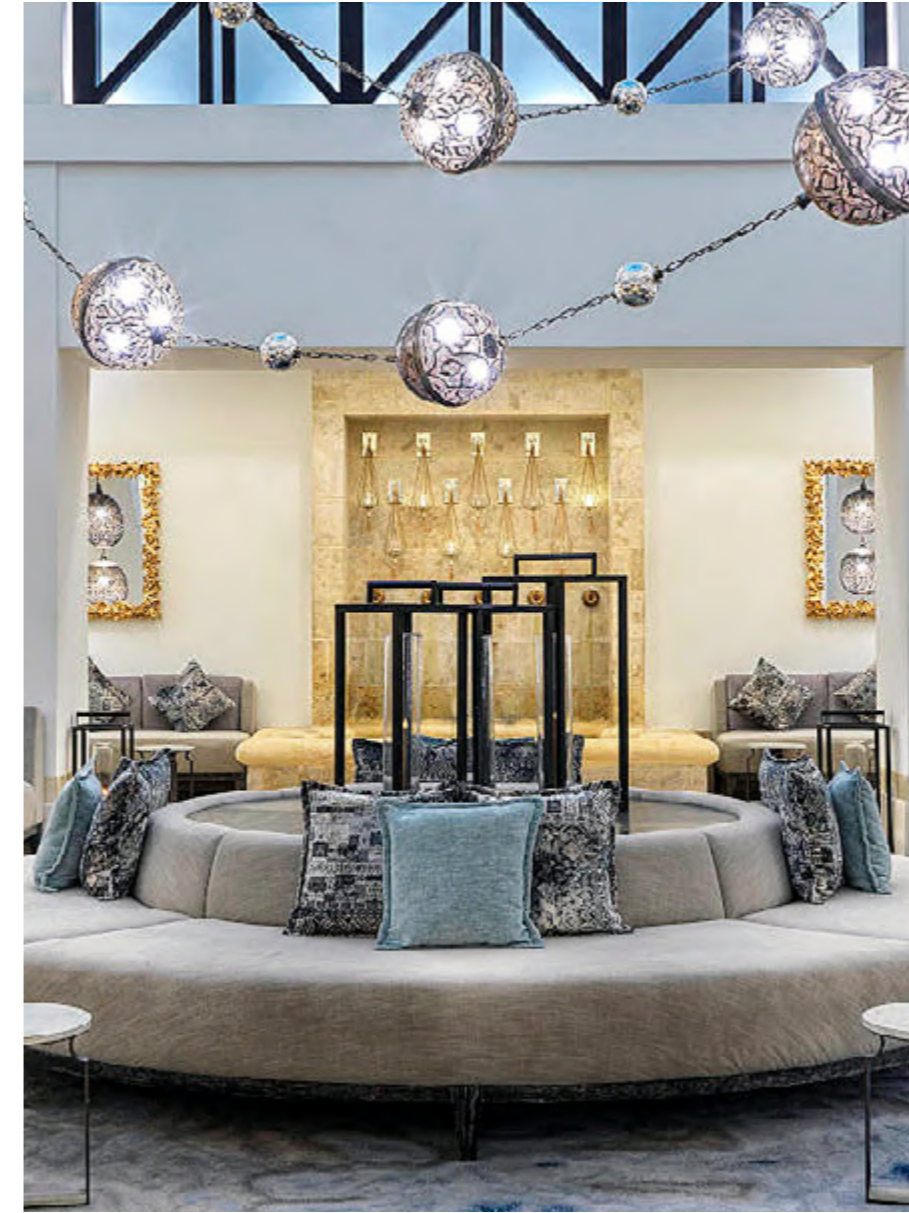
SHERATON MIRAMAR RESORT

Orascom HD - El Gouna, Egypt

Built across nine islands, the five-star Sheraton reflects tranquility by intertwining Nubian-inspired architecture with lush landscapes.

Sheraton Miramar Resort El Gouna's award-winning architecture is inspired by ancient Egyptian designs. The hotel is home to 339 rooms with an authentic Upper Egyptian flair that are spread across the different islands connected by wooden bridges. The rooms overlook g views of azure pools, g lagoons and the hotel's private beaches.

The hotel's bold tone palette, where its brick colored façade along with beige and blue accents reflect the amity between the sea, deserts and mountains, transporting you to the vibrant color combinations of the Nubian villages that lie amidst tropical greenery and blue waters.



LOBBY AND RE-
CEPTION AREA

LOBBY BAR OUT-
DOOR AREA



LOBBY BAR OUT-
DOOR AREA



FRONT DESK AND LOBBY BAR





MIRAMAR BAR
INDOOR AREA

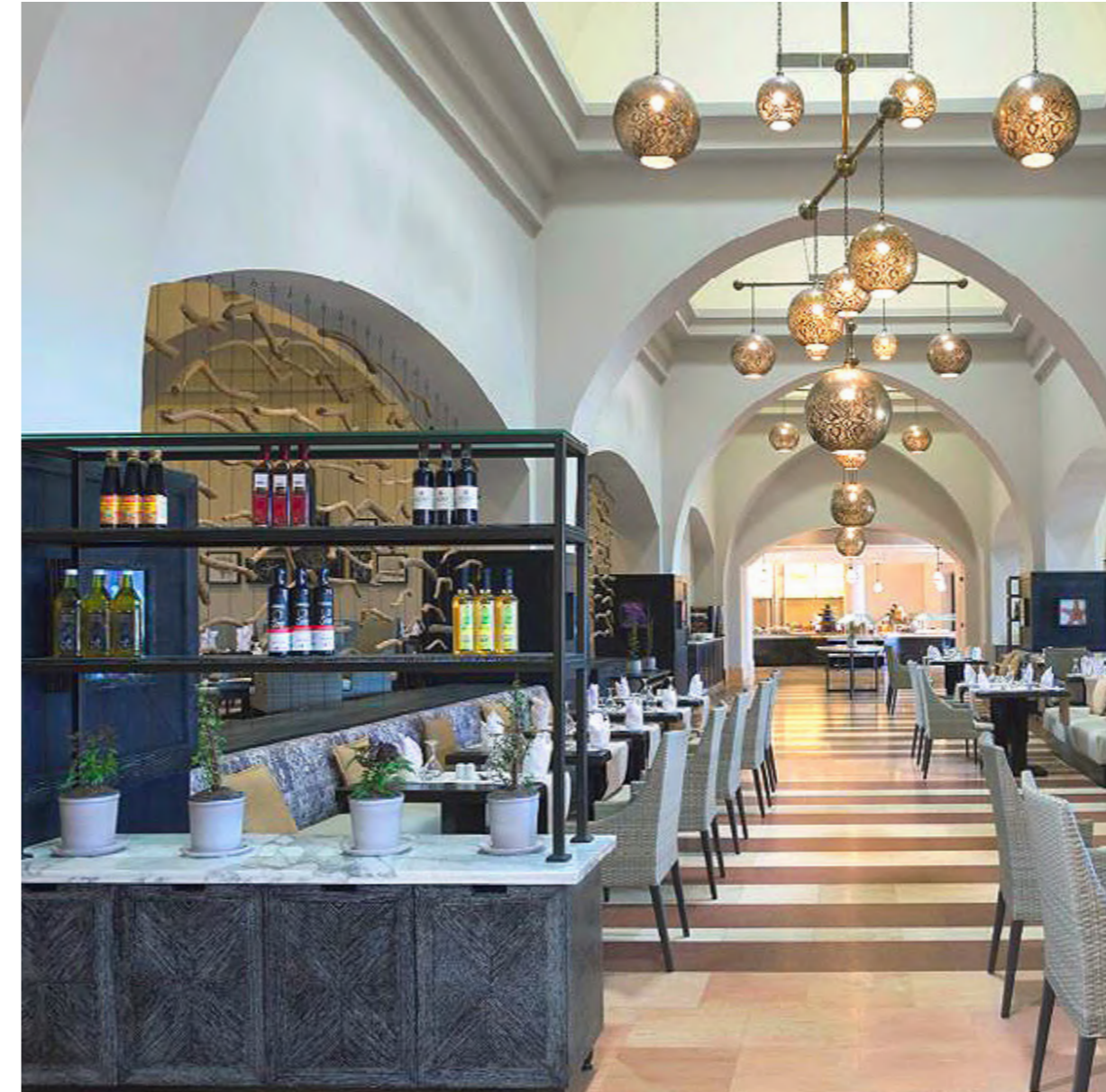
MIRAMAR MAIN
RESTAURNT



MIRAMAR MAIN
RESTAURNT



MIRAMAR MAIN
RESTAURNT





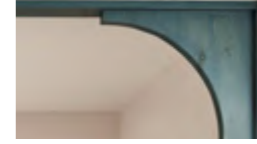
2018

ALI PASHA HOTEL

Orascom HD - El Gouna, Egypt

The three-star Ali Pasha Hotel is ideally located in the heart of the Abu Tig Marina. Bringing an oriental flair to the Marina, the resort's arched windows and wooden accents beautifully contrast the light green façade that compliments the azure waters, showcasing the amity between El Gouna's lush landscape and turquoise sea.

The Junior Suites at Ali Pasha Hotel guarantee upmost privacy in a spacious setting overlooking the scenic pool, giving an impression of a well-tended private home. Natural tones and bamboo furniture are livened up by green motifs and wooden arches and windows, featuring a bedroom with a king size bed as well as a seating area with a sofa, the suites cover 37 to 41 square meters, and are equipped with modern and numerous amenities.



JUNIOR SUITES
KIND BED

JUNIOR SUITES



PREMIUM ROOMS
TWIN BEDS





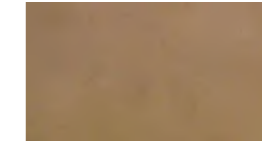
2017 STEIGENBERGER HOTEL

Travco Group - Sharm El Sheikh, Egypt

Steigenberger Alcazar is Steigenberger's latest venue in Nabq Bay. Nabq is an area of fascinating, almost stark beauty with contrasts between high mountains, and wonderful Red Sea.

The hotel in Sharm el Sheikh offers comfortable hotel rooms and suites that were designed to create a second of none holiday experience. Superior Rooms and Deluxe Family Rooms stand just off the beach while Villas and Junior Suites, accommodating larger groups, are looking over the pool area.

The opulent accommodation is complemented with premium amenities that are essential to both business and leisure travelers all the same. In addition to an array of eclectic dining options for complete indulgence.



LOBBY AND RE-
CEPTION AREA

HAMA JAPANESE
RESTAURNT



RECEPTION AREA



RECEPTION AREA





MARHA RECEPTION BAR



ZOHREYA RES-
TAURANT





2015

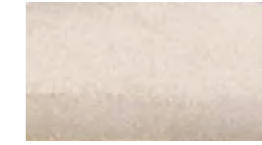
JAZ AQUA VIVA HOTEL

Travco Group - Hurghada, Egypt

The five star "Jaz Aquaviva" is the premium holiday extravaganza. The main attraction is not just the marvelous location, nor is it only the best vacation, but it is the one of a kind, 40,000 sqm of pure blue enjoyment, "Makadi Water World" Aqua Park.

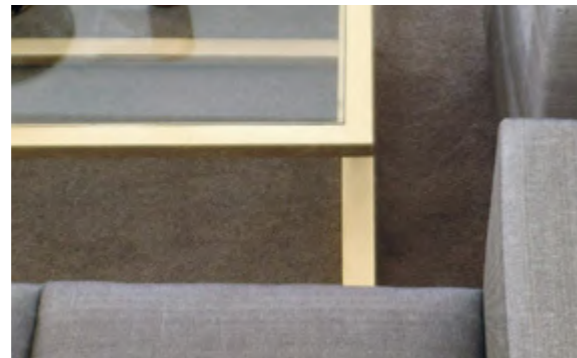
"Jaz Aquaviva" is located in "Madinat Makadi", only 30km away from Hurghada International Airport; "Madinat Makadi" spreads across 617 acres of hotels & entertainment facilities directly engulfing the dazzling azure beach.

Nothing is out of reach with the surrounding shopping center "Souk Makadi" and its 145 shops, world-class international cuisines, health clubs, banks, medical services and supermarkets.



LOBBY AND RE-
CEPTION AREA

LIQUID LOBBY
BAR





LIQUID LOBBY
BAR



LOBBY AND RE-
CEPTION AREA

AMARAYA MAIN
RESTAURANT





2013

JAZ ALMAZA BAY HOTEL

Travco Group - North Coast, Egypt

White sand, turquoise waters and smooth breeze on the beach are the highlight of the "Jaz Almaza" Beach Resort vacation, only 37 km east of Mersa Matrouh. The unison of its Mediterranean style architecture and five-star services and amenities is the soprano of sounds.

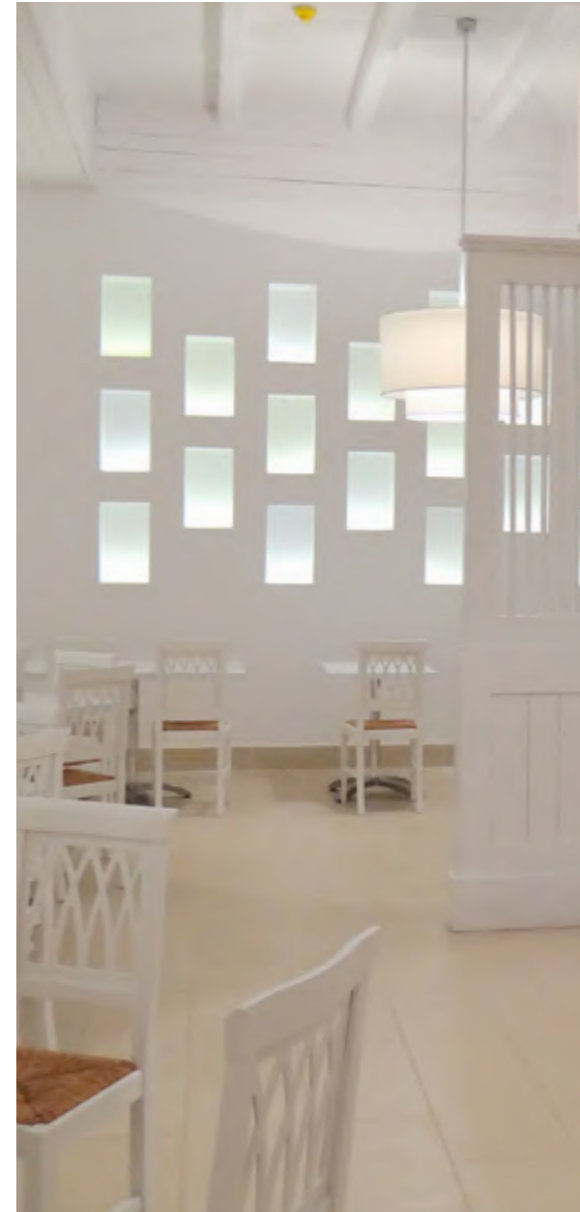
The hotel features a white sandy beach, 9 swimming pools and 6 swimming pool for the kids, 4 diverse à-la-carte restaurants and 15 bars. Jaz Almaza also offers beach lodges where guests can enjoy a quiet time with food and beverages services by the private butlers.

All rooms at Jaz Almaza Bay come with a balcony or terrace and include a spacious seating overlooking the Mediterranean Sea.



LOBBY AND RE-
CEPTION AREA

MAIN RESTAURNT





BEACH LODGES



2009

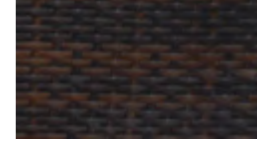
JAZ AQUAMARINE HOTEL

Travco Group - Hurghada, Egypt

Located on the southern tip of Hurghada, Jaz Aquamarina Resort features its own private beach and a diving club. It has 20 swimming pools, 3 aqua parks and a number of restaurants and bars. The resort's 1001 elegant rooms are ultimate hubs for relaxation.

The five star "Jaz Aquamarine" is fully jazzed up to satisfy your every need for luxury, comfort and extravagance. It magically surrounds itself with the blue water that promises an out-of-world serenity.

"Jaz Aquamarine" resort is famous among the Jaz Hotel Group portfolio for being the ultimate family destination. The resort grants its guests a special fun filled holiday experience and countless recreational options for the whole family.

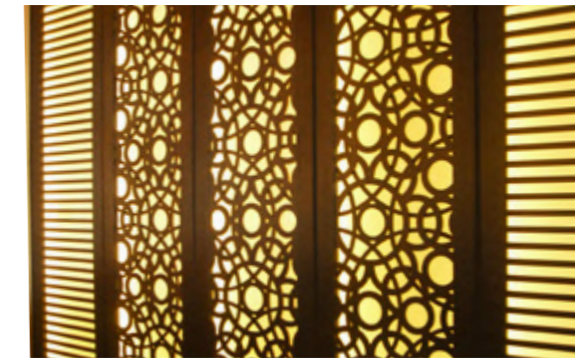


LOBBY BAR AREA

LOBBY AND RE-
CEPTION AREA



FRONT DESK AND
RECEPTION AREA



TOPAZ MAIN
RESTAURNT





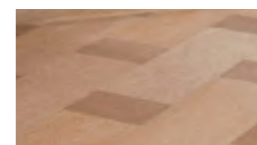
2007 GRAND HOTEL

Red Sea Hotels - Sharm El Sheikh, Egypt

The Grand Hotel enjoys an unrivalled location, with its buildings nestled in stunning gardens set into the hillside, affording guests outstanding views across the Red Sea to Tiran Island.

The Grand Hotel Sharm El Sheikh - All Inclusive offers 627 air-conditioned accommodations with minibars and safes. Rooms open to furnished balconies or patios. 8 outdoor swimming pools are on site along with a children's pool.

From the lobby bar with its commanding views, to the clifftop restaurant, and the beach terrace, the Grand Hotel provides a perfect location to relax and savour the atmosphere. An excellent diversity of cuisines – with many à la carte options – and several bars.



JUNIOR SUITE
KIND BED

OUTDOOR BAR
ROOM BALCONY





LOBBY AND RE-
CEPTION AREA



OUTDOOR AREA
AND BAR



OUR
PARTNERS





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FURNITURE & WOOD INDUSTRIES

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