

Purity

Unique Living Solutions

COMPANY PROFILE

EDITION
2025

PURITY Our portfolio features world-class brands that set the standard in contemporary design, including:	LOCATION DUBAI, UAE	PAGE II
MINOTTICUCINE BY ASSO GROUP MAISTRI GUZZINI E FONTANA	ITALY ITALY ITALY	04 08 12
ADL	ITALY	18
PAOLA LENTI JWANA HAMDAN EXPORMIM	ITALY ITALY SPAIN	24 30 34
FANTINI ABOUTWATER RITMONIO VASELLI OMVIVO PERFORMA DESIGN	ITALY ITALY ITALY ITALY AUSTRALIA ITALY	40 44 48 52 56 60
LITHEA NERO SICILIA MOSAICO MICRO	ITALY ITALY ITALY	66 70 72
KARAMAN ENZA FASANO CERAMICHE POGGESI UMBRELLAS	ITALY ITALY ITALY	76 80 84

Purity

Unique Living Solutions





Purity

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At Purity, we curate an exclusive selection of luxury home solutions, bringing the finest craftsmanship and innovative design to the most refined living spaces in the UAE and beyond.

With a team of experienced architects and designers, we partner with internationally renowned brands to offer bespoke furniture, kitchens, bathrooms, doors, partitions, and surfaces. Our collections seamlessly blend quality, functionality, and timeless aesthetics, delivering exceptional interiors tailored to sophisticated lifestyles.

Catering to an exclusive clientele, Purity transforms residential, hospitality, and commercial spaces, ensuring that design and luxury become an integral part of everyday life. We manage projects across GCC and beyond, working closely with designers, developers, and private clients to bring their visions to life.

Our portfolio features world-class brands that are setting the standard in contemporary design, including Minotticucine by Asso Group, Paola Lenti, Jwana Hamdan, Expormim, Fantini, Omvivo, Ritmonio, ADL, Lithea and many more.

Kitchens, Wardrobes & Systems

MINOTTICUCINE^{BY ASSO GROUP}
MAISTRI
GUZZINI E FONTANA

04
08
12

KW&S



Minotticucine was founded in 1949 by Adriano Minotti in Italy. The brand’s innovative approach blends natural materials with ground-breaking technology, creating kitchens that transcend functionality to become sculpture masterpieces.



FIG. 002 Inca Kitchen / Design: Alberto Minotti.
Inca Islands: Marble Cappuccino Antolini.
Inca Tall Cabinets: Natural Veneer in Wood Bolivar.
Countertop: Marble Cappuccino Antolini.

FIG. 003 Gandhara Cabinets / Design: Alberto Minotti.
Inside System: Natural Wood Color.
Tabula Peninsula: Arabescato Antolini Marble.





FIG. 004 Maya / Design: Alberto Minotti.
Base Unit: 24 Karat Gold
Special Edition.
Countertop: Aquamix Quarzite.



FIG. 005 Maya / Design: Alberto Minotti.
Base Unit: 24 Karat Gold Special Edition.
Countertop: Aquamix Quarzite.

FIG. 006 Gandhara Cabinets / Design: Alberto Minotti.
Inside System: Natural Wood Color.
Tabula Peninsula: Arabescato Antolini Marble.
Hide Tall Units: Arabescato Antolini Marble.



FIG. 007 Terra / Design: Claudio Silvestrin.
Terra: Poured Cast Bronze.
Base Unit: Cast Bronze.
Countertop: Cast Bronze.

FIG. 008 Maya / Design Alberto Minotti.
Base Unit: Aluminium Rose Gold.
Countertop: Patagonia Glace.



FIG. 009 Terra Luca.
Material: Vitrum Wow
Crystal Stone.



MAISTRI
la cucina

Maistri, established in 1946, represents the pinnacle of Italian kitchen design, blending artisanal craftsmanship with modern innovation. Renowned for its iconic models and timeless quality, the brand combines advanced technology with sustainable materials to create kitchens that are both elegant and functional.



FIG. 010 Giza + Altea.

FIG. 011 Giza + Altea.

Base Unit: Frassino Cognac Wood.
Tall Units: Frassino Cognac Wood.
Wall Units: Metal Lacquer / Champagne.
Countertop: Natural Stone / Antolini Naica Quartz.





FIG. 012 K.Table + Viva.
Base Units: Lacquer / Ecrú.
Tall Units: Walnut Wood.
Countertop: Natural Stone / Antolini Naica Quartz.

FIG. 013 Arena Line Wood Walnut.



FIG. 014 K.Table + Arena Mass.

FIG. 015 Giza + Arena Line + Viva.
Base Unit: Terra / Wood.
Wall Units: Boston / Cement.
Countertop: Neolith Laya Slate.





Guzzini e Fontana, Crafted with love in Italy. Designing and manufacturing high-quality carpentry solutions, combining Italian craftsmanship with aesthetics and functionality for modern living.



FIG. 016 Walk-in closet in bilaminato Lino grey finish and wood Noce CN finish.
Duke island in matallic lacquered Brunito finish and wood Noce CN finish with trays in vintage eco-leather Pandora 04 finish.

FIG. 017 Library in Noce CN veneer with cabinets in Bilaminate Beton VS.





FIG. 018 NAKED System in aluminum bronze finish with doors in fumé glass, cabinets in Frassino BL. Table with metal structure in bronze colour and ceramic top Marble Grey matt finish. BIG MAMA Chair with matt black frame and grey velvet seat.

FIG. 019 Metal lacquered cabinets in scratched Brunito finish.



FIG. 021 Library in Rovere TC, tv cabinet in gres Fokos Piombo opaco. NAKED glass cabinet with aluminum doors in Rose Gold aluminum and fume glass.



FIG. 020 Always wardrobe in ribbed wood Rovere TC finish and matt black Reflections handle. Naked walk-in closet with matt black aluminum partition frame, back panel in bilaminate Africa BK finish and shelves in wood Rovere TC finish. Naked island with ribbed matt lacquered bronze finish and trays in vintage eco-leather Pandora 10 finish.



D&P

Doors & Partitions

ADL

18

ADL

ADL, designs modern interior doors with elegant aesthetics, creating fluid transitions between spaces promoting connectivity and harmony.



FIG. 023 Deco Sliding Door.
FIG. 024 Quadra Pivot Door.





FIG. 025 Japo Pivot Hinge Door.



FIG. 026 Japo Sliding Door.

FIG. 027 Deco Pivot Hinge Door.



FIG. 028 Japo Rototranslating Door.



Indoor & Outdoor Furniture

PAOLA LENTI
JWANA HAMDAN
EXPORMIM

24
30
34

I&OF

PAOLA
LENTI

Paola Lenti established in 1994, an Italian design brand renowned for its innovative indoor and outdoor furniture. The company has created a collection of exclusive fabrics and technical materials, available in hundreds of hues.



FIG. 031 Afra Armchair / Design: F. Rota.
Ombra Parasol / Design: Bestetti Associati.
FIG. 032 Santorini Sofa / Design F. Rota.
Shell Pouf / Design: CRS.
Float on Armchair / Design: F. Rota.
Helico Side Table / Design: N. Morales.
Isole Side Tables / Design: M. Ferrera.
Strap Side Table / Design: V. Carrasco.





FIG. 033 Orbitry Suspended Seat / Design: V. Carrasco.
Bambou Scenery / Design: Nicolò Morales.
Ensemble Side Table / Design: Studio Stefan Scholten.
Cerchi Side Table / Design: N. Morales.

FIG. 034 Sabi Sunbeds and Strap Side Table / Design: F. Rota.
Mogambo Parasol / Design: CRS.



FIG. 035 Silent Bed and Frame Bench / Design: F. Rota.
Sika Basket / Design: CRS.



FIG. 036 Taol Dining Table and Elsie Dining Chairs / Design: F. Rota.



FIG. 038 Resort Architectural Structures.
Cove Sunbeds / Design: Francesco Rota.
Strap Side Table / Design: Victor Carrasco.



FIG. 037 Navajo Rug / Design: CRS.
Sciara mottainai Side Table / Design: M.Ferrera.
Elio Side Table / Design: CRS.
Strap Side Table / Design: Victor Carrasco.

FIG. 039 Next page:
Resort Architectural Structures.
Frei Sofa / Design: F. Rota.
Calatini Side Table / Design: M. Merendi.
Cerchi Side Table / Design: N. Morales.
Smile Armchair / Design: F. Rota.





Founded by the eponymous Italian entrepreneur of Lebanese origin, Jwana Hamdan is the first outdoor brand where Italian design know-how meets a cosmopolitan Middle Eastern inspired cultural heritage. Jwana Hamdan creates unprecedented outdoor environments of great personality, which become places to live and cultivate a new form of conviviality by finding true luxury in hospitality and quality of relationships. The brand looks at the Italian and Middle Eastern tradition, to reinterpret it with a contemporary taste, and conceives design as a meeting between attention to detail and innovation, high quality and enhancement of the component that preserves and transmits the values linked to a shared cultural and social heritage.



FIG. 040 Noora Lanterns / Design: Lorenza Bozzoli.
FIG. 041 Majlis on Floor. Amar & Shams Coffee Tables. Maitha Lounge Chairs.
Noora Lanterns. Silk Road Rug. Ash Rug.





FIG. 042 Maitha Lounge Chair in Palm Sienna.
Camel Bouclé throw in Silk, Camel and Cashmere.

FIG. 043 Majlis on Structure from The Wandering Majlis collection.
Amar & Shams coffee table. Silk Road Rug.



FIG. 044 Majlis on Floor from The Wandering Majlis collection.
Amar & Shams Coffee Table. Dunes & Ash Rug.

FIG. 045 Majlis on Structure in Julia fabric from Tricia Paoluccio × Jwana Hamdan Collection.
Amar & Shams Coffee Table. Noora Lanterns. Silk Road Rug. Ash Rug.



expormim

Expormim is a company with great tradition in the production of furniture. With more than 50 years of experience, the company has consolidated in the market thanks to the ongoing process of modernization. Expormim is present in more than 40 countries around the world.



FIG. 046 Benasal Armchair / Design: Studio Expormim.
FIG. 047 Nautica Swing Chair / Design: MUT Design.

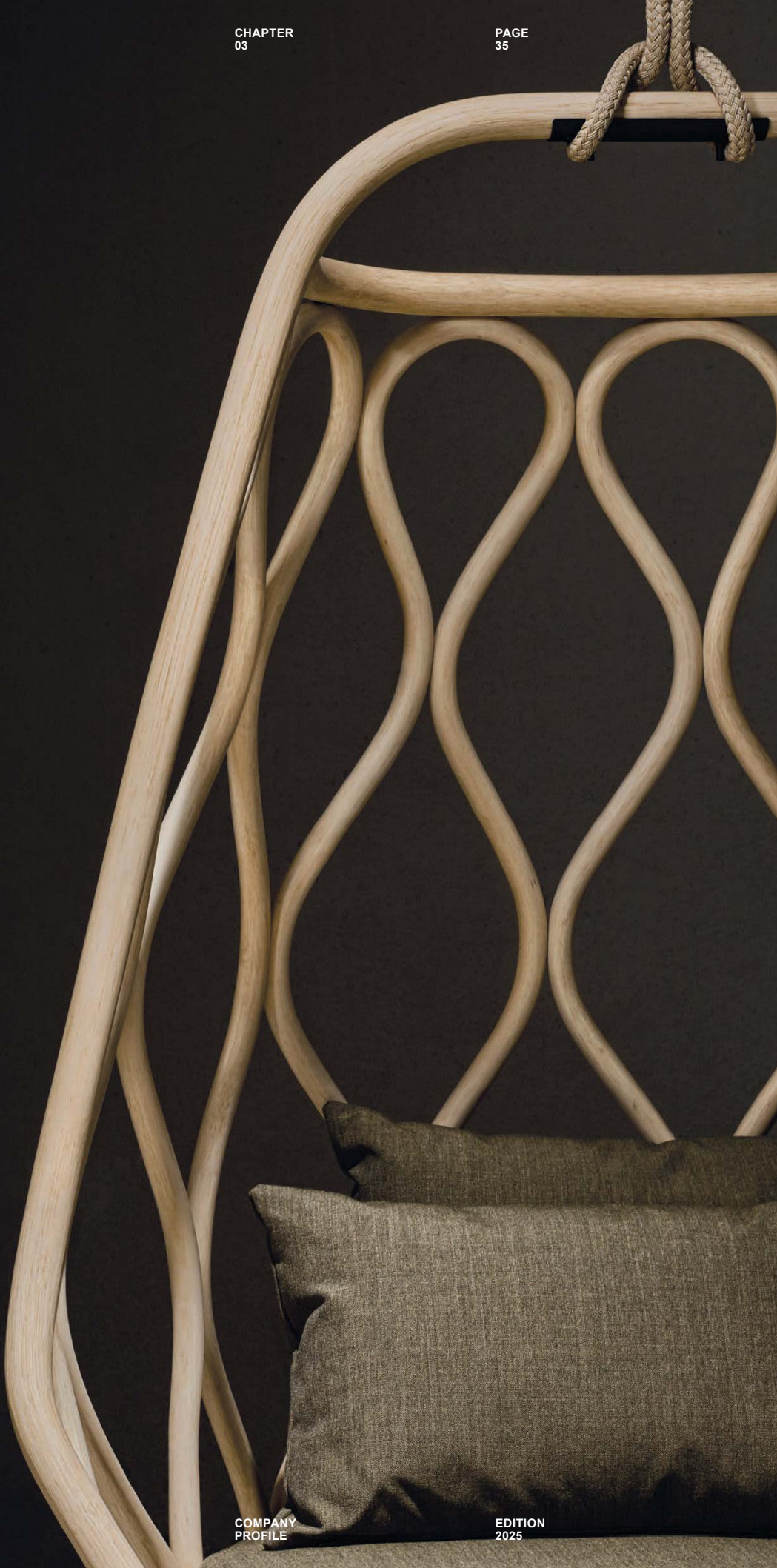


FIG. 049 Frames Upholstered Dining Armchair /
Design: Jaime Hayon.



FIG. 048 Fontal Upholstered
Dining Armchair / Design:
Oscar Tusquets Blanca.
Flamingo Dining Table.

FIG. 050 Cask Armchair /
Design: Norm Architects.
Talo Side Table / Design:
Altherr Désile Park.



FIG. 051 Obi Sofa / Design: Ludovica + Roberto Palomba.
Obi Armchair / Design: Ludovica + Roberto Palomba.
Talo Coffee Table / Design: Altherr Désile Park.
Oh Floor Lamp / Design: Studio Expormim.

FIG. 052 Obi Chaise Lounges / Design: Norm Architects.
Grada Coffee Table / Design: Lievore Altherr Molina.



FIG. 053 Loop Bar Stool /
Design: Norm Architects.





BF&A

Bathroom Fixtures & Accessories

FANTINI	40
ABOUTWATER	44
RITMONIO	48
VASELLI	52
OMVIVO	56
PERFORMA DESIGN	60



Fantini is a typical example of an Italian design factory, a family business established in 1947 by brothers Giovanni and Ersilio Fantini, a place with immense creative intensity that manages to combine great hand-crafting skill with industrial technology and processes.



FIG. 055 Venezia by Venini / Design: M. Thun and A. Rodriguez.
FIG. 055 Acquafit Chromo Therapy Shower System / Fantini





FIG. 057 Sailing /
Design: Yabu Pushelberg.



FIG. 058 Venezia Collection /
Design: M. Thun and A. Rodriguez.

FIG. 059 Venezia Collection /
Design: M. Thun and A. Rodriguez.



FIG. 060 Torino Collection /
Francesco Lucchese.

FIG. 061 Milano Slim Outdoor Shower /
Design: Franco Sargiani.



ABOUTWATER



Aboutwater is a partneship between two leading companies: Boffi and Fantini. The partnership is based on the concept of creating a new collection of taps with a modern and elegant design, conceptually excellent with flawless production.



FIG. 062 AK/25 / Design: Paik Sun Kim.
FIG. 063 AF/21 / Design: Naoto Fukasawa.





FIG. 064 AL/Garden /
Design: Piero Lissoni.



FIG. 065 AF/21 /
Design: Naoto Fukasawa.

FIG. 066 AF/21 /
Design: Naoto Fukasawa.



FIG. 067 AC/Eclipse/
Concept: Studiocharlie.

FIG. 069 AW/Pipe /
Design: Marcel Wanders.



FIG. 068 AW/Pipe /
Design: Marcel Wanders.





Ritmonio

Ritmonio is a company characterised by two souls: the Factory division, dedicated since over 70 years to the production of safety valves for electric water heaters, brass, stainless steel, aluminium and copper components; the Bath & Shower division, dedicated to the planning and production of faucets and accessories for the bath area. By combining craftsmanship, aesthetical research and specific technological competences, Ritmonio gives birth to exclusive products, entirely and genuinely “Made in Italy”, which are capable to answer a broad variety of functional needs and as well as care about the environment.



FIG. 070 Diametro35 Impronte Collection.
FIG. 071 Diametro35 Wellness.





FIG. 072 Diametro35.



FIG. 073 Diametro35 Cross Collection.



FIG. 074 Diametro35 Elegance.

FIG. 075 Elementa.



FIG. 076 Dot 316 Collection.



Vaselli
SPIRITO PIETRA

The Vaselli brand is present in most of the international markets while remaining closely tied to its territory of Rapolano Terme, the production district of the province of Siena, Tuscany. This area is famous for the presence of limestone waters that, over time, has led to an immense stone heritage.



FIG. 076 Travertine stone.
FIG. 077 Balnea 360 Round Tub.





FIG. 079 Jet 136 Countertop Washbasin.

FIG. 080 Le Cave.



FIG. 081 Eidos Bathroom Collection /
Design: Kensaku Oshiro.



FIG. 082 CLEFT Balnea Tub.



FIG. 083 Onyx Bathtub /
Design: Vaselli Studio.

FIG. 084 Ship Oval Bathtub /
Design: Vaselli Studio.



OMVIVO

Omvivo has been a pioneer in contemporary bathroom product design and manufacturing for over 30 years, Omvivo remains at the forefront of the Australian and international bathroom market. The Omvivo collection incorporates pieces that challenge and inspire. Omvivo’s philosophy, flexibility and capacity to manufacture cutting edge products encourages them to continually broaden their scope of works and become more ambitious in their design.



FIG. 085 Onda Washplane
FIG. 086 Kaleidoscope Motif Basin. Solid Surface with Etched Glass.





FIG. 088 Mono Pedestal Basin



FIG. 087 Le Cob Bath



FIG. 089 Geo 1200 Single Washplane

FIG. 090 Venice 450 Pedestal Basin



PERFORMADESIGN
COMPLEMENTI

Since 1994 we have been creating design objects, working side by side with the best brands in the field : a long, behind-the-scenes journey that has trained us in attention to detail and in the search for excellence in materials and workmanship.



FIG. 091 Pedal Bins.
FIG. 092 Alba Collection.





FIG. 093 Viva Collection Robe Hook

FIG. 094 MyForma Collection



FIG. 095 Trama Collection Ring Towel Rail

FIG. 096 Trama Collection Soap Dispenser



Surfaces, Tiles & Mosaics

LITHEA
NERO SICILIA
MOSAICO MICRO

66
70
72

ST&M

LITHEA

Founded in 2008 by Patrizia Furnari and Fabio Fazio, Lithea has its roots in the land of Sicily. It was born in collaboration with the historic family business, with the aim of transferring their passion and ancient knowledge related to the processing of stone materials into an innovative project concept.



FIG. 097 Ercole 3D Wall Tiles / Design: Mario Scairato.
FIG. 098 Greche 3D Wall Tiles / Design: Martinelli Venezia.

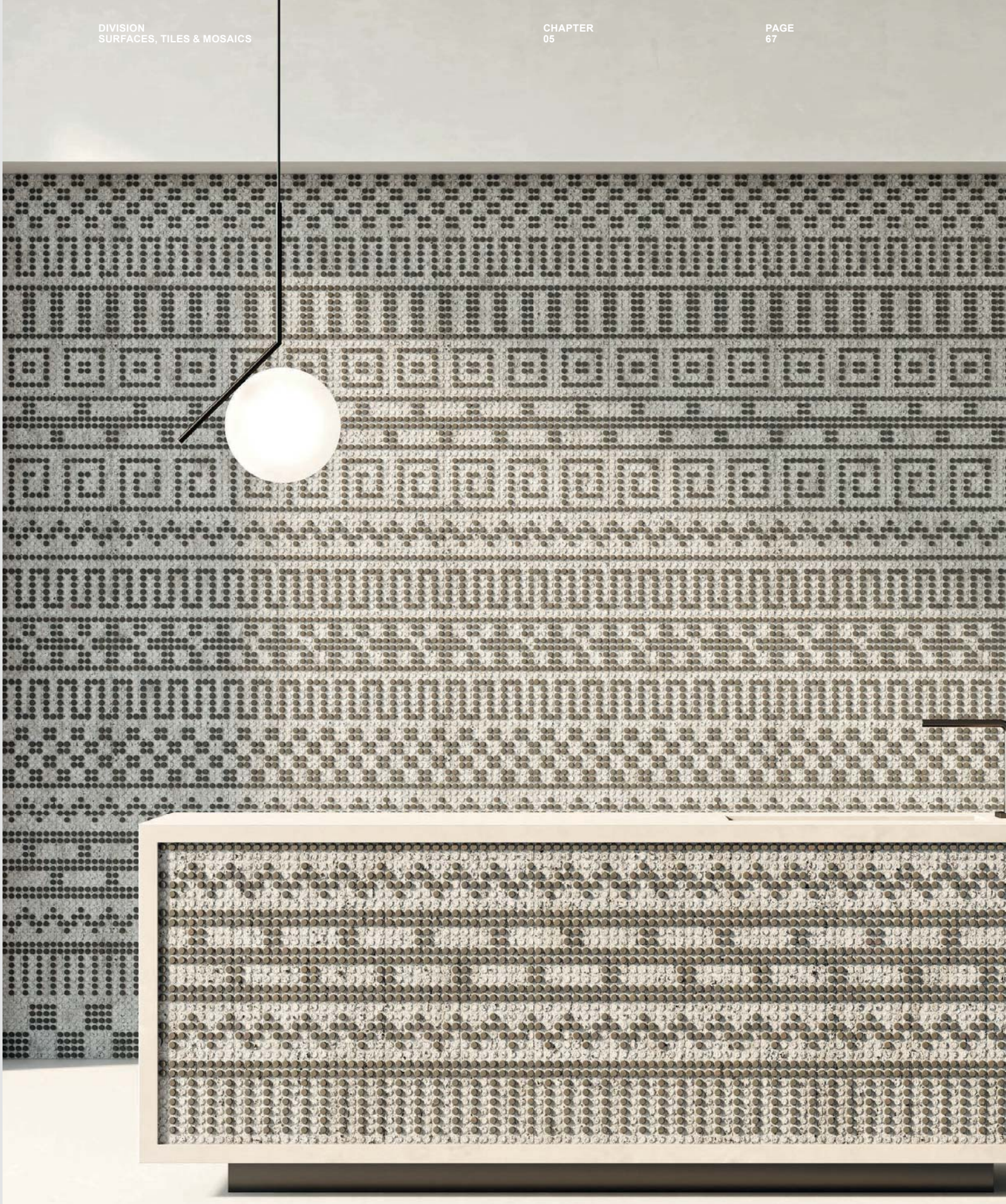




FIG. 099 Ruina 3D Wall Tiles /
Design: Astrid Luglio.

FIG. 100 Ercole 3D Wall Tiles /
Design: Mario Scairato.



FIG. 101 Favare Wall Tiles /
Design: Elena Salmistraro.



FIG. 103 Fatnoma 3D Wall Tiles /
Design: Elena Salmistraro.

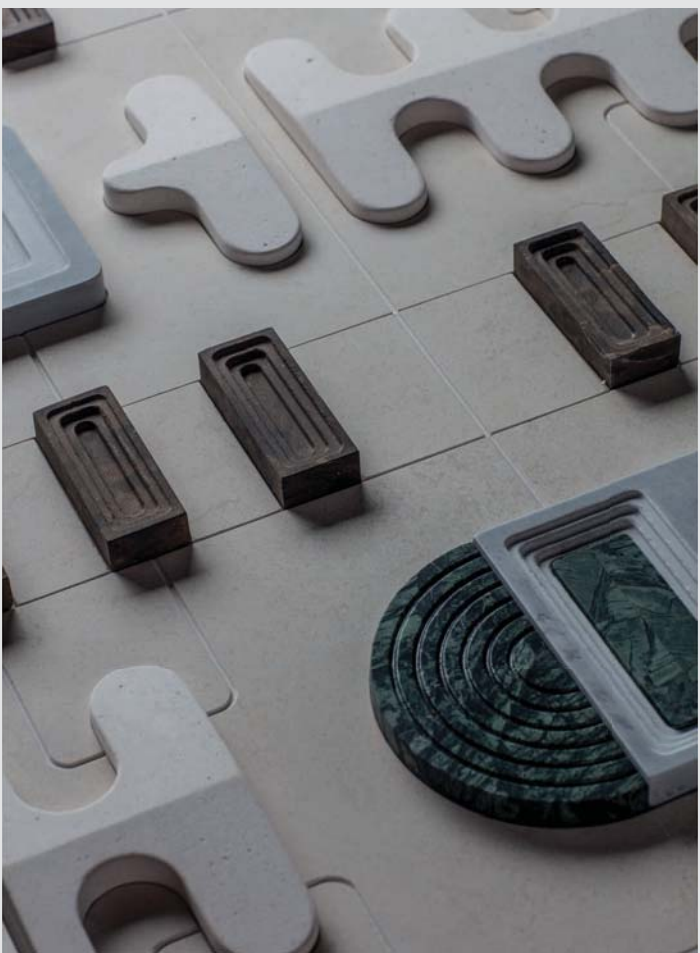


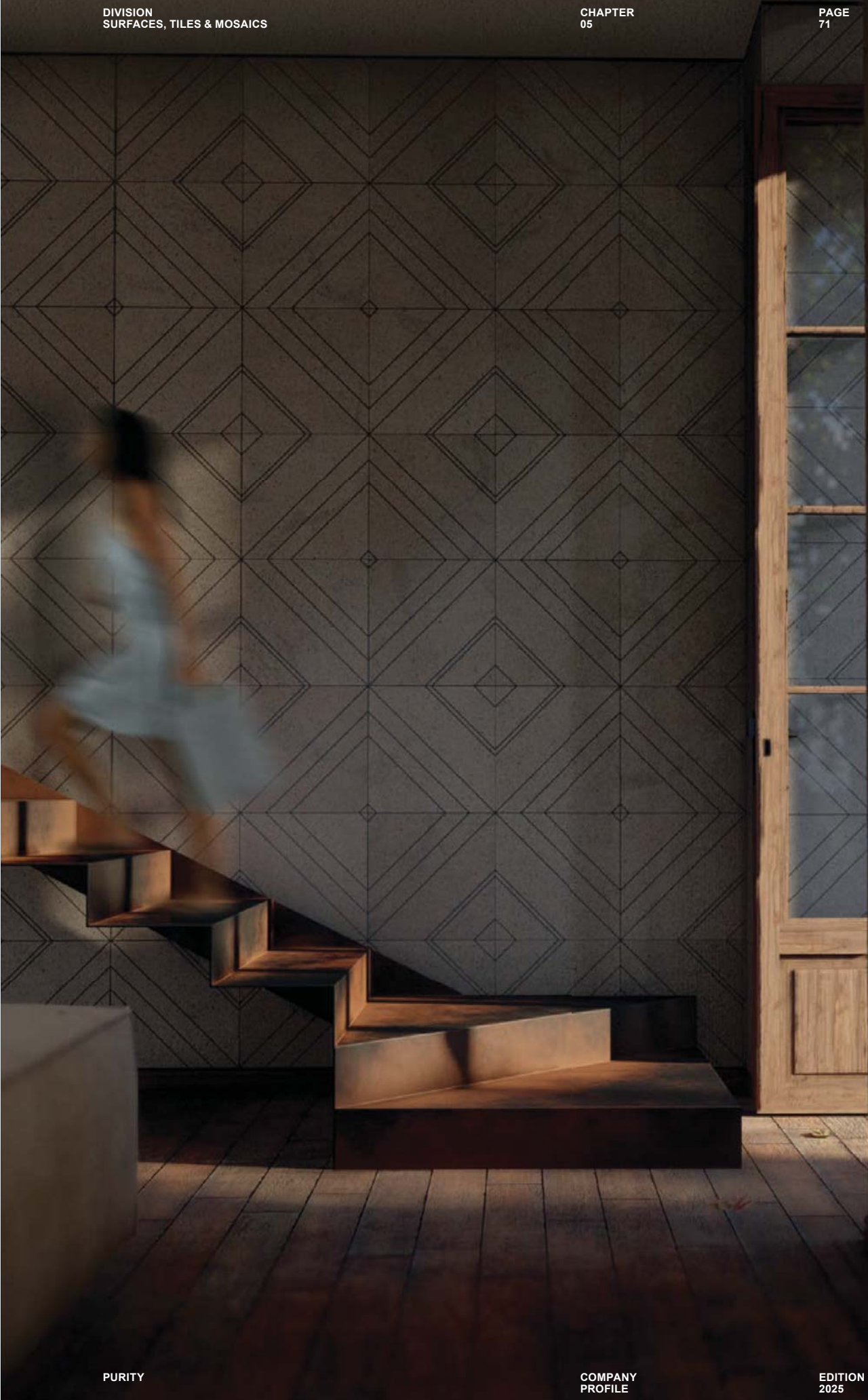
FIG. 102 Maioliche di Pietra
Wall Tiles /
Design: Martinelli Venezia.



Nero Sicilia is lava rock/stone extracted from the slopes of Etna. The heat of a special oven designed adhoc transforms its surface, turning it into a new natural substance improved in its technical features making it exclusive and at the same time able to meet everyday modern requirements than 40 countries around the world.



FIG. 104 ITessuti Custom / Design: Jpeglab.
FIG. 105 Grone / Design: Piero Lissoni.

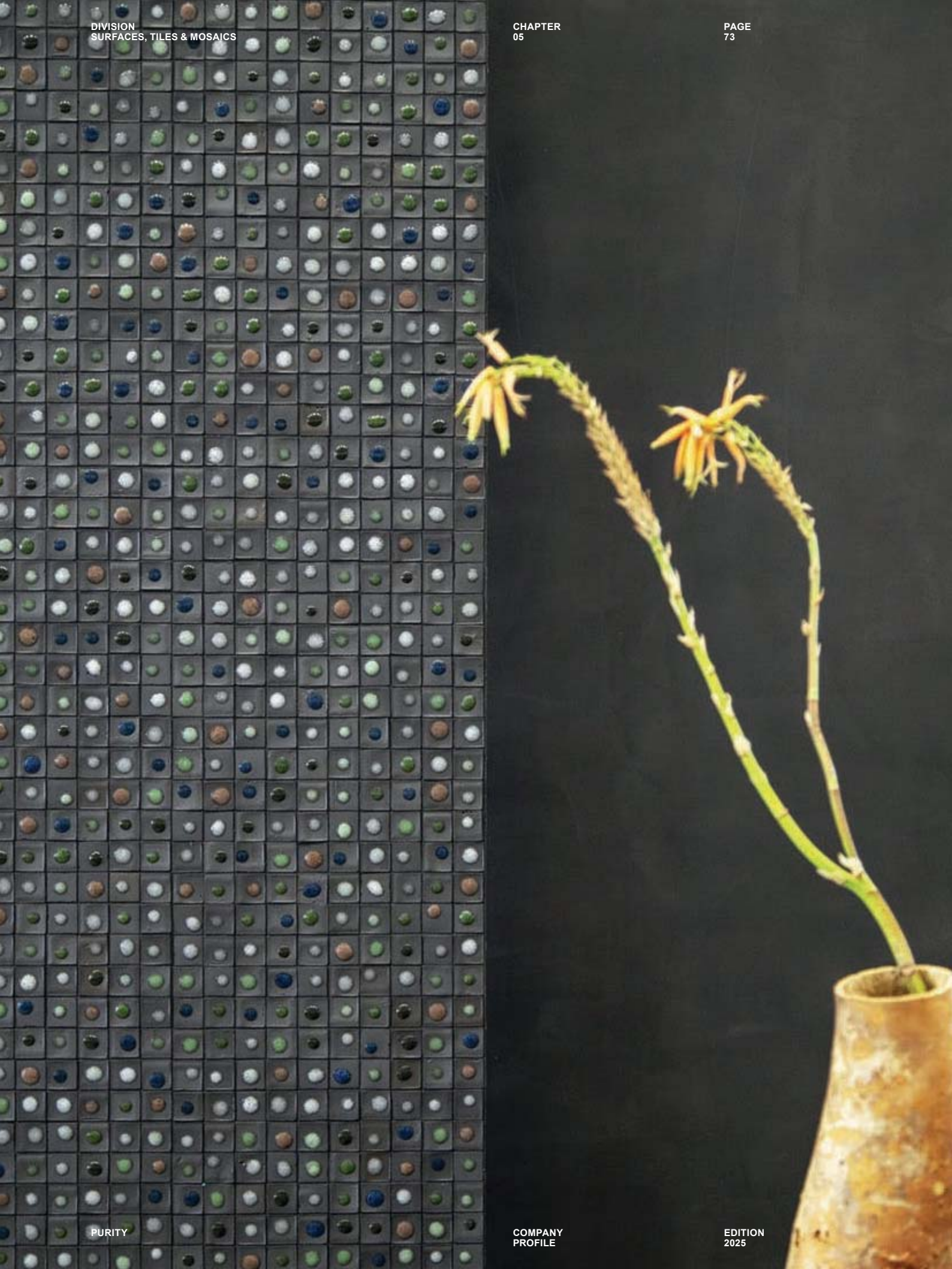


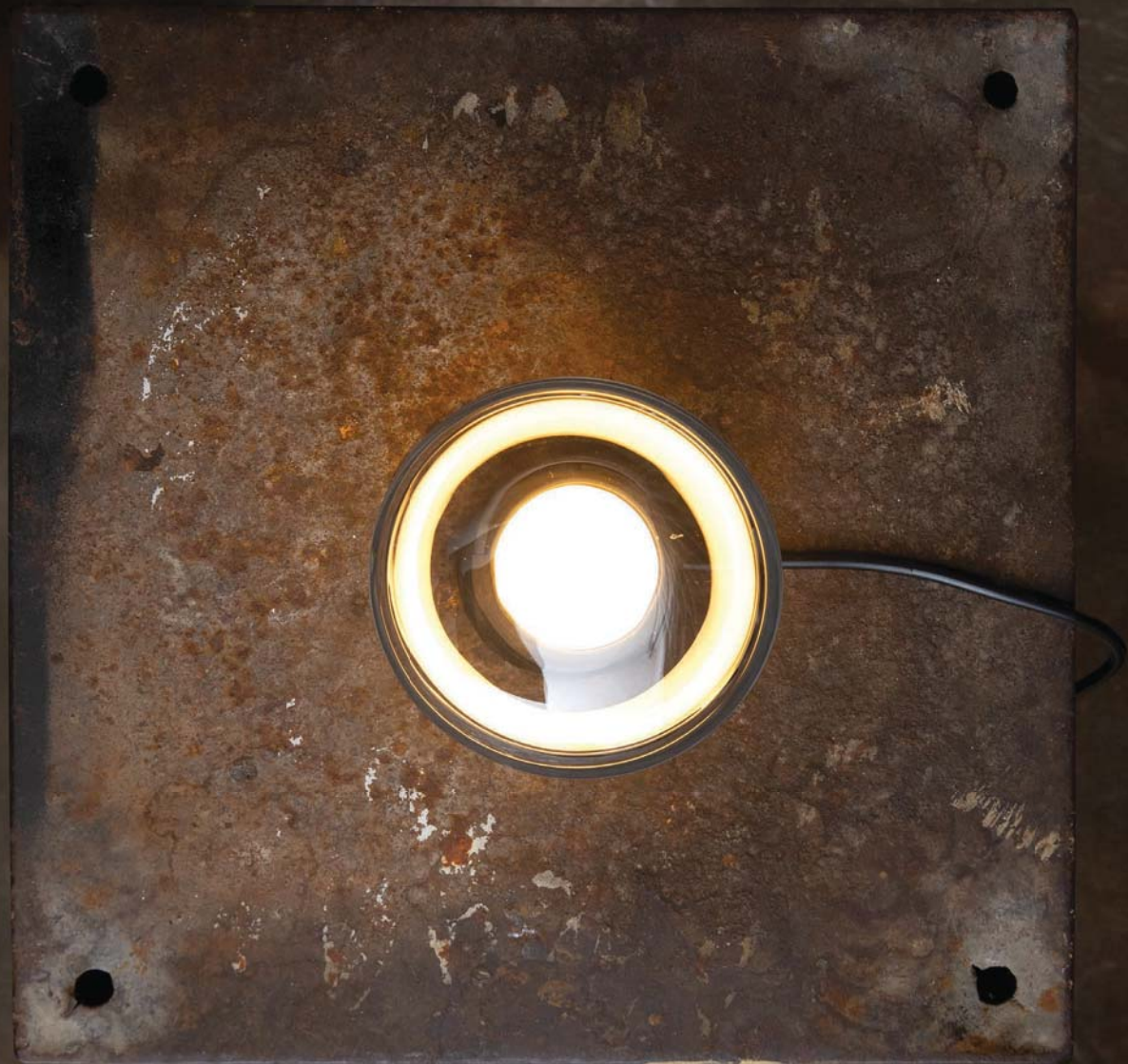


Eco Glass, 100% Recycled, 100% Made in Italy. mosaicomicro is a brand-product, in fact, named by the quality of the product: mosaico and micro. Precious for its size and for the material of which it is composed glass. The glass powder, obtained from old discarded TV and PC monitors, is modelled to obtain “micro” mosaic.



FIG. 106 Sumi-e Delta / Design: Piero Lissoni.
FIG. 107 Perle Graphite Mix Dots / Design: Rodolfo Dordoni.





L&A

Lightings & Accessories

KARMAN
ENZA FASANO CERAMICHE
POGGESI UMBRELLAS

76
80
84

KARMAN

Founded in 2005 by Davide Diamantini and based in Fossombrone in the heart of the Marche region, Karman specializes in eclectic lighting solutions with a distinctive, unconventional style influenced by the decorative arts.



FIG. 108 24 Karati / Design: Matteo Ugolini.
FIG. 109 Alibaglass / Design: Matteo Ugolini.



FIG. 110 Snoob Chandelier /
Design: Matteo Ugolini.



FIG. 111 Ginger Suspension Lamps /
Design: E. Testaguzza.



FIG. 112 Xana Floor Lamps /
Design: E. Testaguzza.



FIG. 113 MobyDick Suspension Lamps /
Design: Matteo Ugolini.

FIG. 114 Lady D Suspension Lamps /
Design: Matteo Ugolini.



ENZA FASANO

CERAMICHE

Enza Fasano’s boutique is now an essential destination for people interested in Grottaglie’s ceramic art. Enza, the daughter of Grottaglie’s most famous and highly esteemed Master of Ceramic Art, Nicola Fasano, was born amidst pottery and has been nourished by it throughout her life, developing her own unique and refined taste. Now, along with her husband, Salvatore Santoro, she experiments with shapes, colours and patterns, while remaining true to tradition, so as to create extremely sophisticated pieces aimed at satisfying very demanding customers from all over the world.



FIG. 115 Enza Fasano Ceramiche



FIG. 116 Slim Vases, Pigna.

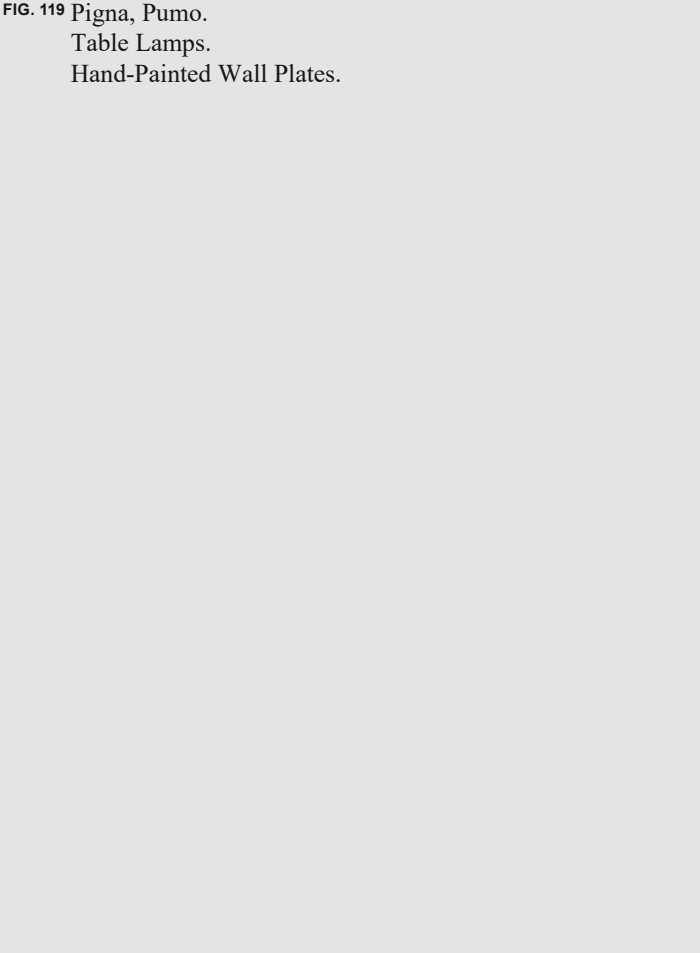


FIG. 117 Animals.

FIG. 118 Artichokes.



FIG. 119 Pigna, Pumo.
Table Lamps.
Hand-Painted Wall Plates.





Poggesi know-how is deeply rooted in Italy, the top fashionable country in the world and especially in Florence, boasting a century-old tradition of artisan workshops. Ombrellificio Poggesi offers 360-degree custom-design service and all-round solutions, from the first project to the most suitable solution as regards dimensions and models, feasibility site-inspections, installation and after-sales customer care service.



FIG. 120 Dehor Umbrella.
FIG. 121 King Side Post Umbrella.



FURNITURE AND KITCHEN
SHOWROOM
Villa 317
Jumeirah Beach Road
Jumeirah 2, Dubai, UAE
+971 4 880 6355
info@purity.ae

BATHROOMS AND SURFACES
SHOWROOM
Dubai Design District (d3)
Building 8, Suite 102
113876, Dubai, UAE
+971 4 551 6773
info@purity.ae

PAOLA LENTI
DUBAI
Villa 315
Jumeirah Beach Road
Jumeirah 2, Dubai, UAE
+971 4 880 6355
info@paolalenti-dubai.ae

PURITY.AE

MINOTTICUCINE <small>BY ASSO GROUP</small>	04
MAISTRI	08
GUZZINI E FONTANA	12
ADL	18
PAOLA LENTI	24
JWANA HAMDAN	30
EXPORMIM	34
FANTINI	40
ABOUTWATER	44
RITMONIO	48
VASELLI	52
OMVIVO	56
PERFORMA DESIGN	60
LITHEA	66
NERO SICILIA	70
MOSAICO MICRO	72
KARMAN	76
ENZA FASANO CERAMICHE	80
POGGESI UMBRELLAS	84