

www.standeehome.com
alice@standeehome.com

STANDEE

H O M E

MODERN LUXURY CUSTOMIZATION HOME FURNITURE • Designed in Milan • MADE IN CHINA

Choose one thing in all life, retain the original intention, preserve the ultimate craftsmanship

Our Goal is Simple: to serve high end looks without the price tag. reasonable cost

STANDEE

H O M E

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01 • ABOUT US

Your furniture manufacture in China.

STANDEE produce modern minimalist residential furniture in China. we service DTC brands, dealer, design studio, furniture wholesalers, B2B partners and real estate furnishing projects worldwide.



From a small workshop, STANDEE HOME has grown into a mature manufactory

2019

STANDEE Founded

5,000

≈ m² manufactory Facility
production in China

Small

Small Batches customized
order

Delivery

Global Fulfillment handle
customs clearance

All production stays in China. We do not outsource to overseas facilities.

Four Categories, Cover your home needs

BEDROOM

Upholstery Bed, Night stand, Storage Cabinet,

DINING ROOM

Dining Table, Dining Chair, Storage SideBoard

LIVING ROOM

Sofa, Coffee Table, Side Table, Accent Chair, TV Stand

CABINET

Storage Table, Book Shelf, Console Table



BEDROOM

BEDROOM COLLECTION

****Designed for Rest. Created for Living.****

STANDEE bedroom collection brings together contemporary Italian-inspired aesthetics, thoughtful detailing, and everyday comfort. From upholstered bed frames with distinctive headboards to coordinated bedroom furniture, our designs create calm, cohesive, and sophisticated personal spaces.

Through carefully considered materials, finishes, and customization possibilities, we help our partners develop bedroom collections that balance design appeal with practical market requirements.



BEDROOM



Product positioning: Based on the bedroom space, it integrates modern design aesthetics, comfort, and daily rest experience.

BEDROOM

Product Features and Advantages

1. Signature Headboard Design

By shaping the headboard, defining its proportions, and incorporating details and lines into the upholstery, a visual focal point is created in the bedroom, enhancing the product's design identity and display appeal.



BEDROOM

Product Features and Advantages



2. Material & Detail Coordination

The overall combination of upholstered fabrics, stitching, finishes, and structural details presents a simple yet layered modern furniture texture.

BEDROOM



Product Features and Advantages

3. Comfort-Oriented Bedroom Solutions

These solutions emphasize bed structure, headboard support, and the harmonious integration of bedroom furniture, ensuring both visual appeal and practicality. Suitable styles can also incorporate design elements such as lighting.

BEDROOM

Product Features and Advantages

4. Flexible Sizes & Finishes

We can explore different bed sizes, fabrics, colors, and headboard designs to meet the needs of target markets and projects, helping partners to improve their product portfolio.



LIVING ROOM

LIVING COLLECTION

****Refined Design. Everyday Comfort. Flexible Living.****

Inspired by contemporary Italian minimalism, STANDEE living room collection combines clean lines, balanced proportions, and inviting comfort. From sophisticated sofas and modular seating to complementary occasional furniture, each piece is designed to create a harmonious and functional living environment.

With flexible customization options for selected products, we support our partners in developing collections tailored to their target markets and customer preferences.



LIVING ROOM



Product positioning: Centered on modern Italian minimalist design, while taking into account comfort, spatial aesthetics, and flexible space arrangement..

LIVING ROOM

Product Features and Advantages

- 1. Contemporary Italian-Inspired Design
- The clean, crisp lines, harmonious proportions, and restrained design language create a modern, elegant, and sophisticated home atmosphere, suitable for a variety of modern interior design styles.



LIVING ROOM



Product Features and Advantages

2. Comfort-Driven Craftsmanship

It focuses on the feel of the seat cushion, backrest, fabric, and overall support experience, achieving a balance between visual aesthetics and daily use.

LIVING ROOM

Product Features and Advantages

3. Flexible Styling & Configuration

By combining different sofa sets, armchairs, coffee tables, and other living room furniture, we offer flexible product combination solutions for different space sizes and project needs.



LIVING ROOM

Product Features and Advantages

4. Customization for Diverse Markets

We can discuss adjustments to fabrics, colors, sizes, and configurations based on specific product and order requirements, helping partners create product lines that align with local aesthetics and market positioning.



DINING ROOM

DINING ROOM COLLECTION

****Gather in Style. Designed for Everyday Moments.****

STANDEE dining room collection combines contemporary design, balanced proportions, and carefully considered material combinations. From elegant dining tables to comfortable dining chairs, each piece is designed to bring style and functionality into modern dining spaces.

With versatile forms, finishes, and product combinations, we work with our partners to develop dining collections suited to different lifestyles, interior concepts, and market preferences.



DINING ROOM



Product positioning: Based on a simple and elegant design, the design emphasizes the proportions, materials, and spatial arrangement of the dining table and chairs to meet the diverse needs of modern families and commercial projects.

DINING ROOM



Product Features and Advantages

1. Sculptural Table Design

Pay attention to the proportional relationship between the tabletop and the base, and enhance the visual appeal of the restaurant space through simple geometric shapes, material contrasts, and smooth lines.

DINING ROOM

Product Features and Advantages

2. Comfort Meets Functionality

The dining chair design takes into account seating comfort, support, and ease of daily use, while also creating a harmonious and unified overall style with the dining table.



DINING ROOM

Product Features and Advantages

3. Thoughtful Material Combinations

By combining specific products with elements such as stone-textured finishes, wood finishes, metal, or soft upholstery, a rich yet restrained visual hierarchy is created.



DINING ROOM

Product Features and Advantages

4. Versatile Dining Solutions

With different table types, sizes, chairs, and finishes, it can be adapted to residential spaces of different sizes, furniture retail lines, and interior design projects.



CABINET

CABINET COLLECTION

****Functional Elegance. Thoughtful Storage. Timeless Design.****

STANDEE' s cabinet collection combines contemporary minimalist aesthetics with practical storage solutions. From TV consoles and bedside tables to sideboards and storage cabinets, our designs emphasize clean lines, balanced proportions, and refined finishes.

Designed to complement modern living spaces, our cabinet collections offer versatile styling possibilities and customization options for partners seeking cohesive, design-led furniture ranges.



CABINET



Product positioning: Combining modern minimalist design with practical storage, the design enhances the overall sense of order and quality through cabinet proportions, door panel details, and finish matching.

CABINET

Product Features and Advantages

1. Clean Lines & Architectural Proportions

With its clear geometric outline, simple facade, and harmonious cabinet proportions, it blends into the modern residential space, creating a clean and crisp visual effect.



CABINET

Product Features and Advantages

2. Refined Finishes & Material Details

By combining wood veneer, stone-textured surfaces, metal elements, and different door panel textures, the product's sense of layering is enhanced, adapting to the design preferences of different markets.



CABINET

Product Features and Advantages

3. Practical & Organized Storage

Depending on the product type, cabinet doors, drawers, and a reasonable storage layout help users keep the space tidy, allowing functionality to be naturally integrated into the overall design.



CABINET

Product Features and Advantages

4. Coordinated Collections & Customization

By coordinating the development of different cabinet types, sizes, colors, and finishes, we help our partners build a unified furniture collection and explore customization options based on specific orders.



End-to-end service from drawing to finished product

Share your drawings, materials and quantities to discuss production.

01

Design

Collaborating with Milan designers and produce in China, we provide minimalist product design and development support.

02

Engineering

Structural engineering, material selection, and process verification are all controlled throughout the entire process, from material selection to quality inspection.

03

Customization

We support small-batch custom orders, so the scale of your project doesn't limit your design imagination.

Serving Global Customers

DTC Brands

Wholesalers

B2B Partners

Real Estate

Global Fulfillment

We have freight forwarders partnered with around the world. If you needs, we can help you to solve the problems with sea freight, customs clearance, and delivery..

PARTNERS



FOUNDER & DESIGNER Alice Chan

Entering the high-end furniture industry in 2012, STANDEE was founded in 2019. "Milan-inspired design, Made in China" STANDEE creates durable, thoughtful, and easy-to-use furniture.



Matteo Meraldi • Milan designer



Matteo Lualdi • Milan designer

MILAN DESIGNERS

Collaboration Since 2021

Partnered with Matteo Meraldi, Matteo Lualdi
Integrating Italian minimalist design into
China and produce

HONORS

STANDEE HOME & Design Field

CIDA Chinese Designer Club
recommended brands

DDF Award-Gold Medal for Promotion of
Decoration Design Industry

DDF Award - Top Ten Outstanding Young
People in China's Decoration Design
Industry is the only national award to
recognize talents in China's design
industry. In 2024, he won the DDF Award
for Industry Promotion.



Durable. Thoughtful. Accessible. — Good furniture should feel within reach.

From a small workshop, STANDEE HOME has grown into a mature manufactory

2012

Alice enters the high-end furniture industry.

2019

STANDEE founded

2021

Collaboration with Milan designers.

2026

Hope to service every partner honestly and last forever

Make Magic Happen.

CONTACT US

STANDEE

H O M E

We look forward to cooperating with you to create a beautiful home.

Website

www.standeehome.com

alice@standeehome.com
