



REESHA
INTERIOR DESIGN



ABOUT US

REESHA is an Arabic word which translates as 'feather' or 'painting brush'. The term reflects the Beauty, Ease, Comfort, Delicacy of Creativity, Elegance, and Artistic touches. Those features make us stand out and ensure our outstanding performance in the industry.

REESHA INTERIOR DESIGN is an interior architecture corporate specializing in interior architecture and design established in Dubai, the heart of the United Arab Emirates, in 2019.

With a team of experts specialized in interior design, including: architects, engineers, technicians, and artists, we create comprehensively smart spaces and innovative designs authenticated through sensation and execute them in a form of luxurious, sophisticated, and futuristic spaces in the UAE, GCC, and ME.

At REESHA, we look at the big picture of the design representation, design is not only aesthetic in our perspective since we employ it to find clever solutions in which we achieve the finest results to make your home cozier or your business more competitive.

It refers to REESHA Team's elevated sense of work ethic, inherent intuition, overflowing creativity, and ever-lasting curiosity.

OUR MISSION

Our mission is to revamp people's lives by providing creative, practical, and innovative designs. We combine a completely personalized interior architecture and design service with unprecedented designs while adopting an approach concerned with environmental sustainability. We value quality, and by utilizing our extensive material library and knowledge, we contribute significantly to our client's quality of life and longevity of the design.



The background image is a composite of two interior design scenes. The top half shows a staircase with light-colored stone steps and a glass railing with gold-colored hardware. A large window with a wooden frame is visible above the stairs. The bottom half shows a modern interior with a large, curved wooden structure and a large window with a wooden frame. The text 'OUR VISION' is overlaid on the bottom half of the image.

OUR VISION

We aim to be an international benchmark in the interior design and architecture industry, infusing advanced technologies into our designs. We are after becoming a company that offers consultancy and immaculate designs by maintaining sustainability, respecting UAE and Arab values in an international cosmopolitan coat. REESHA's brand goal is to empower women by providing equal opportunities that will create a healthy incubator for creativity and innovation.



FOUNDER ' S MESSAGE

Human connection is key for me as an interior designer. I conceptualize functional and aesthetic designs to be created for interior spaces. I like to provide solutions to everyday problems; I try to provide each client with the specific solutions they need.



My passion for work has been a motive that shaped my method of work to be remarkably friendly. As a consultant and interior designer, I get involved with every client with whom I work, and ultimately, I become a friend and a lifestyle coach for my clients. My approach is being a business counselor on purpose of supporting my clients and businessowners by creating designs that meet their main business needs in the first place and to match their business operation in the second one, then to provide their audience and clients an ambiance they deserve.

My work is a symbiosis between creativity and space study. As a master's degree holder in Interior Architecture and Design from Heriot University, a sustainability specialist, an environmental activist, and a women empowerment supporter, I have all it takes to meet all the requirements and deliver premium services to clients. Thanks to my professional career, and the added experience I gain and hone every day, I provide my clients the space they envisioned from a global perspective.

Through delivering the unexpected, REESHA demonstrates novel ways of life by developing innovative design concepts. They are practical, safe, aesthetic, and consistent with the purpose and functionality, intended for the spaces throughout the distribution and optimization of spaces that everything may fit with the flow in a correct circulation. In addition, using extensive knowledge of materials and finishing researches to shape the space in harmony as a masterpiece. Lastly, we make sure to reflect the clients' objectives and carry out their dreams.

Sawsan Al Nabulsi

Owner and Interior Designer



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No pattern should be without some sort of meaning.

William Morris

WORK PROCESS

RESEARCH DESIGN

We start by identifying the client's requirements and necessities by gathering essential information through site visits, TO UNDERSTAND the spaces, the main function, measurements, and the BRAND IMAGE, we go through identical case studies and potential competitors AND highlight threats, strengths, and weaknesses. Design Research THROUGH brainstorming meetings, is the primary factor for the design phase to succeed, including the following quintessential steps:



DESIGN CONCEPT

Here we conduct the space study, develop the layout plans according to function circulation & space flow. We also identify the brand requirements and needed equipment for the facility. Moreover, we study residence lifestyle and background as well as adding various design accents, such as the color schemes and trends.

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Creativity is allowing yourself to make mistakes. Design is knowing which one to keep.

Scott Adams



WORK PROCESS

SCHEMATIC DESIGN & FF&E

Our team proceeds to design the conceptualized building; it presents our proposals as developed layout plans, optimal distribution, color schemes, furniture selection, and 3D visualization. In this phase, we get started to prepare the FF&E package.



DESIGN & SUSTAINABILITY DEVELOPMENT

Design development involves further works on space as a unit in and of itself and also as a component of the entire project. During this phase, the space is developed further and synthesized into a well-defined and feasible design, implementing thought-out details and material selection. In this phase, we are committed to give sustainable options, awareness and evaluation to the materials.



WORK PROCESS

CONSTRUCTION DOCUMENTS

Finishing the design from the previous phases making it ready for execution is a paramount task. Detailing is carried out under high standards that guarantee quality; carrying the working drawings in an official package to achieve proper construction and execution.



DELIVERY AND SUPERVISION

This is our application stage in which every document provided for each project is timely delivered, where we inspect the manufacturing process and supervise the execution step by step to ensure the perfect quality.



OUR EXPERTISE

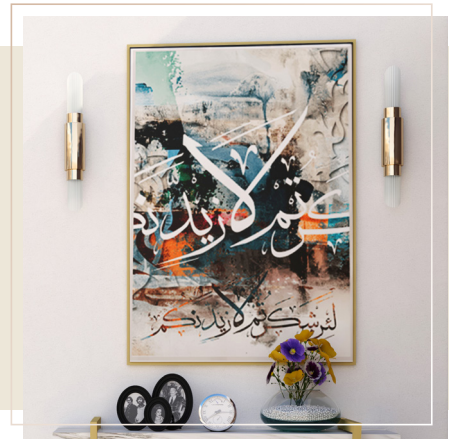
RESIDENTIAL

We design each space in the client`s home, apartment, or villa, aided by research, knowledge, and creativity. We provide originality which suits every space. We develop in accordance to the Consultancies, Design study, Preconcert, Concept, Detailed Drawings, and FF&E, to assure deliverables that match the client's needs and vision of the space.

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Style is a way to say who you are
without having to speak.

Kelly Hoppen





OUR EXPERTISE

BUSINESS & RETAIL

We plan, develop and optimize work and commercial spaces by promoting institutional image and identity. We design commercial centers such as offices, community centers, studios, shops, boutiques, museums, banks, schools, and libraries. While our retail design covers shopping malls, mini-malls, strips, shop fronts, small

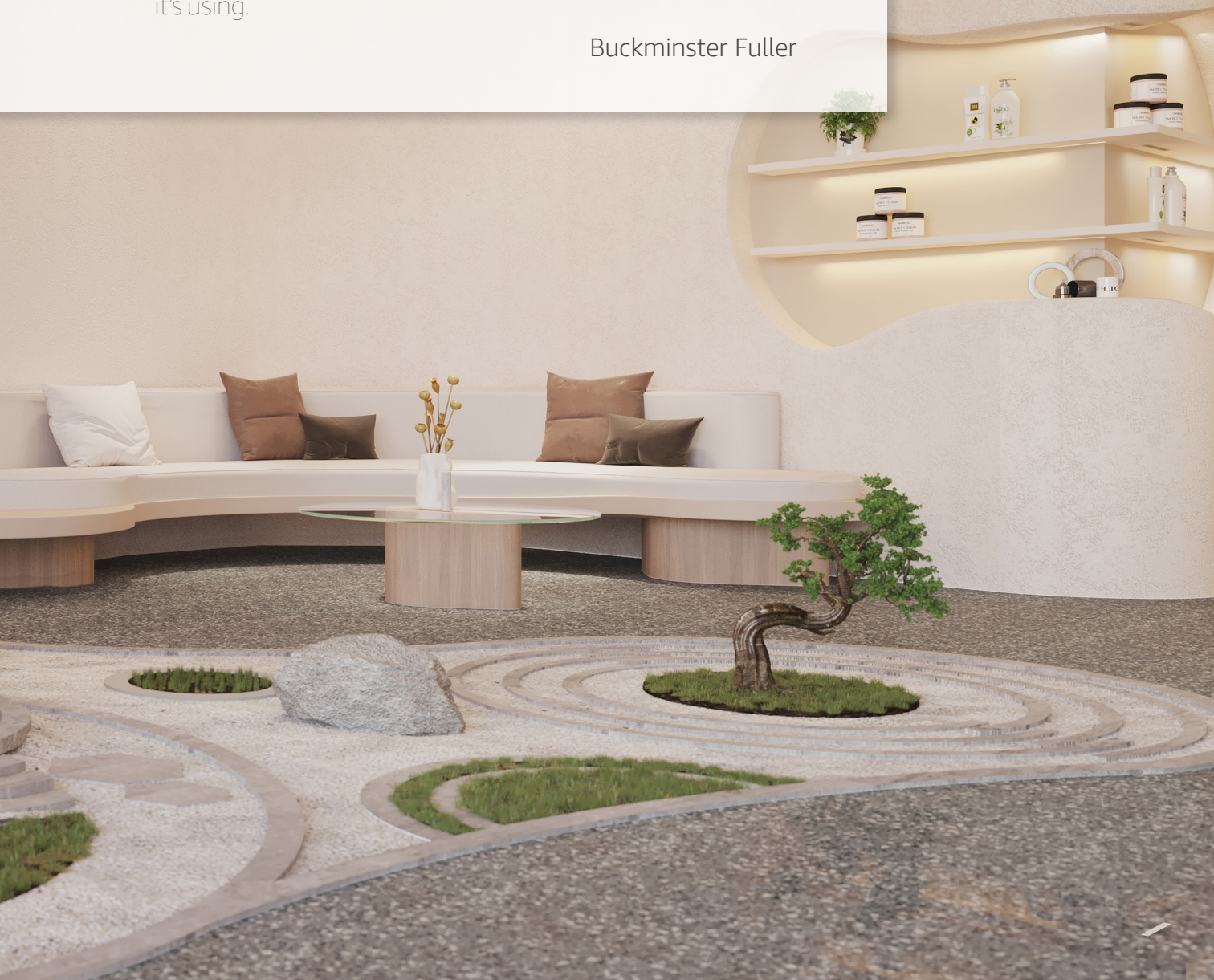


shops, hypermarkets, etc. We are contributing in a practical approach to improve the workplace environment with the picture preset by the client. In addition, we carry out the remodeling projects and create the suitable furniture.

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I'm not trying to copy nature, I'm trying to find the principles
it's using.

Buckminster Fuller



OUR EXPERTISE

HEALTHCARE — HOSPITALS, CLINICS, SPAS

Our interior design services include hospitals, clinics, spas, beauty centers, etc. We work to create designs that support the purpose, apply the medical regulations & rules, by allowing the staff to deliver quality care safely letting the spaces to serve as smart solutions.

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Form follows function- that has been misunderstood. Form and function should be one, joined in a spiritual union.

Frank Lloyd Wright





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Modern design is about realigning your priorities to help keep you focused on the important things in life.”

Amanda Talbot

OUR EXPERTISE

HOSPITALITY, F&B, AND LEISURE

We offer our creative expertise to transform hospitality centers, entertainment districts into attractive spaces for their clients, whereby the space-planning will support the daily operation. We carry out hospitality interior design projects full of ingenuity and optimize the investment which reflect the full experience for the visitors.



BEAUTY CLINIC



SERVICES

INTERIOR ARCHITECTURE DESIGN

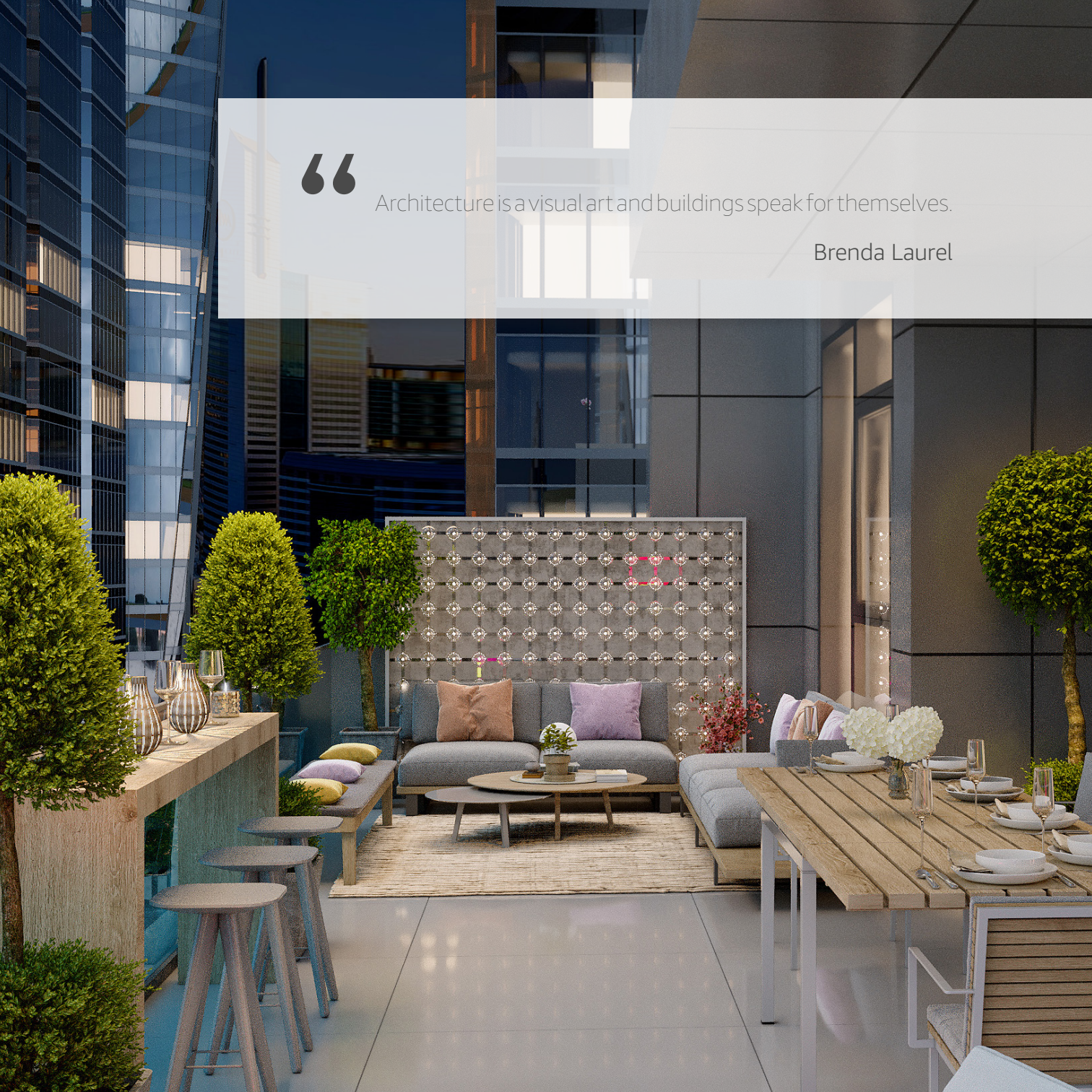
REESHA Interior Design company thrives on providing customer-oriented and luxurious designs from a team of professional architects, designers & artists. REESHA provides interior architecture and design that can take any project from initial stages up to turnkey seamlessly. Strictly sustained a perfect combination of smart elements, creative design solutions, unsurpassed comfort, and functionality. We offer a complete suite of design-oriented services for the interior and exterior areas of a building to serve the main utilization as well as the day-to-day functions.



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Architecture is a visual art and buildings speak for themselves.

Brenda Laurel



SERVICES

LANDSCAPE DESIGN

Here we embroider the outdoor spaces with charming designs through inventive ideas. We provide Landscape Design for hard & soft landscapes, with the support of the agricultural specialists for design for miniature and vast spaces, terraces, yards, gardens, and parks.



FIT-OUT & EXECUTION

This service has been driven to meet client satisfaction through effective execution, assuring the delivery of the approved design. We aim at high standards and finishing quality complied with the client's budget. We pride ourselves on our work quality and ethics.



SERVICES

FF&E PROCUREMENT SERVICES

We provide FF&F service, as we believe the right selected furniture and accessories will give the warm feeling for the space. We work on designing, customizing, and/or procuring furniture, fixtures, and equipment for soft interiors that features the design. This service is provided by several steps based on the well-studied design & style of the space. Our FF&E Services include: Furniture Design and Customization, Furniture Procurement, and FF&E Budgeting.

This service can be provided separately as a single service or part of the overall design package.



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We are what we repeatedly do. Excellence then, is not an act, but a habit.

Aristotle



SERVICES

SUPERVISION

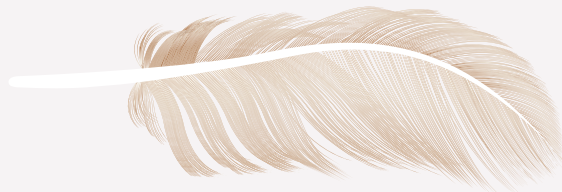
REESHA`s specialists offer the services of supervision at any facility within the delivery standards & schedule. We provide a full quality guarantee, effective performance warranty, and precise time delivery.



PROJECT MANAGEMENT & QUANTITY SURVEY

We handle and coordinate all the activities in each phase of the project from inception to completion, maintaining continuous communication with the client to ensure the execution is being done according to their requirements. We help clients tailor their budgets to achieve the best result for the project. Quantity Survey (QS) covers the budget and the cost of execution, material, finishes and, FF&E.





REESHA

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REESHA.interiors



Company Profile



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