

A graceful step forward

American furniture brand Caracole brings timeless elegance to Filipino homes



Take your pick: lounge in a gilded caramel chair with hand-carved lattice frames or put your feet up on a plush, cream-colored three-seater sofa and sink into the embroidered teal pillows while admiring the open fretwork design on each arm. Timeless, classic design and utmost comfort are what define Caracole, and it's no wonder that the American furniture brand is available in 50 states and in almost 40 countries around the world. Known for its one-of-a-kind, sophisticated pieces that let customers express their own personalities – a quality that resonates strongly with Filipinos – Caracole is also one of the most successful American furniture brands in the Philippines.

Caracole's partnership with Dexterton, its sole and exclusive distributor, started in 2009 at Dexterton's Quezon City showroom, and the brand's presence and popularity have only been growing since. In November 2016, Caracole expanded its Philippine presence by opening its second showroom, a grand space occupying the entire third floor of the Dexterton building in Bonifacio Global City. And in



September 2017, Dexterton opened its flagship showroom on the third floor of Makati's Greenbelt 5 mall to showcase Caracole's furniture from three product lines: the Classic, Modern and Signature portfolios.

"It is hard to define one signature style for Caracole as our different portfolios allow us to talk to different sets of consumers from a broad range of ages, incomes and geographic locations," says Caracole's Asian Brand Manager, Luiza Fogoça. It's about curating lifestyles and disregarding the notion that a particular piece belongs to a collection and must reside in a particular room. Rather, each item is made to mix and match, free of the constraints of labels such as "formal" or "casual".

In fact, the name Caracole is derived from the equestrian sport of dressage to describe a graceful half-turn executed by a horse and its rider, and we have interpreted the process as "a beautiful turn in a new direction". Whimsical design details that bring delight to those who notice them; coffee tables, cupboards and mirrors that take design cues from haute couture; thoughtful, modern features such as charging stations – it's the little details, the seamless upgrades and cohesive yet individualistic flair that make Caracole's furniture utterly unique, allowing buyers to create layered and eclectic looks for their homes. caracole.ph; dexterton.com

