

SoyLusso

Kitchen CABINET *& Closet* CATALOG

THE STORY OF SOYLUSSO BEGAN WITH A PROMISE, A FRIENDSHIP, AND A DREAM.

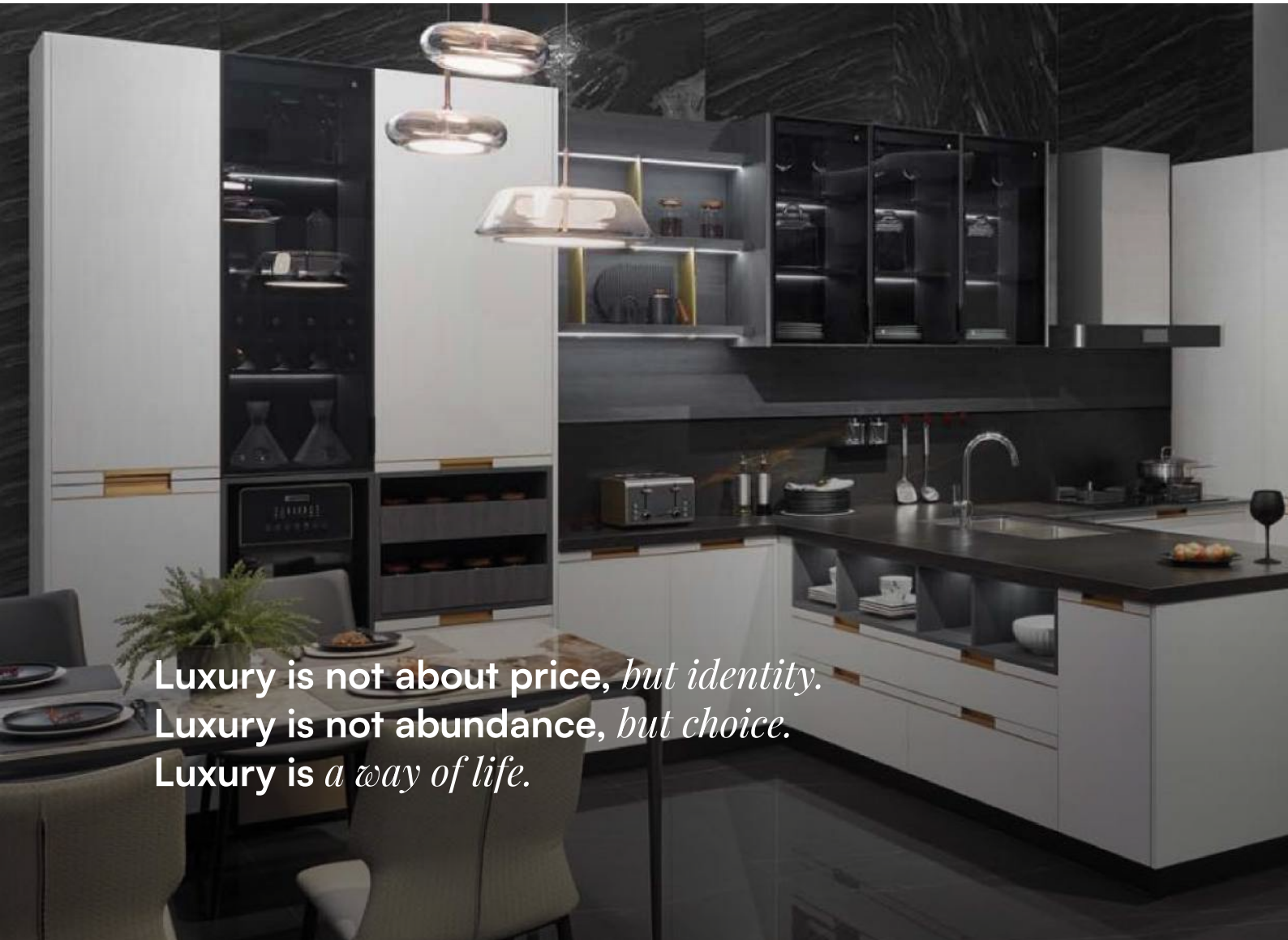
When I first embarked on my entrepreneurial journey, I sought advice from my Italian friend, Maurizio — a gentleman who once operated a high-end kitchen brand in New Zealand and who understood the true essence of home, aesthetics, and craftsmanship. As a gesture of support, he gifted me the inspiration of his former brand name. That is how **LUSSO** was born.

“Lusso” in Italian means luxury, symbolizing refinement, artistry, and a pursuit of perfection.

Yet, every brand must grow through challenges. Later, due to a naming dispute raised by the Chinese brand **LESSO**, I was forced to rethink my brand identity. Instead of compromising, I chose reinvention. I added the Spanish word SOY — meaning “I am” — before **LUSSO**.

SOYLUSSO = I AM LUXURY.
SOYLUSSO = I AM LUSSO.

This name is not the result of conflict.
It is **a declaration**.
A statement of **identity**:
Who I am is defined **by myself**.
Luxury is defined **by us**.



SOYLUSSO is more than a high-end custom kitchen brand; it is a lifestyle philosophy.

We aim to provide each home not only with meticulously crafted cabinetry but with a sense of personal luxury — a luxury that can be lived, touched, and experienced every day.

Inspired by world-class luxury brands such as **POLIFORM**, **SOYLUSSO** stands for timeless quality, modern elegance, and craftsmanship that endures beyond trends.

SOYLUSSO — creating a personal definition of luxury for those who truly understand living.









Define Your Luxury.
Live Your SOYLUSSO





Mission

To craft exquisite, enduring, and personalized kitchen cabinets that elevate everyday living and celebrate the love within every home.

Vision

Our vision is to redefine modern luxury through products that endure, spaces that inspire, and relationships built on integrity and care.

We believe that true luxury is rooted in love — the love our clients have for their homes and families, and the love we put into every detail we create.

We create:

Products that unite craftsmanship, modern aesthetics, and intelligent function — expressions of care designed to serve families for generations.

Living environments that elevate everyday comfort, honor personal identity, and become the heart of moments shared with those we love.

Human connections — with clients, suppliers, teams, and even our clients' clients — built on trust, respect, and a genuine desire for shared growth and mutual success.

SOYLUSSO exists to make luxury a meaningful part of life — beautiful, functional, lasting,and infused with love.

















BRAND VALUES

Craftsmanship Excellence

Precision engineering and refined details define every **SOYLUSSO** creation.

Luxury begins with craftsmanship that lasts.

Timeless Modern Aesthetics

Pure lines, balanced proportions, and a modern minimalist language — designs that remain elegant across time.

Personalized Luxury

Every space is unique.

SOYLUSSO delivers bespoke solutions tailored to individual lifestyles and aesthetic preferences.

Authentic Identity

I Am Luxury. I Am **SOYLUSSO**.

A commitment to originality, independence, and genuine design values.

Sustainable Responsibility

We choose materials and production methods that honor the environment and the future, without compromising beauty or durability.

Human-Centered Design

Thoughtfully crafted for daily comfort, functionality, and the way people truly live.

SOYLUSSO PHILOSOPHY

Luxury is a Way of Living

More than a visual statement — it is a daily experience shaped by comfort, harmony, and design.

Luxury as Identity

Define your own expression of luxury.
Live it through **SOYLUSSO**.

Design as Experience

Beautiful form meets intelligent function.
Design that elevates everyday life.

Quality as Commitment

From materials to craftsmanship, every element represents our promise of enduring excellence.







VENEER COLLECTION

Silky Maple | Golden Oak | Royal Teak | Walnut Essence

Product Lines

LUSSO LINE — VENEER & MELAMINE

Veneer Collection

Positioning

A premium collection designed for clients who pursue natural luxury, fine craftsmanship, and unique textures.

Material Features

- Natural wood grain with warm tactile feel
- Unique patterns — every panel is distinctive
- Premium finishing for luxury homes & hospitality projects
- Optional matte, semi-matte, and open-pore finishes
- High-end Italian style furniture-grade quality

Best For

- Luxury residential villas
- High-end hotel suites
- Custom designer homes

Melamine Lamination Collection

Positioning

A modern and performance-driven line engineered for stability, durability and cost-controlled large-scale projects.

Material Features

- High scratch resistance
- Color consistency across large projects
- Moisture-resistant, easy-care
- Excellent cost-performance ratio
- Perfect for minimalist, modern, Italian-inspired design

Best For

- Hotels
- Multifamily / Apartments
- Large residential projects
- Contractors, developers, and builders

LUSSO Line — Emotional Value

The **LUSSO Line** is where quiet elegance meets the art of living.

It speaks softly, yet its presence transforms a space.

It embodies:

- The serenity of refined beauty
- The allure of understated luxury
- Craftsmanship that feels almost poetic
- Comfort that whispers rather than declares
- A way of living shaped by grace and intention

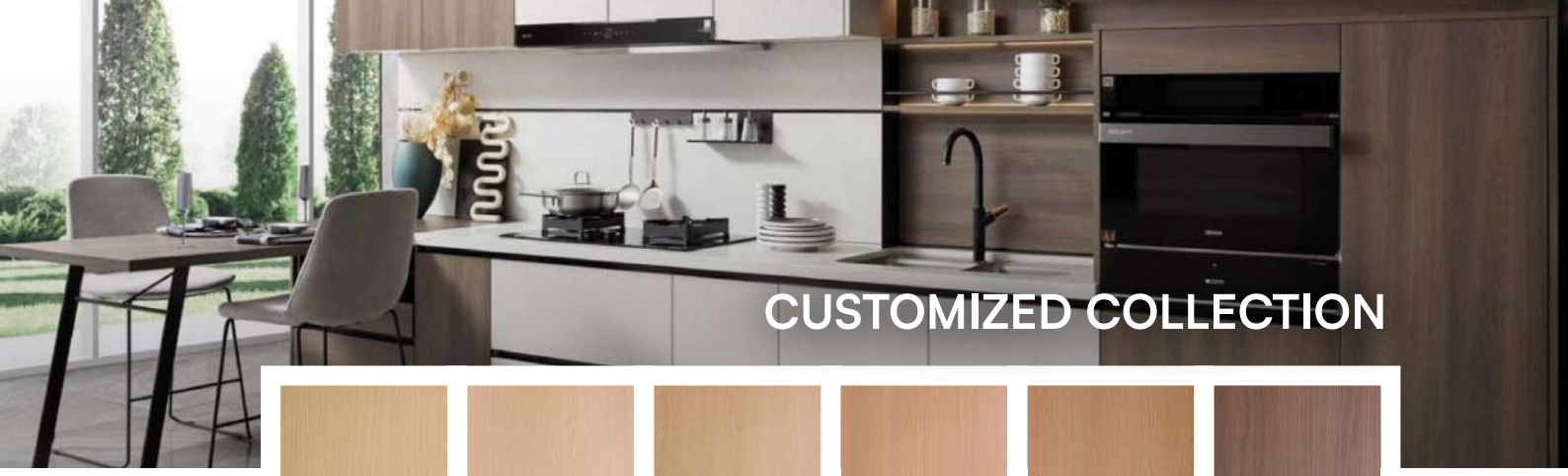




MELAMINE COLLECTION

For those who seek harmony in form and meaning, the LUSSO Line becomes

"a sanctuary of subtle luxury, crafted for the soul."



Oak Alba

Oak Whisper

Oak Terra

Livia Beech

Oak Sienna

Walnut Espresso

Product Lines

URBAN LINE — PRODUCT STRUCTURE OVERVIEW

Signature Series

Premium Textures for High-End Design Projects

Our **Customized Series** is specially developed for the European and North American market—featuring refined textures, natural tones, and modern aesthetics.

These surfaces deliver a higher level of realism and sophistication, making them ideal for luxury residences, hospitality, and designer-driven projects.

Key Advantages

• **Exclusive Texture Development.** Natural, realistic patterns with elevated color depth and premium touch.
• **Modern European Aesthetic.** Designed to align with contemporary Italian and Nordic design trends.
• **High-Performance Surface.** Superior scratch resistance, UV stability, and moisture protection.
• **Flexible Customization.** Tailored finishes for bespoke kitchens, wardrobes, bathrooms, and millwork.
• **Premium Look, Project-Friendly Cost.** Achieves high-end design without the cost of veneer or solid wood.

Customized Collection Includes:

Livia Beech, Oak Alba, Oak Sienna, Oak Terra, Oak Whisper, Walnut Espresso.

Value Series

Reliable, Cost-Efficient, and Always In-Stock

The **Regular Series** is our long-term inventory collection designed for project efficiency.

It offers stable supply, consistent quality, and highly adaptable tones—perfect for large-scale developments, multi-unit housing, wholesale, and retail programs.

Key Advantages

• **Stable Inventory & Fast Delivery.** Always available for bulk orders and tight schedules.
• **Optimized for Large Projects.** Perfect balance of durability, appearance, and cost value.
• **Project-Grade Performance.** Durable melamine surfaces engineered for daily use.
• **Versatile Color Tones**. Soft oak, walnut, and ash patterns that match most interior styles.
• **Best Value for Developers & Contractors.** Ideal for kitchens, closets, vanities, and full project packages.

Regular Collection Includes:

Amber Oak, Blonde Oak, Golden Oak Glow, Mist Oak, Natural Ash Breeze, Nordic Walnut, Walnut Mist.

Why two series?

We designed Urban Line with two categories to meet different project needs:

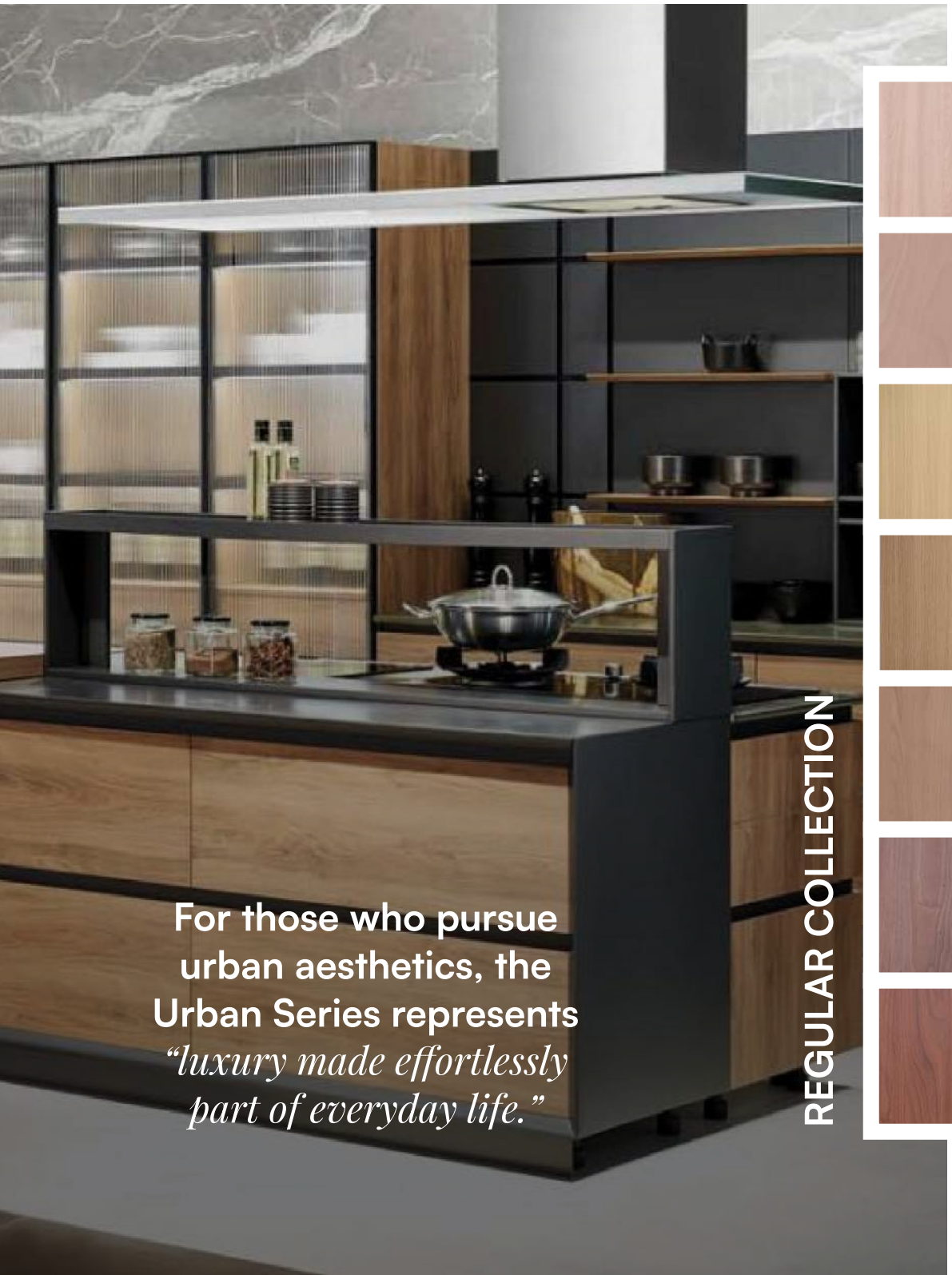
- **Signature Series.** For luxury finishes, designer-driven aesthetics, high-end hospitality, and modern European styling.
- **Value Series.** For cost-efficient, fast-delivery, high-volume project requirements with reliable quality.

Both series use project-grade materials and meet the durability standards required by developers, builders, architects, and designers worldwide.

Emotional Value

The Urban Series embodies a lifestyle:

- Independence
- Freedom
- Texture and quality
- Rhythm and order
- A love for life



For those who pursue urban aesthetics, the Urban Series represents *"luxury made effortlessly part of everyday life."*

REGULAR COLLECTION

Mist Oak

Natural Ash Breeze

Blonde Oak

Amber Oak

Golden Oak Glow

Walnut Mist

Nordic Walnut

Product Lines

ESSENTIAL LINE — AMERICAN SHAKER COLLECTION

Timeless. Elegant. Built for Modern Living.

Collection Overview

The **Essential Line** represents our classic American Shaker collection, designed specifically for the North American market.

With clean lines, timeless proportions, and universal appeal, this series blends seamlessly into modern, transitional, and traditional interiors.

It is especially ideal for:

- Single-family homes
- Townhouses
- Multi-family units
- Renovation & investment properties
- Airbnb / rental projects

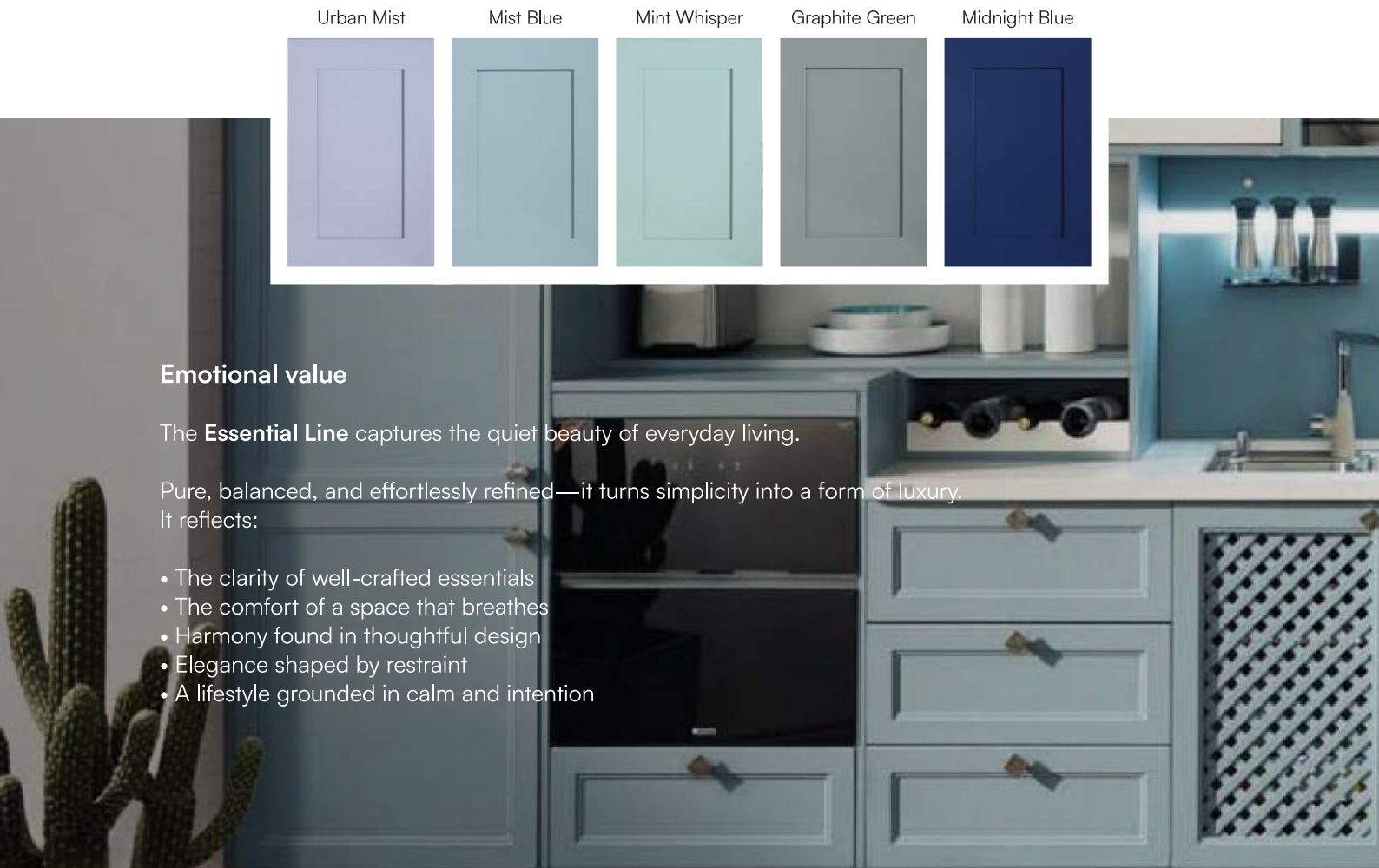
Essential Line = Timeless Aesthetic + Durable Structure + Project-Friendly Pricing

Key Features

Classic Shaker Door
- Clean, balanced frame design (2.25"—3")
- Works with modern, transitional, and traditional interiors
- America's most popular cabinet style

Durable Cabinet Construction
Material options:
- Plywood box (most popular in North America)
- MDF / HDF shaker doors
- Solid wood frame available
- Engineered anti-warp door structure

Popular Color Selection
- Pure White
- Soft White
- Dove Gray
- Navy
- Espresso
- Walnut Stain
- Charcoal



Emotional value

The **Essential Line** captures the quiet beauty of everyday living.

Pure, balanced, and effortlessly refined—it turns simplicity into a form of luxury.
It reflects:

- The clarity of well-crafted essentials
- The comfort of a space that breathes
- Harmony found in thoughtful design
- Elegance shaped by restraint
- A lifestyle grounded in calm and intention

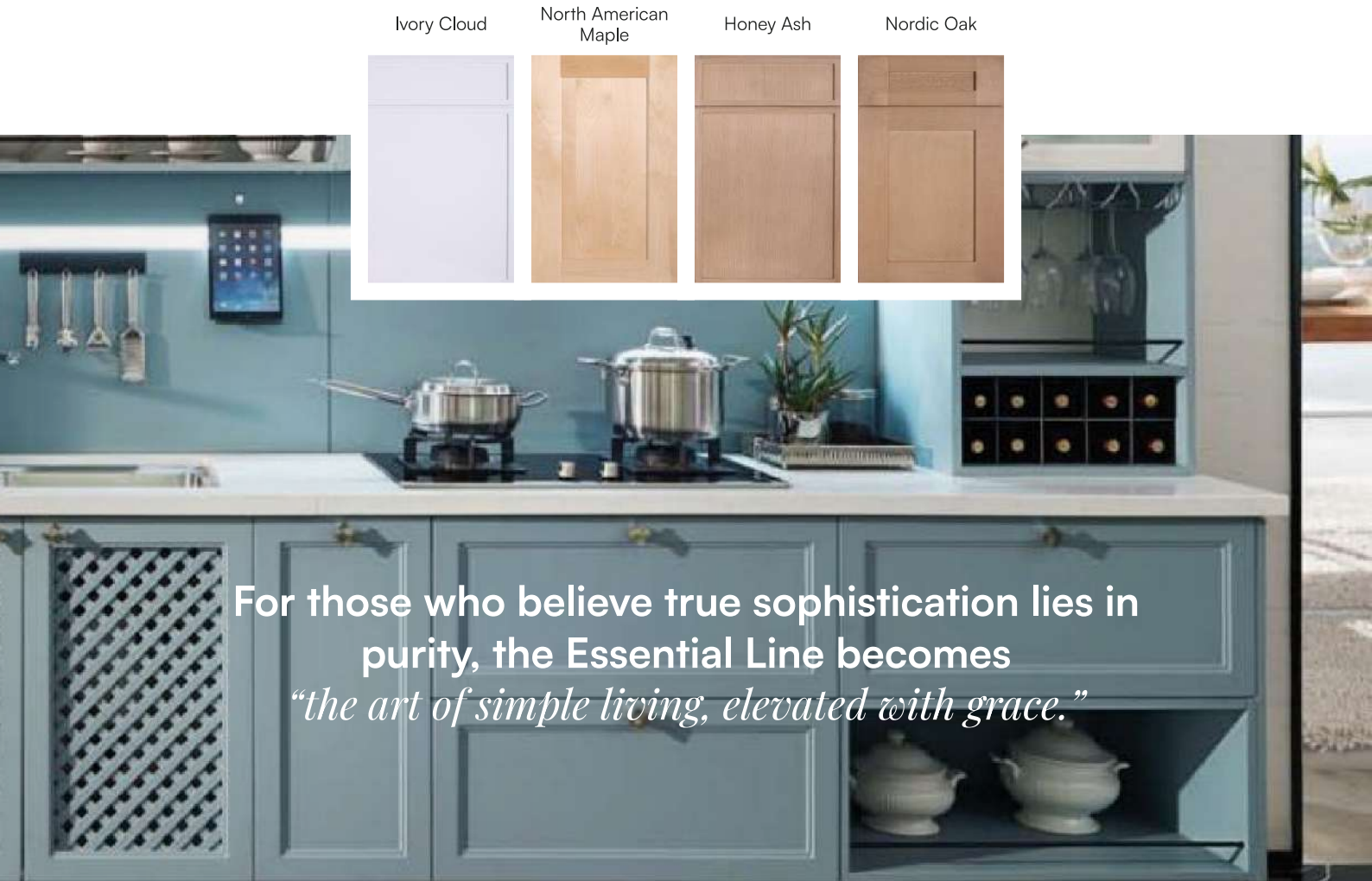
Premium Hardware
- Soft-close hinges & drawers standard
- Blum / Hettich upgrades available

Efficient Installation
- Standardized modules
- Reduced on-site labor
- Ideal for large scale projects or repeated layouts

Collection Advantages

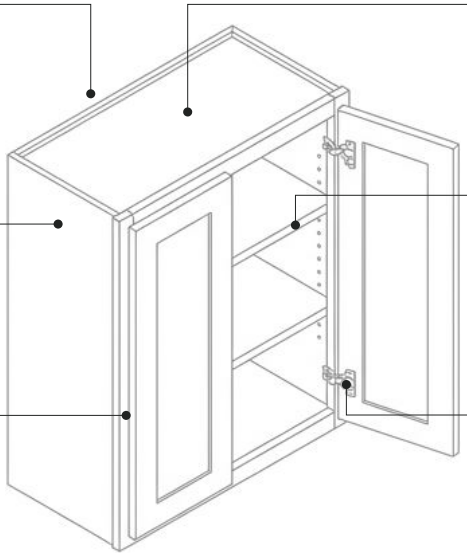
- **America's Best-Selling Cabinet Style.** Shaker design is timeless, stable, and widely accepted across all U.S. regions.
- **Perfect for Any Interior.** Complements modern, transitional, and classic design styles.
- **Strong Balance of Cost & Value.** High-quality materials with project-friendly pricing.
- **Engineered for Long-Term Use.** Stable construction ideal for rental units and high-traffic environments.
- **Highly Customizable.** Cabinet size, box material, layout, and hardware can all be tailored.
- **Smooth & Reliable Installation.** Consistent sizing and structure help reduce installation time and errors.





For those who believe true sophistication lies in purity, the Essential Line becomes
"the art of simple living, elevated with grace."

WALL CABINET FEATURES



Back

½" woodgrain laminate rabbeted into ends, glued and stapled to top and bottom with industrial grade hot melt glue.

End Panels

½" substrate with light maple wood grain interior, designated laminate exterior.

Frames

¾" thick and 1 ½" wide, kiln-dried hardwood assembled under pressure with screws. Offers maximum strenght and squareness.

Tops and Bottoms

½" substrate with light maple wood grain laminate interior and exterior.

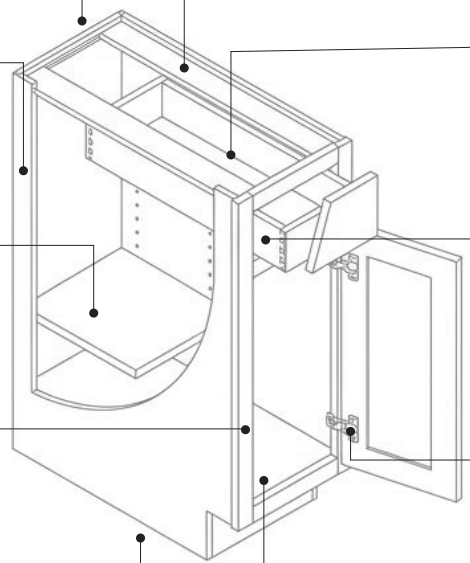
Adjustable Shelves

¾" full depth shelves, powder coated over MDF core. Attached with locking shelf clips.

Hinges

108° 6-way adjustable, self-closing concealed hinges.

BASE CABINET FEATURES



Back

½" woodgrain laminate rabbeted into ends, glued and stapled to top and bottom with industrial grade hot melt glue.

End Panels

½" substrate with light maple wood grain interior, designated laminate exterior.

Adjustable Shelves

¾" full depth shelves, powder coated over MDF core. Attached with locking shelf clips.

Frames

¾" thick and 1 ½" wide, kiln-dried hardwood assembled under pressure with screws. Offers maximum strenght and squareness.

Toe Kicks

4 ½" toe kicks with 3 ½" inset on all standard base cabinets.

Braces

Full depth braces provide I-beam stability and convenient anchor points for counter tops.

Drawer Guides

Features captive roller, (75lb) epoxy-coated stay-closed side guides.

Drawers

⅝" plywood dovetail drawers, featuring four-sided construction and captive ¼" matching laminate bottom.

Hinges

108° 6-way adjustable, self-closing concealed hinges.

Floors

Sink base floors are powder coated for extra durability.



WHY PARTNER WITH SOYLUSSO?

International Luxury Positioning — Built for High-Margin Markets

SOYLUSSO's entire product benchmarks against top Europeans luxury brands such as **POLIFORM**, **Boffi**, and **Valcucine**:

• Clear and unified modern-luxury design identity
• Precisely targeted high-end clientele
• Ideal for high-margin, premium market strategies

For partners aiming to dominate the premium segment, **SOYLUSSO** becomes your most powerful brand advantage.

Flexible Manufacturing Power & Strong Custom Capabilities

Flexible Production & Global Responsiveness

Backed by Foshan's mature supply chain:

• Highly flexible customization
• Fast global order response
• Ideal for developers and large-scale projects
• Integrated multi-category capability (cabinet bodies, doors, countertops, hardware)

SOYLUSSO is the ideal partner for dealers, contractors, designers, and developers worldwide.



Powerful design & Technical Support — Helping You Win Projects Easily

We provide complete professional support:

- Structural system diagrams
- AI / 3D renderings (delivered within 3—5 days)
- Full project execution solutions
- Design training systems

This enables partners to quickly penetrate local markets, attract high-end clients, and secure projects effortlessly.

Global Branding & Marketing Empowerment

SOYLUSSO provides full-spectrum brand support:

- Official global website
- Complete catalogs and marketing assets
- International tradeshow participation
- Market operation training
- Full social media content support
- U.S. market strategy guidance

Helping you establish strong local influence, elevate brand value, and win higher-end clients.

Mature Product System with Industry-Leading Style

A Complete, Modern, and Future-Ready Cabinetry System

- Three core kitchen cabinet series (customizable to your naming)
- Foshan's top-grade manufacturing supply chain
- Premium international hardware systems (Blum / DTC Premium)
- Proven capability in luxury residential and large-scale project execution

From aesthetic styling to engineering structure — **SOYLUSSO** is globally trusted, stable, and highly professional.



SOYLUSSO ADVANTAGES

European Modern Design

Italian minimalism + Scandinavian elegance

Project Solutions

Design, quotation, 3D rendering, packing, export, installation support

Factory Direct Supply

100% in-house manufacturing with stable quality & strong cost efficiency

Flexible Partnership

OEM / ODM / Exclusive Dealership options

Fast Delivery

6-8 week production + ocean freight cycle

U.S. Local Support

Installation training + technical support via U.S. partners



PRODUCT QUALITY & MATERIALS

• **Materials:** High-end wood-based panels featuring premium-grade MDF, high-density fiberboard, high quality plywood and high-performance multi-application particleboard. Our materials are certified by ISO-QEO, FSC, KS, and US CARB, and fully comply with EUDR requirements.

• **Door Finishes:** UV lacquer, PET, HPL, wood veneer, sintered stone.

• **Hardware:** Blum / DTC Premium.

• **QC:** Strict inspection + factory pre-assembly testing.





PARTNERSHIP MODELS

1. Builders / Developers

• Project quotation

• 2D / 3D renderings

• Dedicated project manager

• On-site or remote installation support

2. Contractors / Designers

• Samples, color boards

• Full marketing content support

• Referral or commission programs

3. Dealers / Showrooms

• Showroom sample support (up to 50% discount)

• Regional exclusivity protection



WHAT WE PROVIDE — SUPPORT SYSTEM

Design Support

CAD, 3D renderings, layout guidance

Sample Support

Door samples, color chips, display modules

Marketing Materials

Catalogs, banners, project photos, digital assets

Logistics Support

Ocean freight + customs + U.S. domestic delivery

Training & Service

Installation guidance + product knowledge training

STANDARD COOPERATION WORKFLOW

Inquiry & Floor Plan Submission → Design + Quotation (3-5 days) → Contract & Production → Delivery & Installation Support → After-Sales & Long-Term Service



JOIN SOYLUSSO

SOYLUSSO is now expanding dealership and partnership coverage across major U.S. cities.

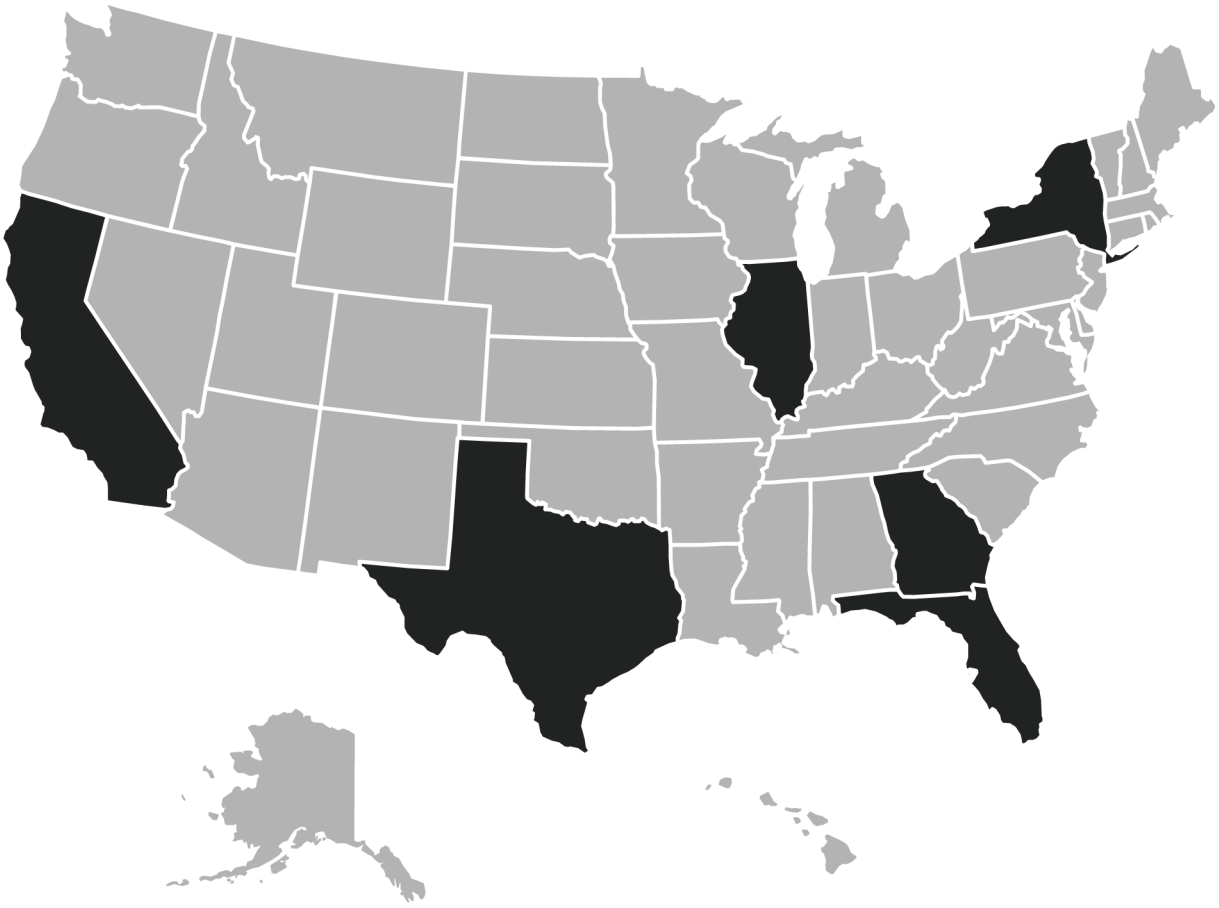
Target Regions

- Florida
- Texas
- California
- Georgia
- New York
- Illinois

Ideal Partners:

- Kitchen & Bath Showrooms
- Interior Designers & Contractors
- Builders & Developers
- Importers & Distributors

Let's bring modern European cabinetry into every American home — together.





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