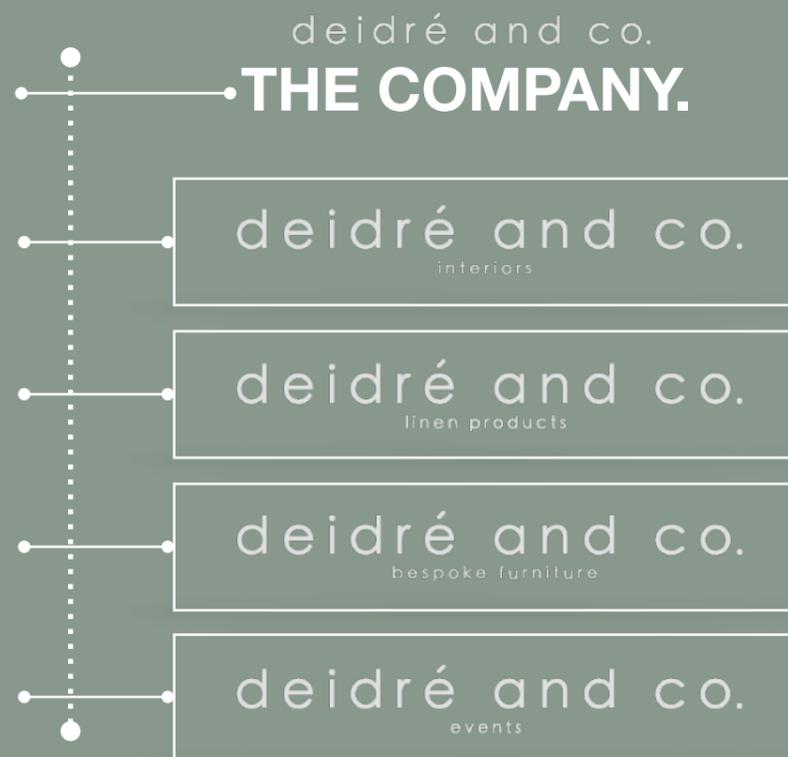


deidré and co.

OUR COMPANY PROFILE



Our group is a dynamic and innovative company with expertise in four sectors: bespoke furniture, linen clothing, interior design, and exclusive one-off events. With a background rooted in architecture, we are led by the talented duo of Deidre de Waal and Martin Bosman, along with our exceptional team. Our journey began as architects in 2003, and over the years, we have expanded our offerings to cater to the diverse needs of our clientele.

In 2007, we ventured into the realm of interior design, leveraging our architectural expertise to create stunning spaces that harmonise form and function. Our commitment to delivering exceptional designs and impeccable attention to detail quickly earned us a loyal client base, fuelling our growth.

In 2018, we embarked on an exciting new chapter by venturing into manufacturing. This expansion allowed us to create our own bespoke furniture pieces, including sofas and more. To ensure the highest quality standards and control over the manufacturing process, we established our own linen factory, specialising in upholstery production.

Navigating the challenges of 2019/2020, we adapted to the changing global landscape and launched our linen clothing line. Drawing from our architectural sensibilities and deep understanding of design processes, we crafted a clothing line that blends elegance, comfort, and exceptional craftsmanship. Today, our clothing line stands as one of the major successes of our company.

As architects at heart, we pride ourselves in our ability to bring forth the best creative solutions for our clients. Our deep understanding of design processes allows us to approach each sector with a unique perspective, ensuring that every product or service we offer reflects the utmost attention to aesthetics and functionality.

We are deeply invested in our clients' satisfaction, and our commitment to excellence extends beyond creating beautiful spaces and products. We curate and deliver exclusive one-off events, tailoring each occasion to perfection, be it a private gathering or a large-scale corporate affair. Our extensive expertise in architecture and design enables us to create immersive environments that captivate guests and leave a lasting impression.

As we continue to grow, our focus remains on expanding our reach and delivering unparalleled experiences. We consistently push boundaries, seeking new opportunities for innovation and collaboration. By embracing creativity and design excellence, we aspire to shape inspiring spaces, showcase remarkable craftsmanship, and create unforgettable experiences for our clients.

With our foundation in architecture and a talented team that shares our vision, we are poised to embark on an exciting journey of continued success, offering bespoke furniture, linen clothing, interior design services, and exclusive events that exceed expectations and ignite the imagination.

## OUR STORY

Our passion for interior design, architecture, and fashion runs deep within the core of our company. As Martin Bosman and Deidre De Waal, we started this venture in 2003, beginning with humble beginnings that were driven by a shared love for creativity and aesthetic expression.

In 2012, we took the next step by embarking on a lifelong journey together, getting married in the picturesque backdrop of the Tuscan hills in Italy.

Throughout our journey, we have had the privilege of traveling the world, immersing ourselves in various cultures, and connecting with people from all walks of life. These experiences have been a wellspring of inspiration, shaping our creative vision and propelling us to build a brand that surpasses our wildest imaginations. Drawing from the rich tapestry of diverse cultures, we have incorporated elements from different design traditions into our work. The fusion of these influences has helped us shape a unique and compelling brand identity that resonates with our clients and sets us apart.

Our passion for interior design, architecture, and fashion is evident in every project we undertake. From capturing the essence of a client's aspirations through custom-tailored interiors to curating fashion collections that blend elegance and innovation, we strive to create exceptional experiences that evoke emotion and leave a lasting impression. Our commitment to excellence extends beyond the realms of design. We are dedicated to carefully studying industry trends, seeking new techniques, and staying ahead of the curve. By continuously honing our skills and embracing innovative approaches, we ensure that our work remains at the forefront of the ever-evolving creative landscape.

However, our journey would be incomplete without the contributions of our talented team. Their unwavering dedication, diverse expertise, and shared passion for design have been essential in realising our collective vision. Together, we collaboratively bring forth remarkable creations that surpass expectations, all while staying true to our brand's unique essence.

As we look to the future, our passion for interior design, architecture, and fashion continues to drive us forward. We remain committed to pushing boundaries, exploring new frontiers, and creating transformative spaces and fashion statements that inspire and ignite the imagination.

In the end, our ultimate goal is not just to create beautiful designs but to leave a lasting impact — one that transcends trends and time, evokes emotions, and brings joy to those we have the privilege of serving.



## THE CREATIVITY

At our company, creativity lies at the heart of our manufacturing process. We have a unique ability to blend curiosity and interests with an unconventional approach, resulting in the development of innovative ideas. Our creative process thrives on continuous research and collaboration, fostering a project culture that guides everyone involved. Combining the irresistible allure of Japanese tradition with our own creativity, we have established a strong brand presence in various creative fields.

Our highly skilled teams are specialised in every stage of the creative process. From design to manufacturing, architecture to communication and photography, store interior design to any other endeavours undertaken by our company, we have experts who are dedicated to excellence and bringing ideas to fruition. We believe that the synergy created among our diverse talents enables us to create exceptional outcomes for our clients.



deidré and co.

## RAW MATERIALS AND PRODUCTION

At Deidre and Co, we understand the critical role that raw materials play in determining the quality of our products. We place immense importance on sourcing the finest raw materials, as they form the essential foundation of our commitment to excellence. Our meticulous selection process involves partnering with top-quality suppliers who share our passion for delivering exceptional standards.

To maintain absolute control over the manufacturing process and ensure unparalleled quality, the group has established its own manufacturing facilities for a majority of our final products. With an emphasis on attention to detail and craftsmanship, our dedicated manufacturing teams work tirelessly to bring our vision to life.

Within our manufacturing operations, we maintain a specialised team for producing interior furniture and our clothing line.

These highly skilled professionals possess extensive expertise in their respective domains and are well-versed in the intricacies of their craft. They bring together a harmonious blend of traditional techniques and innovative approaches to create products that embody both beauty and functionality.

By having an in-house manufacturing team, we are able to closely monitor every aspect of the production process. From the initial stages of material selection to the final stages of product finishing, we maintain rigorous quality control procedures, ensuring that each item meets our stringent standards.

Through our investment in manufacturing capabilities, we have achieved greater flexibility and agility in meeting customer demands. This allows us to offer bespoke solutions tailored to our clients' unique requirements and ensures that every product bearing the Deidre and Co name reflects our unwavering commitment to excellence.

Furthermore, as part of our continuous improvement efforts, we actively explore sustainable sourcing practices and environmentally friendly manufacturing techniques. By doing so, we aim to not only deliver outstanding products but also contribute positively to the broader ecosystem and minimise our environmental footprint.

At Deidre and Co, our dedication to quality, craftsmanship, and innovation is exemplified through our investment in manufacturing capabilities. We take pride in our small but highly skilled manufacturing team, who are integral to our success in delivering exceptional interior furniture and clothing. Their unwavering commitment to excellence ensures that each product leaving our facilities reflects the essence of our brand – impeccable quality, timeless design, and unparalleled satisfaction for our customers.



# SUSTAINABILITY AND SLOW FASHION

At our company, we are deeply committed to the principles of slow fashion and sustainability. We prioritise the use of eco-friendly materials, such as reclaimed wood and 100% flax linen, in our products. By utilising reclaimed wood, we contribute to the reduction of deforestation and promote the preservation of our natural resources. Each piece of reclaimed wood is carefully selected and repurposed, ensuring that our furniture carries a unique story and a sense of authenticity. Similarly, our clothing and furniture range showcases timeless designs that transcend passing trends. We believe in creating pieces that have enduring appeal, allowing our customers to build a wardrobe and a home collection that stands the test of time. Furthermore, we manufacture our products in small batches to avoid overproduction and reduce waste. By adopting this approach, we can closely manage production and maintain a high level of quality control. Our commitment to slow fashion and sustainability drives us to create thoughtfully crafted items that not only enhance personal style but also promote an environmentally conscious lifestyle.



## SOCIAL RESPONSIBILITY

As a furniture and clothing factory, we place great importance on social responsibility. We are committed to adhering to sustainable and ethical practices throughout our operations. Our first step towards social responsibility is ensuring that all our raw materials are sourced from reputable and registered factories. This not only promotes our policy of slow fashion and sustainability but also guarantees that our supply chain upholds the highest standards.

Additionally, we prioritise responsible waste management. Through our recycling programs, we repurpose timber shavings for farming purposes, providing valuable resources for agriculture. Our flax linen waste is transformed into compost, contributing to the fertility of crop farming. To further minimise waste, larger pieces of timber that are not suitable for production are donated to those in need, allowing them to create their own furniture or engage in other beneficial projects.

We are proud of our progress in waste reduction and recycling, having achieved an 80% recycling rate. However, we are committed to continuous improvement. Our goal is to achieve 100% recycling practices by the end of 2024. This ambitious target underscores our unwavering commitment to minimising our environmental impact and promoting sustainability in every aspect of our operations.

By promoting responsible sourcing, waste management, and ongoing initiatives geared towards achieving our recycling goals,



## OUR DISTRIBUTION

Our distribution capabilities are designed to ensure that our clothing line reach customers all over the world. With our factory based in Swakopmund, Namibia, we have the infrastructure in place to ship our items to various destinations, no matter how far they may be. To further enhance efficiency and reduce turnaround time, we are busy partnering with a distribution agency in Europe. This collaboration helps us expedite deliveries and provide a seamless experience for our customers in Europe and surrounding regions.

Recognising the significant demand we have from our South African clientele, we are also exploring the possibility of opening a brick and mortar shop in South Africa. This physical presence will not only offer an additional touchpoint for customers to engage with our products directly but will also streamline distribution within the country. By establishing a local presence, we aim to strengthen our relationship with our South African customers and serve them more efficiently.

Our commitment to providing exceptional products goes hand in hand with our dedication to ensuring a smooth and reliable distribution process. Whether it's shipping worldwide, partnering with distribution agencies, or considering physical stores in strategic locations, we are constantly striving to enhance our distribution capabilities and meet the evolving needs of our diverse customer base.



# OUR LOCATIONS

## HEAD-OFFICE

44 NATHANIEL MAXUILILI STREET, SWAKOPMUND, NAMIBIA

## FURNITURE FACTORY

9 PHILIP STREET, SWAKOPMUND, NAMIBIA

## CLOTHING FACTORY

44 NATHANIEL MAXUILILI STREET, SWAKOPMUND, NAMIBIA

## RETAIL SHOP

44 NATHANIEL MAXUILILI STREET, SWAKOPMUND, NAMIBIA



# OUR RETAIL PRODUCTS

deidré and co.  
linen products

In our range of more than 40 items we don't have seasons, it is all year round linen season.

We take pride and had a lot of fun creating our line of clothing, and we are adding new items all the time.

We believe in simple lines and comfortable fits.

We believe that true elegance lies in quality, sustainability, and the longevity of our products.

By embracing slow fashion, we aim to counteract the culture of disposable fashion by creating garments that stand the test of time.

We are committed to showcasing the beauty and versatility of linen, a natural and eco-friendly fabric known for its exceptional breathability and durability.

Our designs capture the essence of simplicity, elegance, and comfort, allowing our customers to feel confident and effortlessly stylish in every season.

All garments are manufactured in Namibia using stone washed European 100% linen fabric.



# OUR RETAIL PRODUCTS

deidré and co.  
bespoke furniture

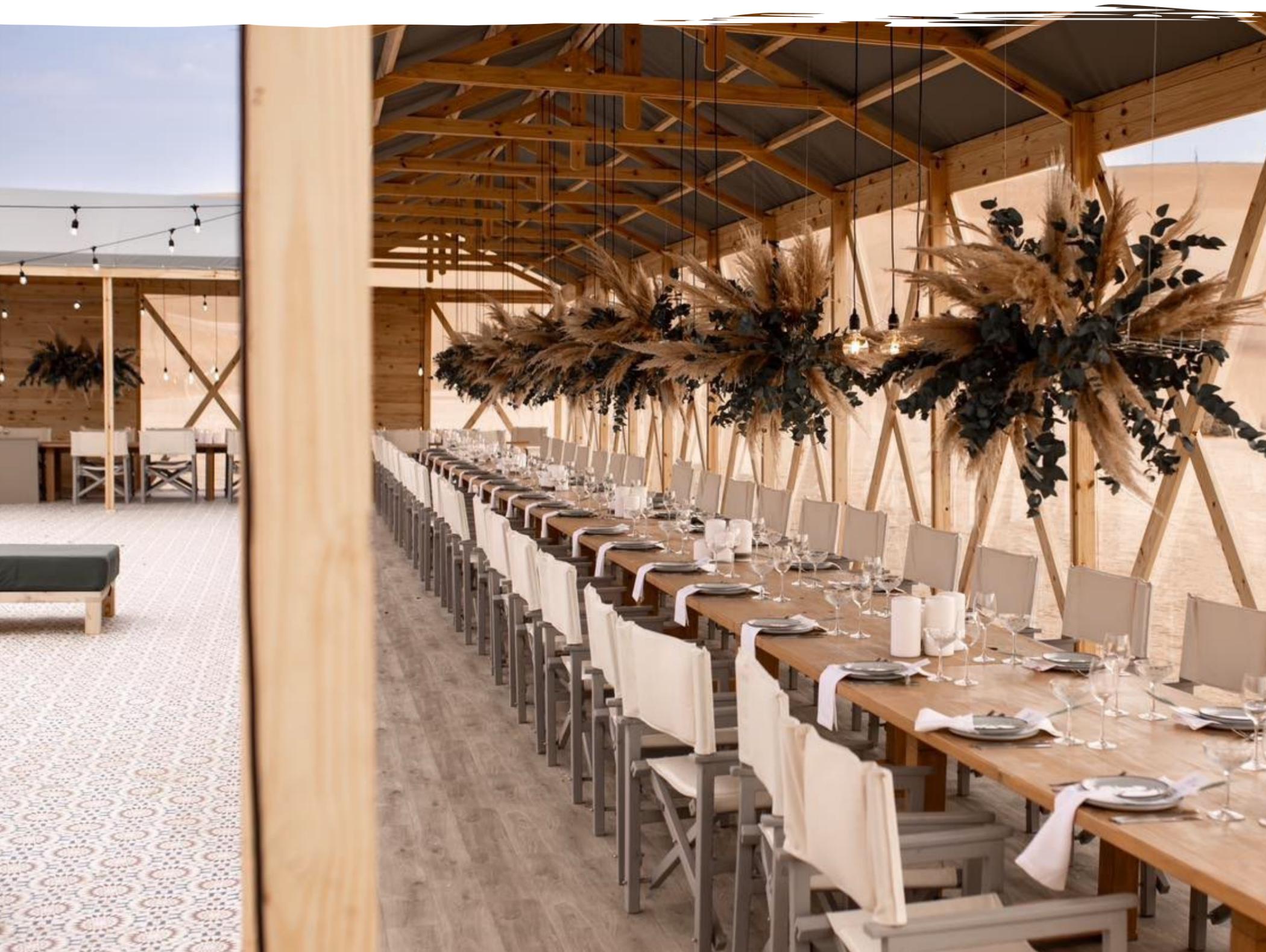
Bespoke furniture made from reclaimed oak that is imported from Europe and manufactured in Namibia offers a unique and eco-friendly option for those seeking distinctive home decor. The use of reclaimed oak ensures that each piece carries a rich history and character, adding a sense of authenticity to your living space. By sourcing the wood from Europe and manufacturing in Namibia, not only does this endeavour support sustainable practices, but it also brings together the craftsmanship of two continents. The furniture created is a testament to the skilled artisans in Namibia who bring the oak to life, transforming it into beautiful and one-of-a-kind pieces that seamlessly blend European elegance with African artistry. Whether it's a custom dining table, a statement bookshelf, or a handcrafted bed frame, the bespoke furniture made from reclaimed oak in Namibia is sure to become a cherished heirloom in any home.



# BESPOKE EVENTS

deidré and co.  
events

Deidre & Co Events specialises in designing bespoke and one-off events under the mesmerising African stars in the Namib Desert. Whether it is a corporate gathering, a wedding celebration, or any special occasion, we bring an extraordinary touch to create unforgettable moments. With our unparalleled expertise and attention to detail, Deidre & Co Events craft tailor-made experiences that reflect the unique desires and visions of our clients. Imagine exchanging vows in a breathtaking desert landscape, surrounded by the vastness of the Namib Desert and the sparkling African skies. Our team of skilled professionals ensure that every aspect, from exquisite decor to seamless logistics, is meticulously executed to create an event that surpasses all expectations. Deidre & Co Events offers an unparalleled opportunity to embrace the natural beauty of Namibia while indulging in the magic of a bespoke event.



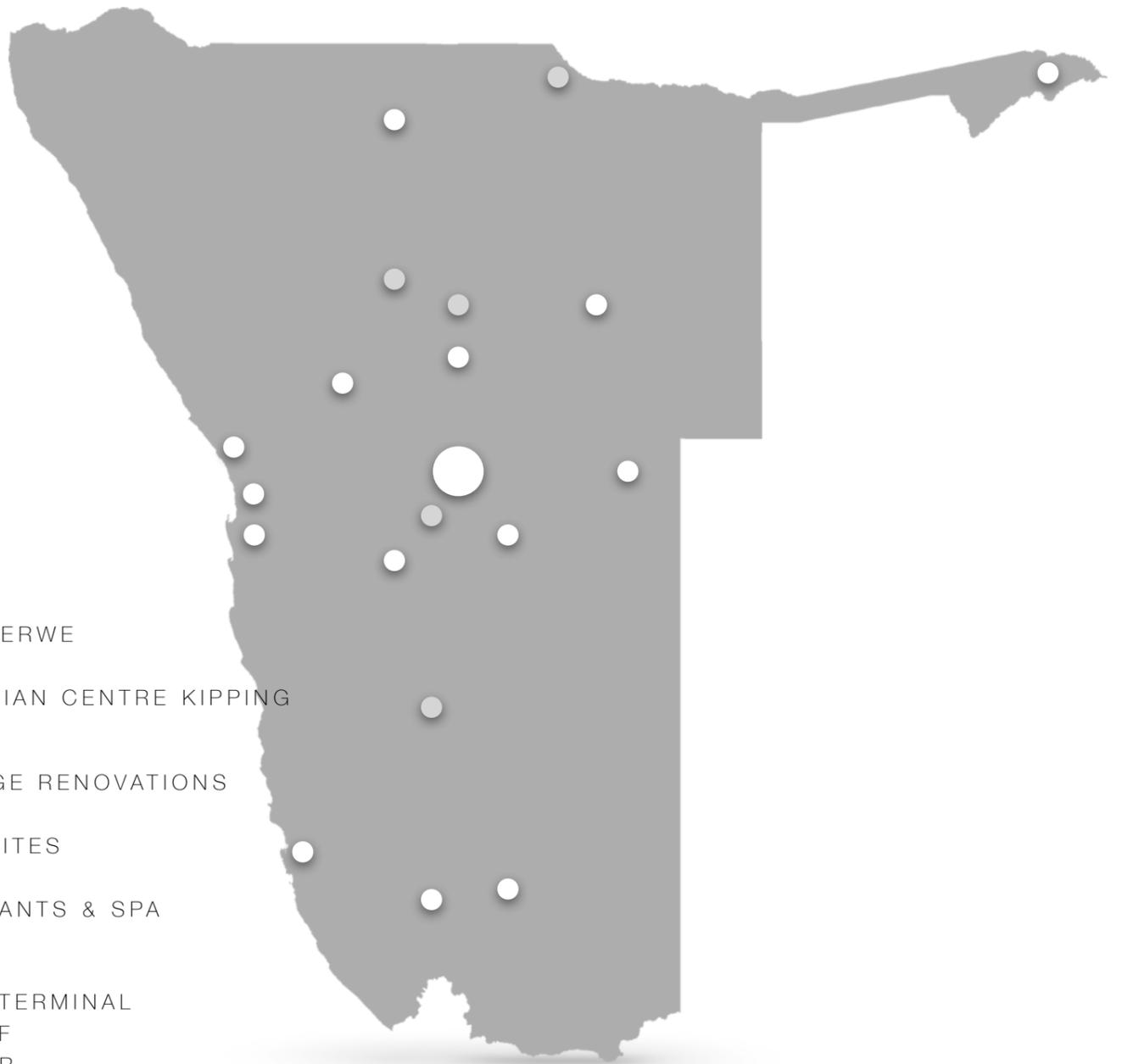
# OUR ARCHITECTURAL AND INTERIOR DESIGN SERVICES

deidré de waal

architect  
since 2003

## SOME OF OUR PROJECTS

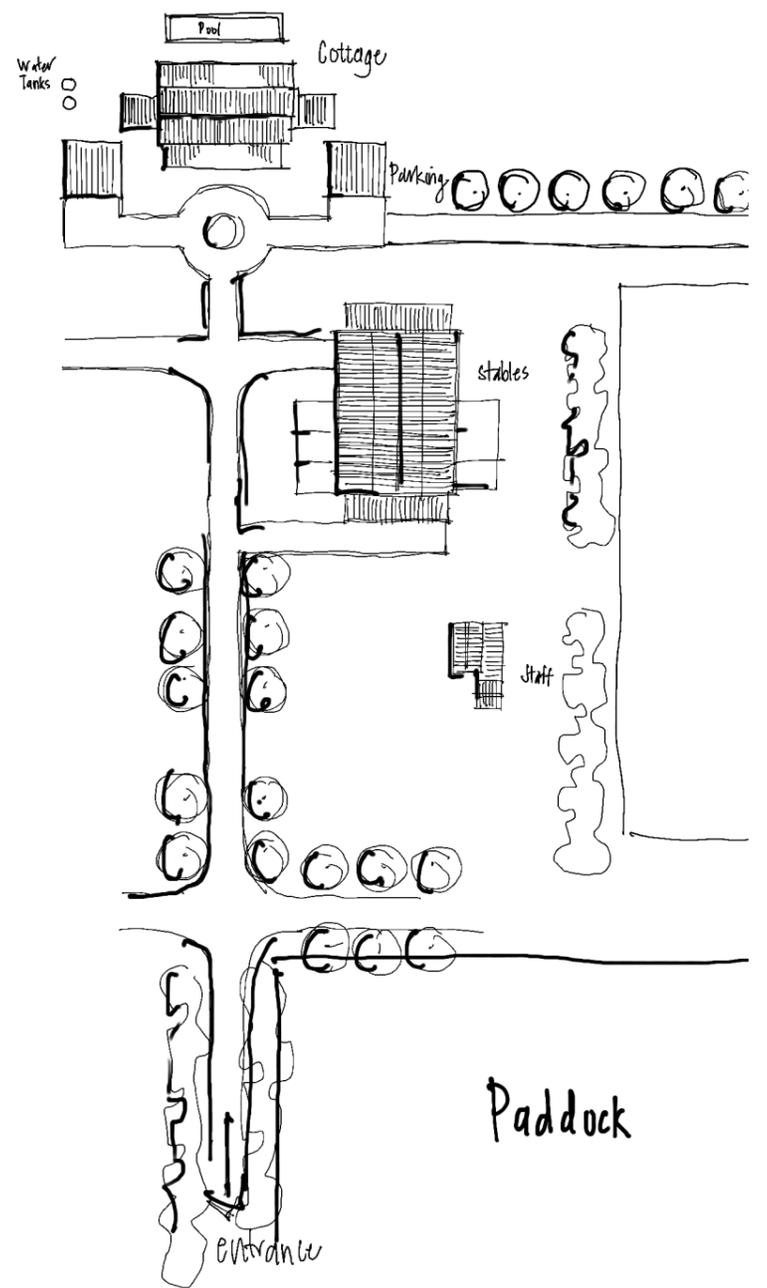
- ◆ HOUSE SKINNER
- ◆ HOUSE GENIS
- ◆ HOUSE MOUTON
- ◆ HOUSE MOSTERT
- ◆ HOUSE COLEMAN
- ◆ HOUSE GALLOWAY
- ◆ HOUSE NUJOMA
- ◆ HOUSE PRINSLOO
- ◆ HOUSE FREDERICKS
- ◆ HOUSE DOS RAMOS
- ◆ HOUSE BOTHA
- ◆ HOUSE AHRENS
- ◆ HOUSE MARTIN
- ◆ HOUSE DOS SANTOS
- ◆ HOUSE VAN WYK
- ◆ HOUSE BLAAUW
- ◆ HOUSE PASCHKE
- ◆ HOUSE SIEVERS
  
- ◆ FARMHOUSE GRAHAM
- ◆ FARMHOUSE VAN DER MERWE
- ◆ FARMHOUSE SKINNER
- ◆ FARMHOUSE & EQUESTRIAN CENTRE KIPPING
  
- ◆ EMANYA LODGE
- ◆ OTJIWA MOUNTAIN LODGE RENOVATIONS
- ◆ AFRICA SAFARI LODGE
- ◆ PLOVER FARMHOUSE SUITES
- ◆ AM WEINBERG HOTEL
- ◆ AM WEINBERG RESTAURANTS & SPA
  
- ◆ DIAZ FISHING
- ◆ ORANJEMUND AIRPORT TERMINAL
- ◆ VAN DER MERWE GREEFF
- ◆ KATIMA CONTROL TOWER
- ◆ BPI HOUSE
- ◆ TOTAL HQ
- ◆ ONGWEDIVA SPAR
- ◆ OSHAKATI MALL & CENTRE
- ◆ AM WEINBERG OFFICES & CONFERENCE
  
- ◆ AM WEINBERG ESTATE
- ◆ TENBERGEN VILLAGE & HOTEL
- ◆ IMANDRA DEVELOPMENT
- ◆ ST. MICHAEL'S DEVELOPMENT
- ◆ HANNORA DEVELOPMENT
- ◆ LE MONT DEVELOPMENT
- ◆ AVIS LOFTS DEVELOPMENT
- ◆ LEMON TREE DEVELOPMENT
- ◆ PUTEOLI DEVELOPMENT



- 250 + RESIDENTIAL HOUSES
- 1100 + TOWNHOUSES
- 20+ LARGE COMMERCIAL PROJECTS
- 2 LARGE SCALE MIXED USED DEVELOPMENTS
- 11 HOTELS & LODGES
- 30+ INTERIOR PROJECTS
- 3 LANDSCAPE PROJECTS

# 30 YEARS EXPERIENCE

deidré de waal  
architect  
since 2003



deidré and co.  
GROUP OF COMPANIES

deidré de waal  
architect  
since 2003

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