### A unique experience.

Beyond Standards: Architectural Pieces Transforming the Idea of Furniture into a Playground for Expressing Your Individuality.





reddot award winner furniture design



marie claire

madame



- 1 7 Headline & Brand identity
- 8 13 About The Brand.
- 14 21 CRYSTAL collection
- 22-27 NYTE collection
- 28-29 TWIN collection
- 30-35 OPTIC collection
- 36-37 ELLE & LUI collection
- 38-39 Sustainability
- 40-41 Personalization
- 42-43 Conception & Fabrication
- 44-45 Contact



#### A Bold Step Towards Redefining Modern Furniture Design.

Enter the world of FID Paris, a French contemporary furniture brand embracing a new era in design. Explore our combinable and customisable collections, featuring architectural pieces that transform your furniture into an expression of your unique character. At FID Paris, we reinvent design norms with pieces that adapt to diverse spaces and stand out as impactful, timeless, and sustainable works of art.





Designed to bring joy and uniqueness to your interior.





### The Evolution of a Visionary

Sahar Famouri, founder of FID Paris, embodies a bold vision and a passion for the art of living. Her journey is a story of determination, passion, and an incessant quest for excellence. An industrial designer born in Tehran and living in Paris, she turns her dual culture into a true asset. A lifelong enthusiast of design, objects, colors, and creation, she boasts over 15 years of experience in various design fields: from art direction to furniture design, scenography, and interior architecture. Sahar Famouri thus carves her path between creation and entrepreneurship.

By establishing her own furniture brand in 2020, Sahar Famouri challenges us to envision our living spaces in an entirely new way. Her pieces are not mere furniture; they are architectural statements prompting us to reconsider the role of furniture in our lives.



**Sahar FAMOURI** CEO and Designer

### Inspiration & Philosophy

For Sahar Famouri, every experience is a source of inspiration for her creations. Architecture, art, and nature all contribute to a dialogue between aesthetics and functionality. At the heart of FID Paris's philosophy lies a commitment to innovation, quality, and respect for craftsmanship. It is an invitation to rethink space and reimagine daily life through the lens of contemporary design.





In the world of furniture design, Sahar Famouri's creations stand out as a true visionary, inviting us to become creators of our own unique spaces. FID's collections transform the idea of furniture into a playground for imagination, with each piece becoming a signature of individuality and innovative design.

#### A Brand, A Signature .

sahar Famouri's creations defy the limits of conventional furniture, exploring new shapes, and functionalities. Her unconventional visionary furniture challenges our preconceived ideas about what furniture can be.





Between contemporary minimalism and subtle luxury, each piece is meticulously designed to allow you to tell your story. More than just a furniture brand, FID Paris is an artistic statement that transcends conventions and breaks free from trendimposed boundaries. The collections combine, blend, build, personalise, assemble, and disassemble according to emotions and spaces.



CRYSTAL Home Edition CRYSTAL Grand pouf Table ELLE & LUI OPTIC shelves

# Re-invent & re-imagine your space.



#### CRYSTAL SEATING COLLECTION

At the heart of the FID Paris universe lies the emblematic "Crystal" collection. This range of seating, non-conformist, imposes its credo "Beyond Standard." A collection that aims to be bold, disrupts norms, breaks free from conventions, and brings a breeze of audacity and freedom into our interiors without compromising on comfort. It offers everyone the possibility to create their own universe, combining shapes, materials, and colors to suit different moments of life.



# Awesomely combinable and customizable.











## The iconic **CRYSTAL** collection





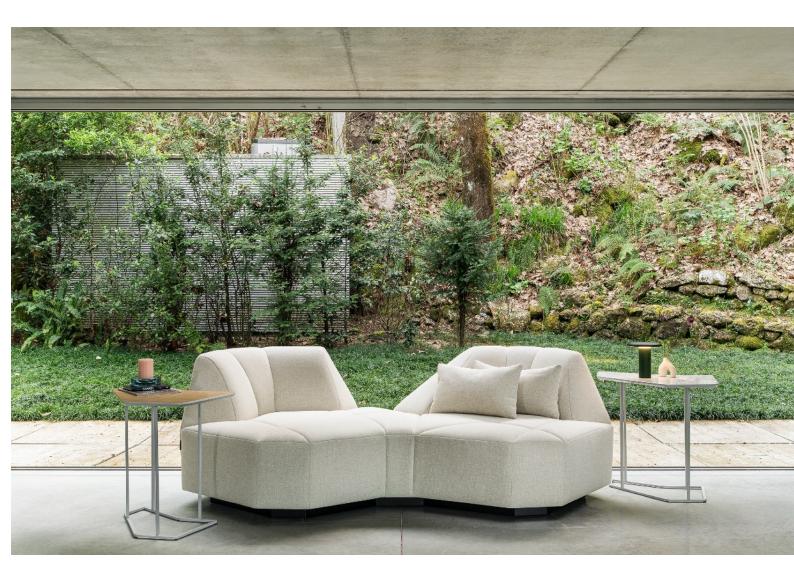
### A Bold statement collection.



Original and masterful, The depth of the sofa and the cut-out of the backrest are another distinctive element since this allows everyone to adapt the position they like;

### Designed to last, made for change.

Enjoy the comfort with sublimated elegance!



CRYSTAL HOME EDITION



A unique sophisticated sofa : the wide seat and angular back-rest suggest a welcoming and cozy seat for resting. its ingenious design offers great modularity , the CRYSTAL sofa can simply combine with the lounge and the poufs .



## The iconic NYTE collection



NYTE HIGH





Blend your work space seamlessly into your home



NYTE is a set of freestanding shelves and storage units. This timeless collection combines elegance with simplicity. Each unit is independent but can also be combined into sets of two or three. Additionally, it can be personalised in the RAL color of your choice.



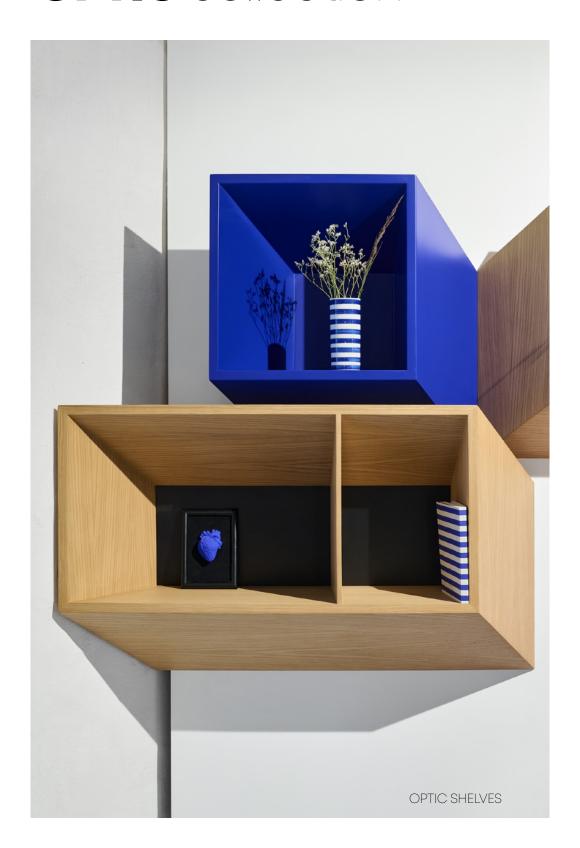
A graceful and innovative high table, TWIN, as its name suggests, offers dual serving surfaces, allowing for storage of books or objects on the lower level as well as the tabletop. Its fine lines and sophisticated style create an elegant yet highly functional piece.





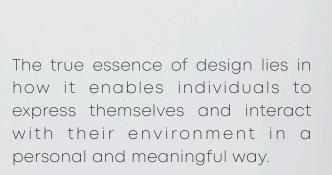


## The iconic OPTIC collection











# A sleek design that transforms the concept of a simple shelf.

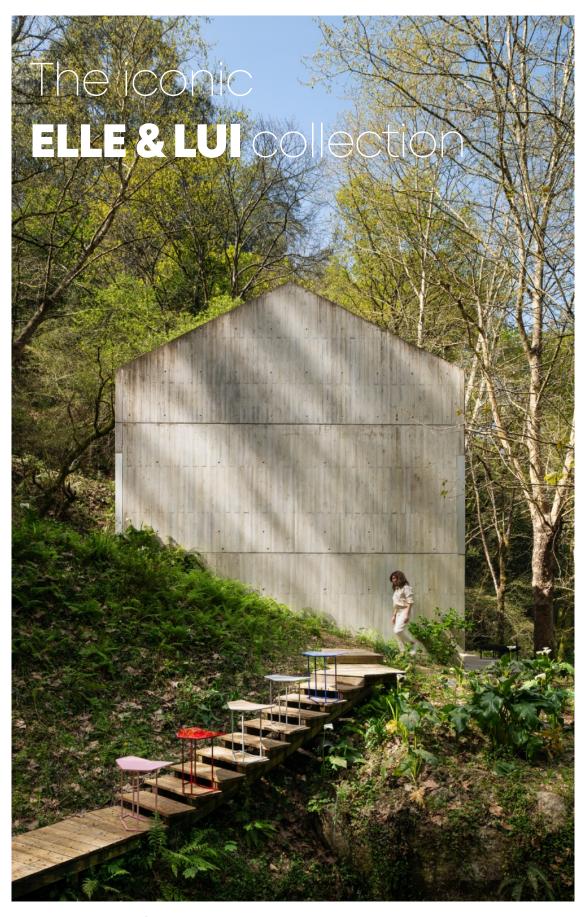


**OPTIC SHELVES** 



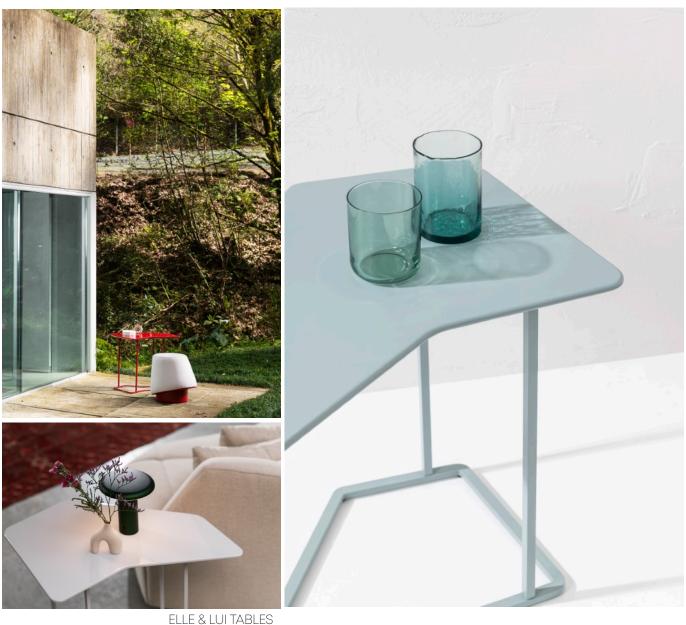
OPTIC wall shelves
ELLE & LUI side tables
CRYSTAL Home Edition





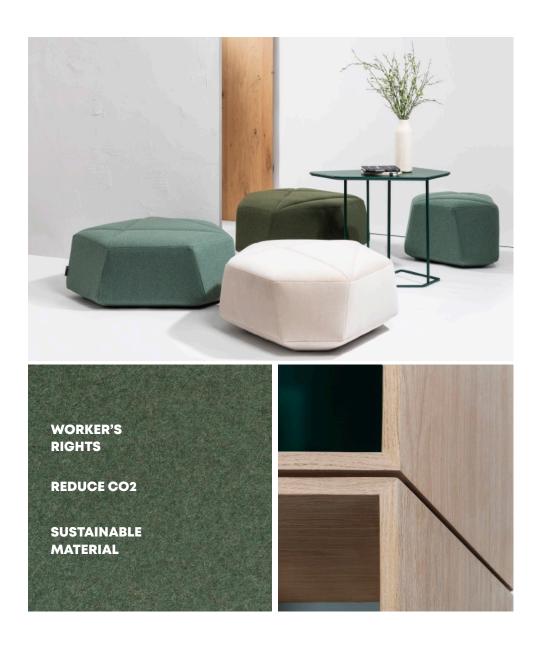
The table that fits in every corner.

#### Adaptability, functionality and versatility.



### Sustainability.

Sahar Famouri incorporates eco-responsibility into her creative process, which goes far beyond the choice of materials and impacts her entire ecosystem with 100% European manufacturing. She edits and produces her furniture with the aim of making design accessible and improving quality of life.



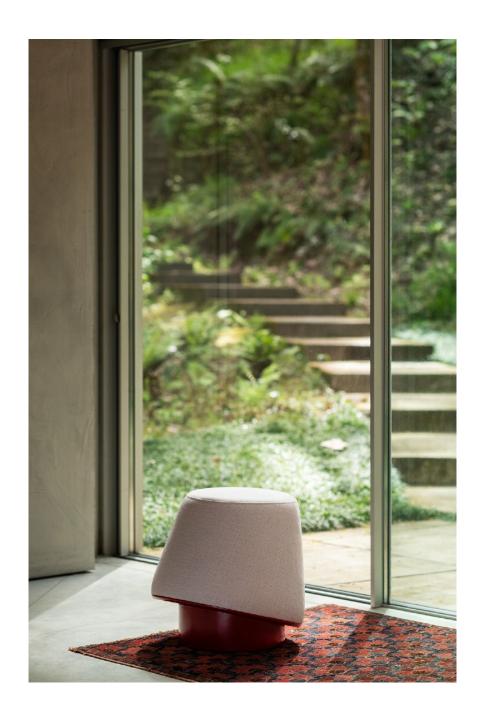
The iconic creations of FID often incorporate organic shapes and textures from nature. Its use of sustainable materials and environmentally-friendly manufacturing methods aligns its work with the growing demand for environmentally-respectful design.

FID's commitment to sustainability further underscores its visionary approach to furniture, creating pieces that not only inspire but also contribute to a more harmonious relationship between humans and the environment.



#### **Personalization.**

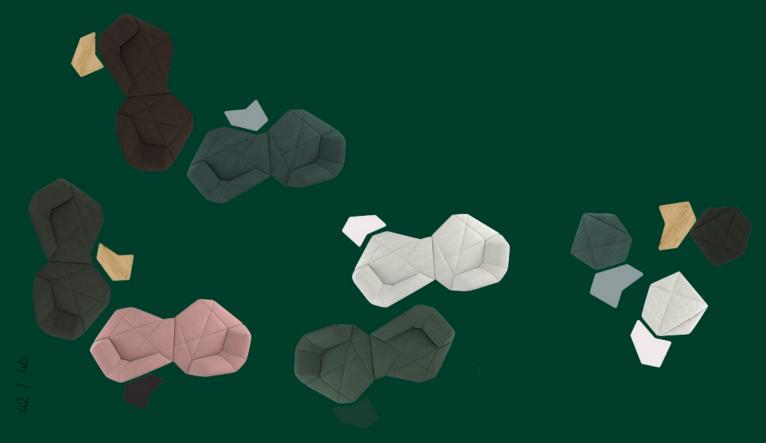
Choose from a wide range of upholstery colours and cherished finishes—whether you prefer neutral, bold and vibrant tones, or subtle pastels, FID's extensive palette ensures your furniture complements your unique taste.



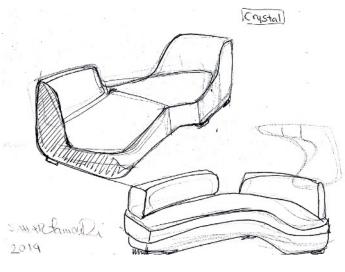


#### Conception.

FID's identity revolves around a dynamic design approach, considering the entire lifecycle of a product, from its creation to adaptation within customers' homes.











#### Fabrication.

The quality of craftsmanship and environmental respect remain one of FID main objectives. FID Paris promotes European manufacturing, and its strength and influence also stem from its alliance with passionate manufacturers and artisans who share the brand's goal: to design and produce harmonious, user-friendly, and sustainable furniture to enhance the quality of life.

















www.fid-paris.com sahar-famouri@fid-paris.com +33 6 58 14 72 57

@fidparis