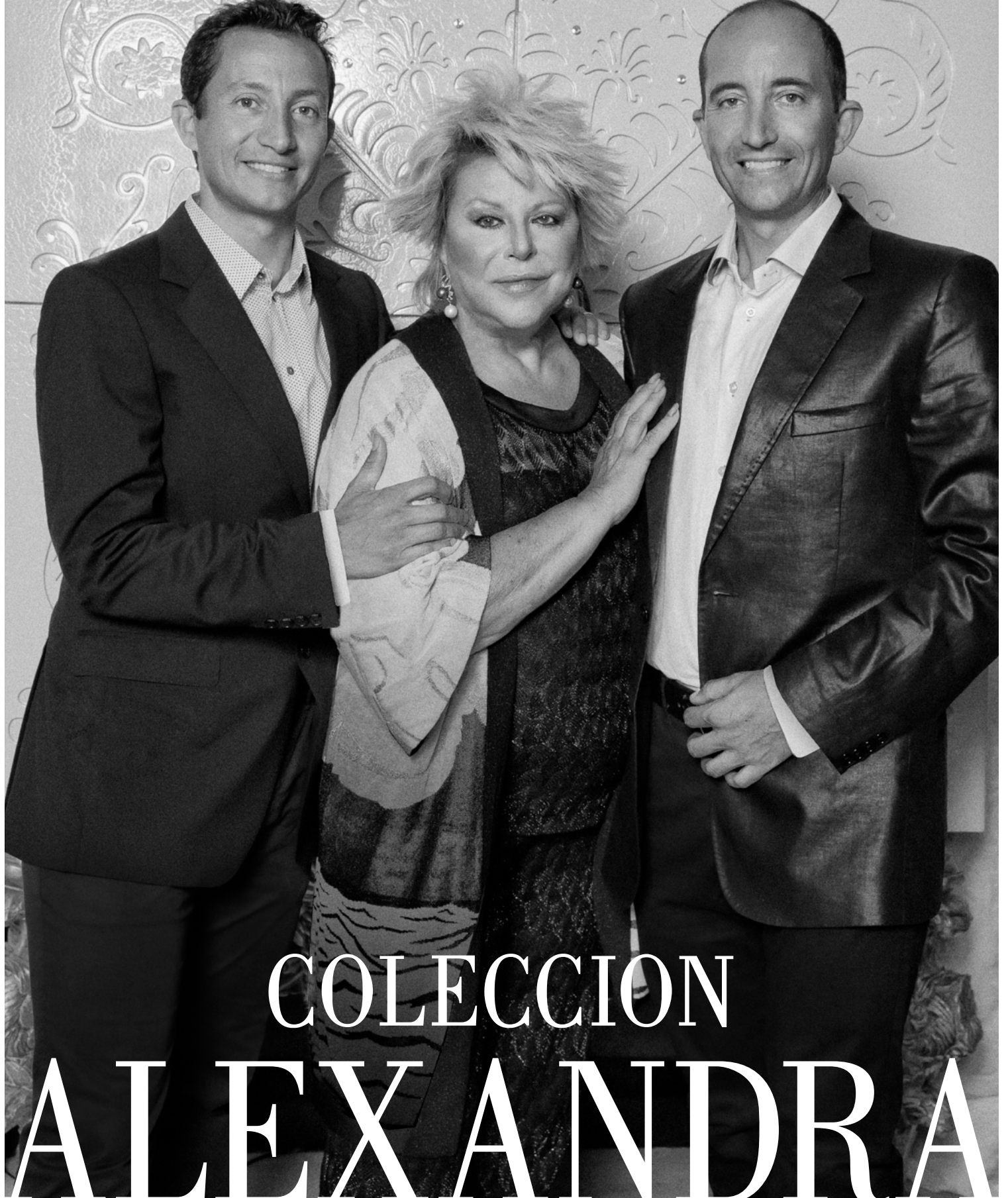


20 YEARS



COLECCION ALEXANDRA

family, prestige & creativity



20 YEARS COLECCION ALEXANDRA

UNIQUE PIECES SINCE 1994

SPAIN
AUSTRIA
AZERBAIJAN
BULGARY
CAMEROON
CHINA
ENGLAND
FRANCE
GABON
GERMANY
GREECE
INDIA
IRELAND
ISRAEL
ITALY
KAZAKHSTAN
MONGOLIA
POLAND
QATAR
ROMANIA
RUSSIA
SAUDI ARABIA
SWITZERLAND
U.A.E.
UKRAINE
U.S.A.



TRADUCTOR FERMÍN SÁNCHEZ

DIR. ARTE GASPÁR DOMÉNECH & PACO ALARCOÓN

REALIZACIÓN JUAN ROBLES

DIRECCIÓN & FOTOGRAFÍA JUAN CARLOS VEGA



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Maria Jose GUINOT

ALEXANDRA'S SOUL

Maria Jose, well known for her good taste and creative decoration

THE LADY OF INTERIORS STYLE

This woman who has an exceptional intelligence, is Colección Alexandra's ALMA MATER.

We can think of **Maria Jose** as THE LADY OF INTERIORS DESIGN. **Lover** and **admired** by everyone as she represents the soul of ALEXANDRA, the best embassador of the company.

Maria Jose is an artist, graduated in FINE ARTS, in **1975** opened her first furniture shop after many years of hard work and passion for decoration with the help of her sons, Alexandra is now a well reputed company worldwide.



Personality

Always inspired by the Mediterranean Sea as a background, she has always had a powerful need of creating beautiful things.



LifeStyle

Maria José embodies herself as what her clients expect from a "style guru", that is good taste in her lifestyle and personality but also naturalness with a mix of hospitality and refinement.

Inspiration





By looking at Alexandra's work we can tell Ginot family's touch and talent is in every small detail. "Alexandrisimo" is present in every aspect of their designs.



Artist



Family is one of the main pillars in Maria Jose's life and hers. She appreciates the values inherited from her parents and what she now sees in her sons who continue with her legacy since they took over not long ago.



Family



MARIA JOSE is a well known ambassador for the "MADE IN SPAIN" brand.



Awards



President

She has an excellent relationship with remarkable personalities and institutions and she has been awarded with both national and international recognition.



Maria Jose has not just been focused on her company as she has also made a big effort in promoting and improving the brand "España". From 2010 to 2013 She was the president of El Mueble Valenciano.



It is fair to say that her biggest PRIDE is her SONS, who are now in charge of the company. They share the same ideas and beliefs which has been crucial in order to make the COLECCION ALEXANDRA a continuously growing project.



Maria Jose Guinot has always been a driven and realistic dreamer. Her dreams and ideals have led her to have built one of the world's foremost decoration and design companies and to be a reference for others entrepreneurs.

Her work is present in every continent, from Asia to America, because of her savoir-faire and her willingness to create magical atmospheres and charming spaces at all times. **Nigeria, Saudi Arabia, China, Mexico, Russia or Kazakhstan** are just a few of the more than sixty countries that witness her chic designs and elegant decoration projects.

María José Guinot has more than 35 years of experience in interiors decoration, counting with important clients worldwide. She established **COLECCION ALEXANDRA** in

1994, since then designing and manufacturing full of personality collections and taking care of every single detail of her designs and company performance.

The efforts made by Maria Jose Guinot, who studied fine arts and decoration, have led CA to become much more than just a furniture company. CA is now considered a trustworthy supplier by international **architects, decorators, and interior designers**, who look not only for unique furniture pieces, but also for decorative items, home textiles and lighting.

Those who know María José, say that she is an extraordinary businesswoman and a tireless traveller. In fact, her traveller spirit and devotion to her projects allowed her to get to know the Arab world and

culture well, as she lived in the UAE for three years, due to the decoration of the **Palace of Sheik Al Qasimi of Sharjah** by COLECCION ALEXANDRA.

She has also faced hard moments in her successful business life. It may be difficult for anyone to establish a company, launch furniture collections and promote exports, being a businesswoman and may sometimes make things more difficult. María José's strong wish to constantly improve her company makes her overcome these difficulties, going ahead with her **ideals** and **projects**.

Perseverance, tenacity, strong beliefs and hope are all familiar terms for María José, a woman who inspires and will always encourage other women to set their goals in life, to struggle and to fight for their **ideals**.

WHO

Johnny Ventura Guinot

GENERAL MANAGER



Graduated in Law and MBA in Madrid, the mother's traditionally **right hand in the business**, Johnny is the administrative and **financial head of the company**. An affable and a very calm person who has always taken care of everything related to the client and when it comes to furniture fairs, he has made every event better than the previous one. Johnny inherited from his mother values such as the spirit of hard work and kindness. Together with his brother .Jacobo they make **the perfect team**.

2010

COLECCION ALEXANDRA,
Design as the way to create luxury and distinction.



2004



Evolution



& Trust



Coleccion Alexandra currently exports 75% of its production to more than 60 countries. The company offers is particularly rich in styles and solutions and can be easily adapted to meet the demand and specifications of its international clientele. Thanks to their exclusive, highly versatile designs, their collections has been chosen to enhance ambiances all over the world: luxurious VIP's mansions, private institutions, Airports VIP lounges, five and four star hotels, etc. are just a few examples.

Coleccion Alexandra is a young and dynamic factory producing hand made and exclusive furniture. We have a philosophy and a very personal character, developing a unique concept from the designer perspective, and not from the usual traditional supplier. For that we don't limit our collection to the furniture design but to all an ambience including decorative accessories, fabric, curtains, lighting and all with proper and different style of the project.

A BRIEF CHRONOLOGY

- 1975. Maria Jose Guinot opened her first interior design Showroom.
- 1994. COLECCION ALEXANDRA's foundation.
- 2002. TEXTURAS POR ALEXANDRA's foundation.
- 2004. Opening new factory of 6000 m2 & Best fabric Award at Madrid Furniture Fair.
- 2005. Coleccion Alexandra won design awards for best stand at Mebel Moscow Fair (Russia) and Index Dubai Fair (UAE).
- 2006. Coleccion Alexandra won design awards for best stand at Index Dubai Fair (UAE)
- 2006. Jacobo Ventura designed the "Alexandra Bar Cabinet".
- 2009. Maria Jose was proclaimed as President of Valencia Habitat Fair.
- 2010. Export Award 2010 granted by the Chamber of Commerce.
- 2010. CIDI Iberian-American Award for Excellence in Interior Design, which recognizes the career of the top professionals in interior and industrial design over the world.
- 2010. A new Coleccion Alexandra Showroom was opened in Astana (Kazakhstan). It is the second one the firm open in that country. after Almaty showroom in 2005.
- 2010. In 2010 the factory went up in flames and destroyed.
- 2011. Fairs in Paris, Milán, Londres, Moscú, Valencia.
- 2014. 20th ANNIVERSARY.

The sales department made their way to include COLECCION ALEXANDRA in the most exclusive showrooms around the world.

Showrooms

Fairs



As important as the fairs are the showrooms the company has around the world. Points of sale which make ALEXANDRA's lovers be in touch with the collection in an exclusive way.



COLECCION
ALEXANDRA
Finest Spanish Handicraft





BRAND

The spirit, the eagerness, the goals, the philosophy and ALEXANDRA's style continue strong. Its logo however, which represents the company, changes and adapt to the current evolution.



COLECCION
ALEXANDRA

Finest Spanish Handcraft

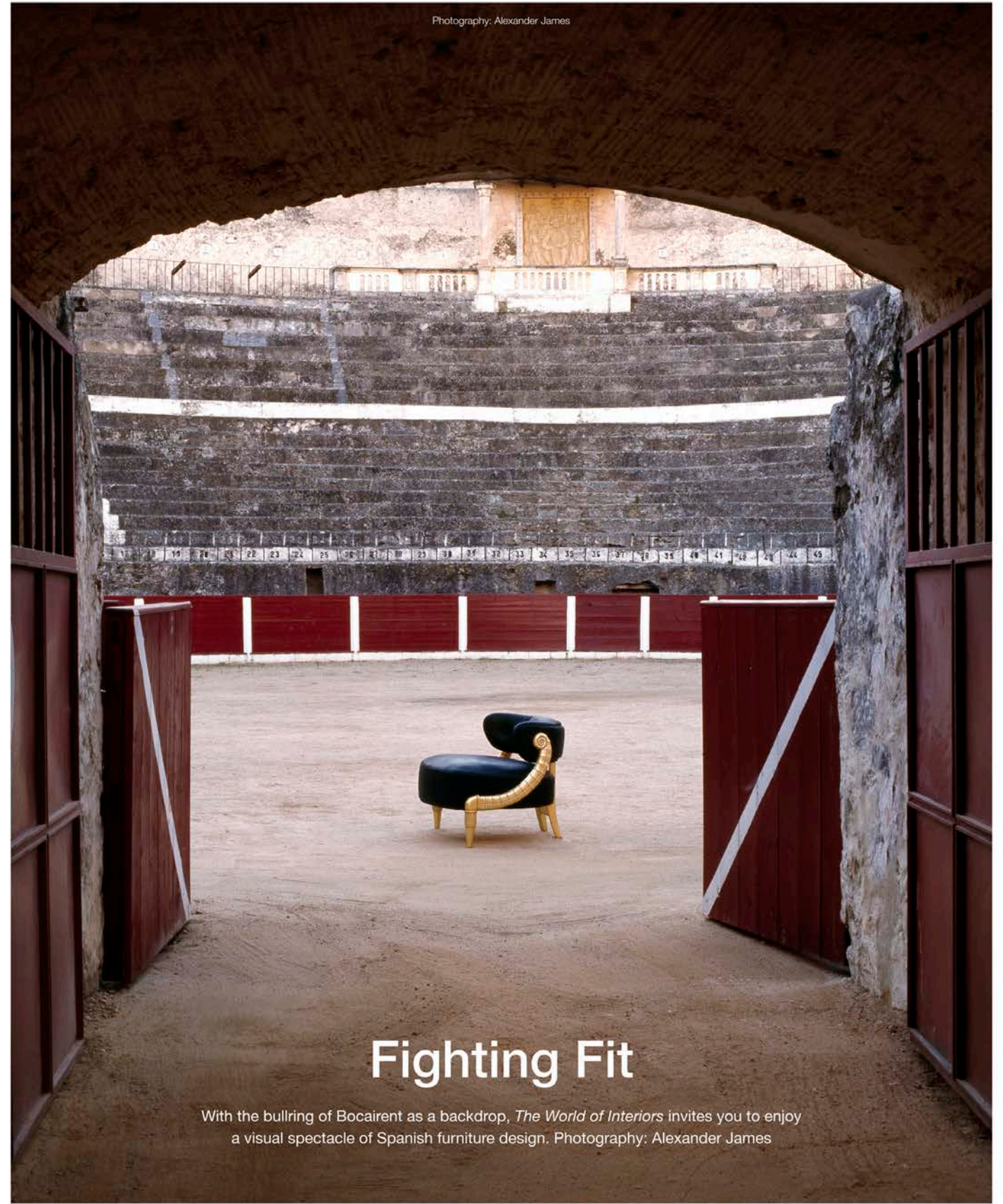
COLECCION ALEXANDRA

Coleccion **Alexandra** is constantly present in the world most prestigious specialised press. Her creator, Maria Jose has been interviewed numerous times and her image as well as her creations has travelled around the world a few times.

WHO



MAY 2008
THE WORLD OF
INTERIORS



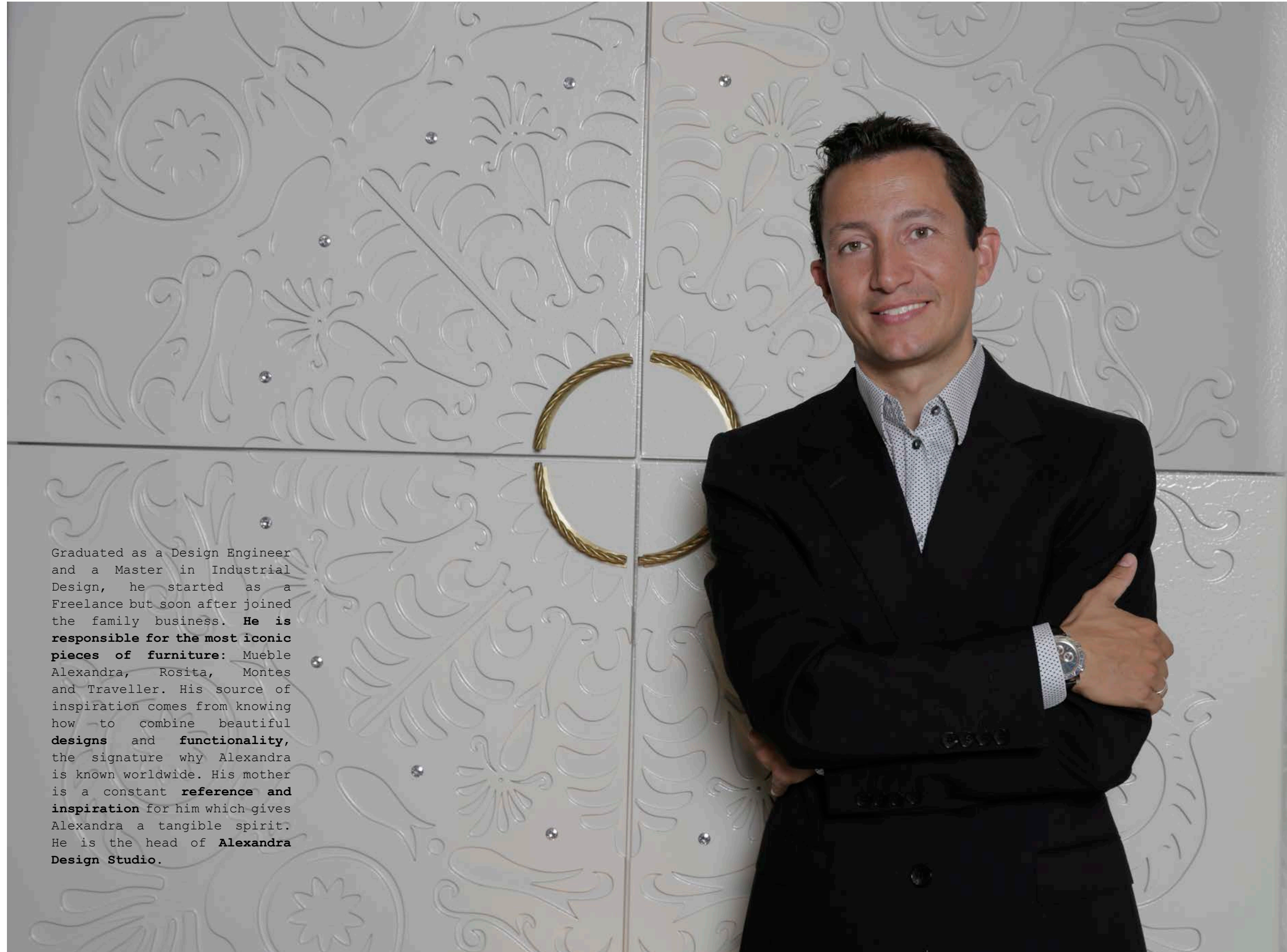
Fighting Fit

With the bullring of Bocairent as a backdrop, *The World of Interiors* invites you to enjoy a visual spectacle of Spanish furniture design. Photography: Alexander James

Jacobo Ventura Guinot

DESIGN MANAGER

Graduated as a Design Engineer and a Master in Industrial Design, he started as a Freelance but soon after joined the family business. **He is responsible for the most iconic pieces of furniture:** Mueble Alexandra, Rosita, Montes and Traveller. His source of inspiration comes from knowing how to combine beautiful **designs** and **functionality**, the signature why Alexandra is known worldwide. His mother is a constant **reference and inspiration** for him which gives Alexandra a tangible spirit. He is the head of **Alexandra Design Studio.**



Coleccion Alexandra was an interior design company previously than being manufacturers.

The same professional team which designs and develops our product, **ALEXANDRA DESIGN STUDIO**, offers our clients an interior design service adapting itself to the taste, style and requested budget using own production furniture or others from different suppliers. Our development capacity lets us carry out integral projects not only national but also internationally.



WHO

Concept



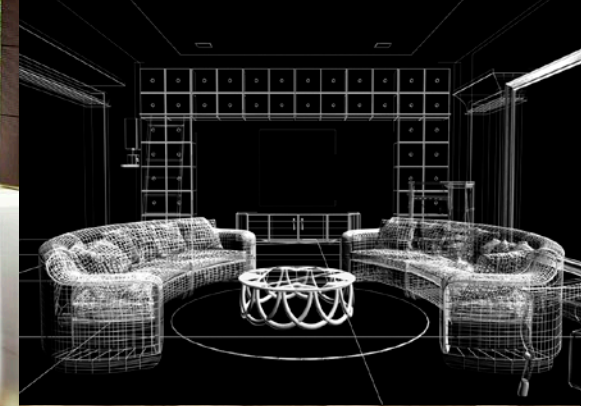
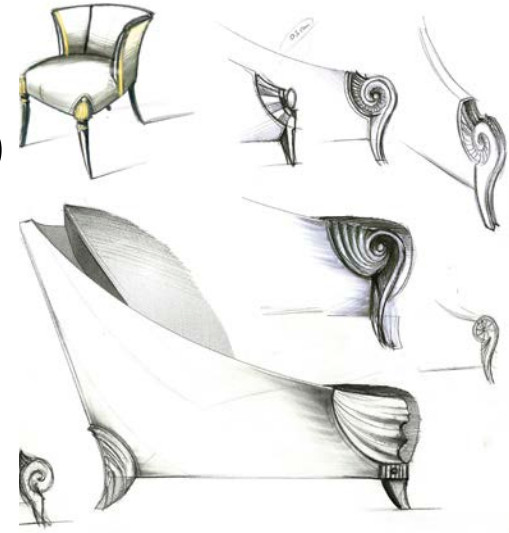
Based on a vast experience within the **Interiors field**, Design is conceived as an integral concept focused on the coordination of ideas to get harmonic decorative sets namely **using furniture, lighting, accessories, rugs, fabrics, wallpapers.**

The above mentioned items are developed by Alexandra Design Studio -the Company Internal Design Office- fully projecting, designing and overseeing the production process. This department has pretty learnt how to keep and transmit Coleccion Alexandra's spirit and character as well as its founder Maria Jose Guinot's **strength and passion.**





original



His expertise transmits through his **sketches a clear** idea of knowing that the pieces are unique and meaningful. The production process is closely supervised by everyone involved in the design and making the final result just like the **original concept.**



Finest Spanish Handicraft

WHAT



Piece by piece, each product is carefully **manufactured by the artisans**, upholsterers or cabinetmakers at the new Alexandra's factory. One of the secrets this company is special for it's the **material selection**, such as **exclusive fabrics**, semiprecious wood overlay, high quality leather with gold leaf finishing touch and exceptional lacquer. All this makes every product a **master piece**.



To create objects of any of the collections requires a lot of processes, all of them orchestrated by the company's management team.



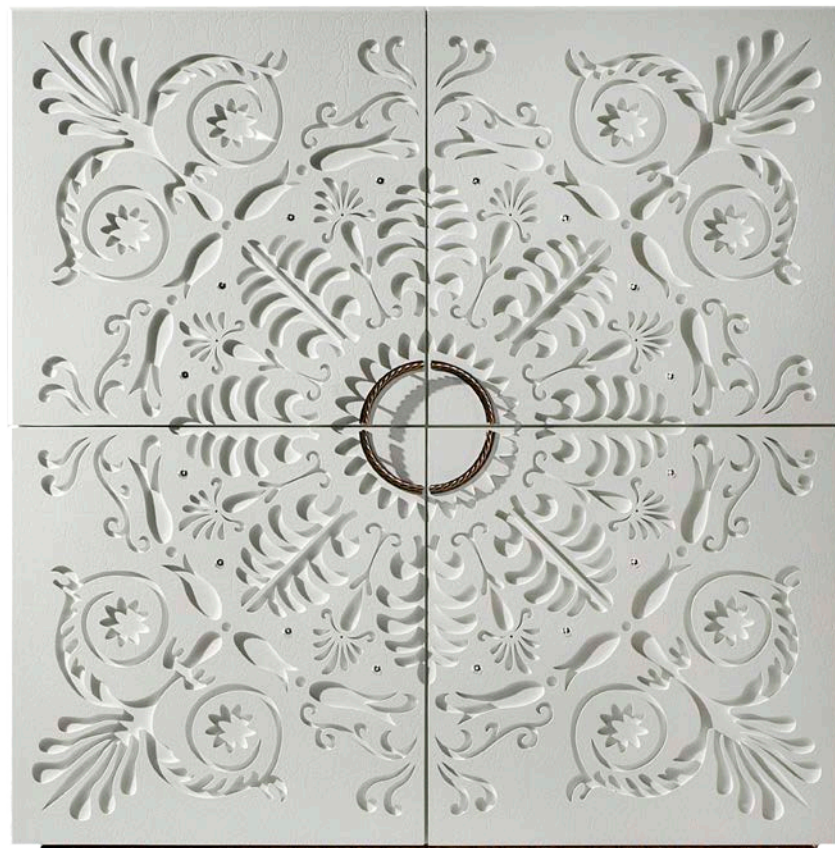


MASTER PIECES

A Classic of the XXI Century

ALEXANDRA BAR CABINET

Designed and manufactured by Colección Alexandra, the Alexandra Bar Cabinet designed in 2006 **by Jacobo Ventura**, has become its own merits in the real Colección Alexandra **icon**, having gained the convergence in one piece, two opposing but unquestionably complementary styles. The recognition for this piece by the market was such that it has been said that is "**A Classic XXI Century**", ideal for variety of uses, including bookcase, bar cabinet or basic storage.



WHAT

MASTER PIECES

TRAVELER

COLLECTION



Traveler clothes rack



Traveler bar high sideboard

WHAT

Traveler auxiliar furniture

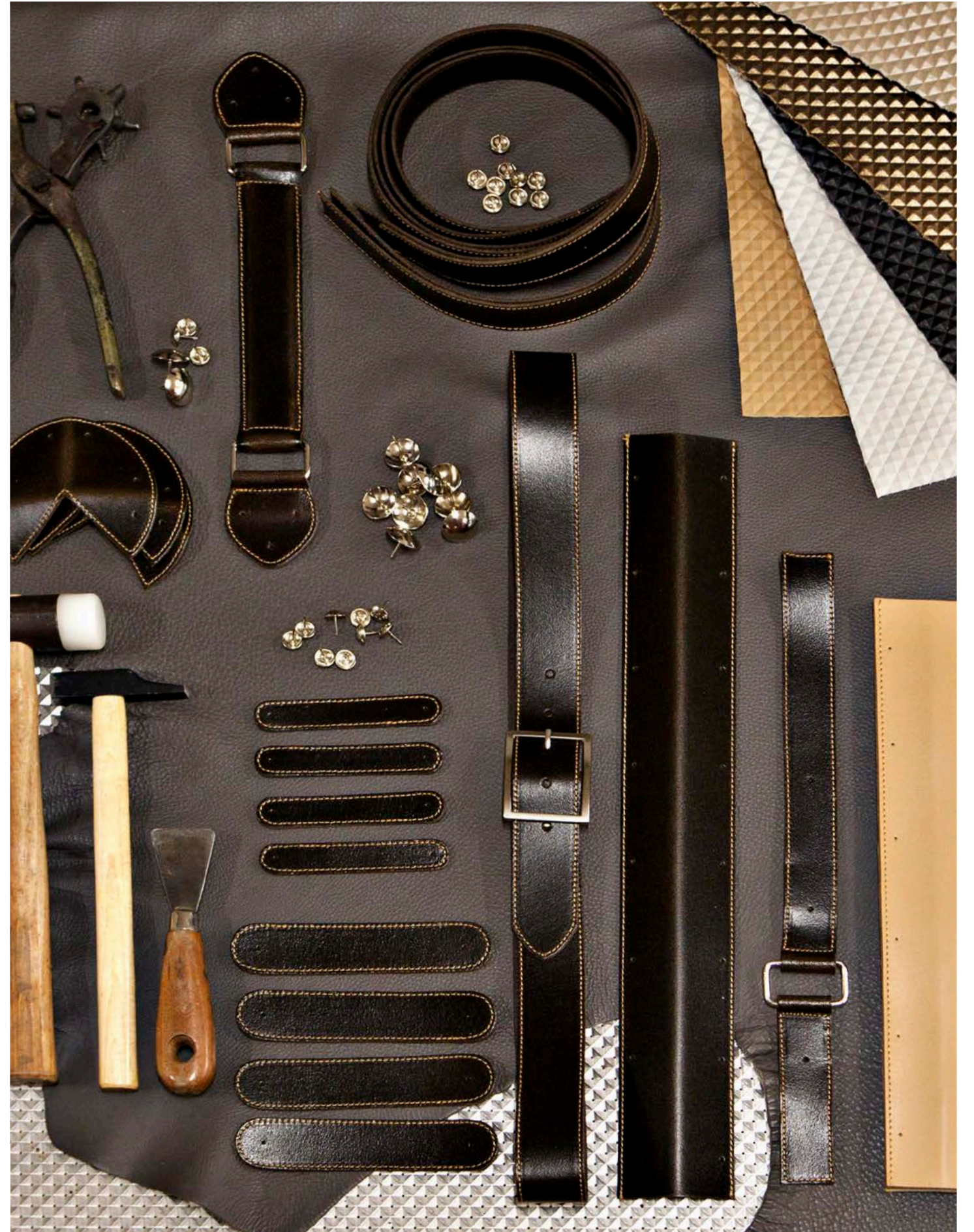


The **entrepreneurial** and **traveller** spirit Maria Jose has always had and subsequently Coleccion Alexandra as a company, inspired **Jacobo** creating a collection about the joy of travelling and the taste for good life. It evokes **places** and **characters** from the beginning of the 20th century, **explorers**, **artists** and **European Royalty**.



Traveler table lamp

Traveler coffee table



COLECCION ALEXANDRA

Traveler auxiliar sideboard



COLECCION
ALEXANDRA



Furnishing the World's most Exclusive Interiors

www.coleccionalexandra.com



LEATHER *lovers*

A noble material like leather was meant to be the **DNA** of the most iconic designs from this firm. Its versatility and kindness provide us with values second to none.

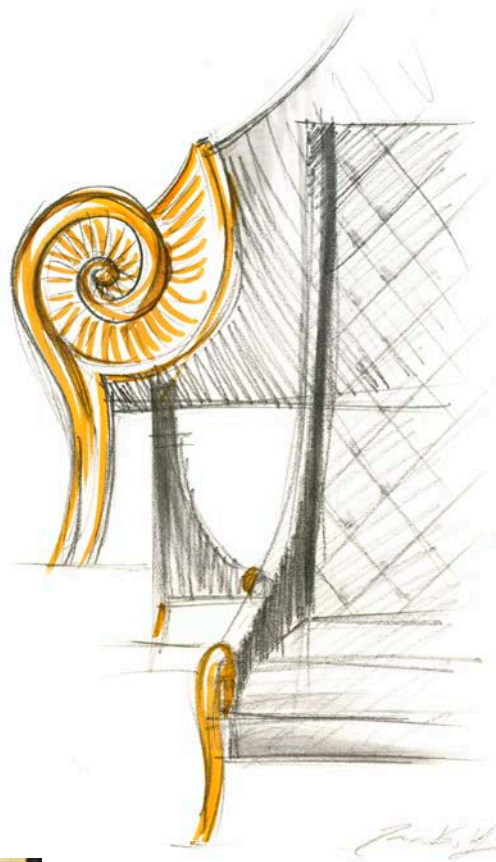
In addition to that, this material links the new ways and suggestive leather goods collections introduced this new season. **Such an Alexandra's lovers delight.**



Fashion GOLD

Colours represent a number of series of emotions and even mood.

We agree with this theory but specially with the one which states that gold symbolises luxury, excess, sophistication and glamour. Nowadays it also brings us closer to the world of fashion.



WHAT



HERITAGE

EL CLÁSICO DEL SIGLO XXI



Byblos
chandelier

Olivato
display
cabinet

ALEXANDRA'S interpretation of the most renowned styles of the European furniture history: Baroque, Neoclassic, French Empire and Elizabethan which became Coleccion Alexandra's inspiration source in the early beginnings of its creative adventure during the mid nineties.

It was not only the inspiration from the Classics because in Coleccion Alexandra's undertaken journey, the highest component of design, innovation and fusion techniques can also be found giving birth to exclusive creations with our personal imprint as a result.

Laura dining armchair



Deco
desk table



Ruth
dining
armchair



Karina
stand



WHAT

Versalles
armchair



EVOLUTION

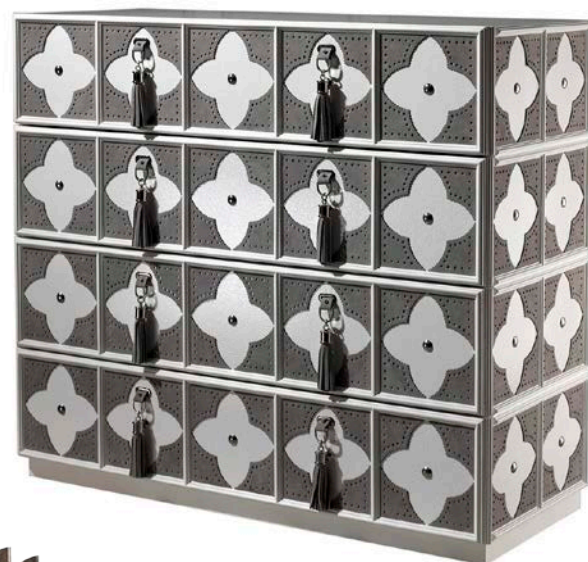
SOFISTICACIÓN CONTEMPORÁNEA



Alba
modular sofa



Alba
pouff



Valentina
commode



Ringo
coffee table



Troya
armchair



Durban
cabinet



Oslo
armchair

The company has been evolving from their traditional classic-style pieces to the current contemporary-look furniture and complements being together for meeting our client's taste. Even although the Contemporary Style pieces belong to the current period, Coleccion Alexandra only understands its offer as a canvas where translating its elegance and quality mark. Consequently it does not fall into "démodé" rationalisms. Every item is designed and performed with one-to-one techniques needed to keep the company imprint.





A journey through the
COLOUR
EMOTIONS



Art

The genius and well recognised painter and sculptor JUAN RIPOLLES, created the emblematic ALEXANDRA BAR CABINET. His creativity and our design is captured in this master piece, covered by the colours and shapes traditionally used by the artist.



Contributions
which provide us with unknown
cultural discoveries and emotions.

Mode



The Alexandra Collection is a source of inspiration for all those artists who come across these exceptional pieces. Alexandra's spirit imbue and get to show a unique world which creates a necessity of creating and producing. It is the case of important fashion designers.

ALEXANDRA Inspiration to the world of FASHION



Alexandra always works with the most renowned photographers and stylists. Its campaigns are considered avant-garde in terms of artist and business activity.

Fashion show from designer and great friend HIGINIU MATEU. A perfect combination between design and pattern designing



CONFIDENTES
autumn-winter 10/11

higiniomateu
— ALEXANDRA



Accessories

A **MUST** *have*

Alexandra's spirit goes beyond the home sphere and decoration and presents a collection of leather goods which is worthy of grand couturier.



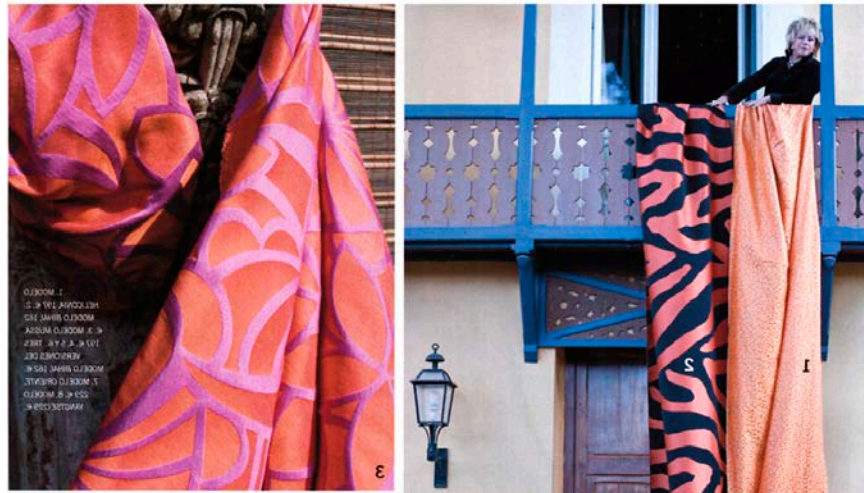
Texturas por Alexandra

FABRICS WORLD

To create 'The complete interior concept' Texturas was created by Maria Jose & managed by her lovely sister Susa along with their team of world-class designers who have created the stunning collections of 12 catalogues comprising textiles, rugs and wall covers. Working very closely with the Alexandra design Studio, Texturas are rapidly becoming one of the world's most sought after fabric design houses.

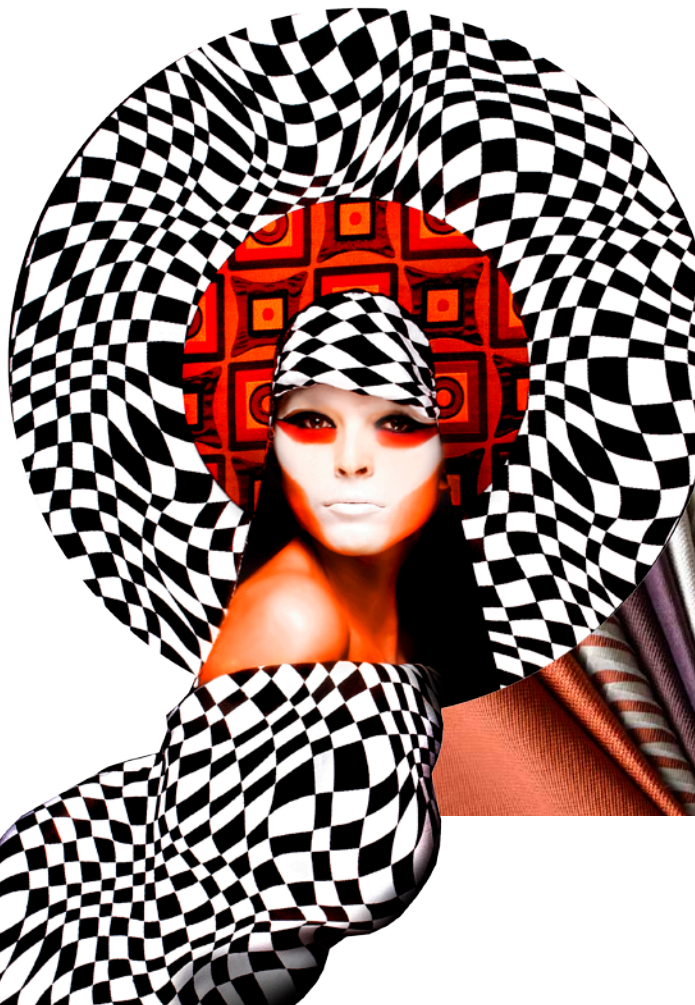
Texturas por Alexandra born in 2002, after Maria Jose y Maria Jesus Guinot took to India.

WHAT



TEXTURA POR ALEXANDRA
María José y María Jesús Guinot
La explosión del color y las formas

Estas dos hermanas, por el gran éxito de las tapicerías de Colección Alexandra, decidieron crear una nueva empresa dentro del grupo que regenta su familia. Así nació *Texturas por Alexandra*, una vía para canalizar la creatividad que M^o José y M^o Jesús llevan dentro. Sus diseños se basan en su intuición, y su idea del color y las formas tiene clara raíz mediterránea. Trabajan sobre tejidos naturales, que abarcan desde los acogedores algodones o linos, hasta las sedas más sofisticadas. Diseñan dos colecciones al año y cuentan con más de 1.000 referencias. Consideran que en el campo hay casas magníficas y señoriales con telas muy vestidas, y defienden seguir la propia personalidad a la hora de elegir una tela, es sinónimo de acierto pleno.





20 years doing what we love

If anything defines our company is undoubtedly the ability to design *sober* and very *elegant* welcoming environments around the world including any decorating style and whether it is a home or a representative ambience. In all cases the pieces from our collections integrate and contribute to enhance the architectural style wherever they are placed.



The SHOWHOUSE

Maria Jose Guinot embarked upon a journey into creating the epitome of a show case for their collections, with the goal being two-fold: both a relaxed familial retreat as well as an elaborate entertaining venue for the world renowned home furnishings firm.



The casa is a part of a well-established inherited property, originally conceived as an oasis from the coastal village of Burriana, Spain. Encapsulated within a cultivated garden of mature trees and exotic flora resides the rusticated villa. As the years have progressed, the style of the house has been a mirror of the design firm's collections, elaborately translating the styles of the past 3 decades; hence it was in need of an update and refurbishment.





As one approaches the home, the grand but appropriate proportions of the spaces allow visitors to meander throughout the open plan, engaging with the various antiquities collected from around the world on Maria's exotic travels. Subtle tones and patterns juxtaposed alongside classic architectural ornamentation combines to both excite the eye and yet treat the visitor to a comfortable haven as the plan has been manipulated to create a processional series of spaces within which to relax and convene.

Our projects are recognizable and admired in a huge variety of countries and continents.





Pureness of lines with sophisticated finishing touches using modern materials are a true object of desire which satisfies customers with a truly unique taste.



The broad range of decorative and furniture pieces fit in a large variety of elegant and sophisticated environments without sacrificing the comfort of most cozy houses in the world.

20 years of...

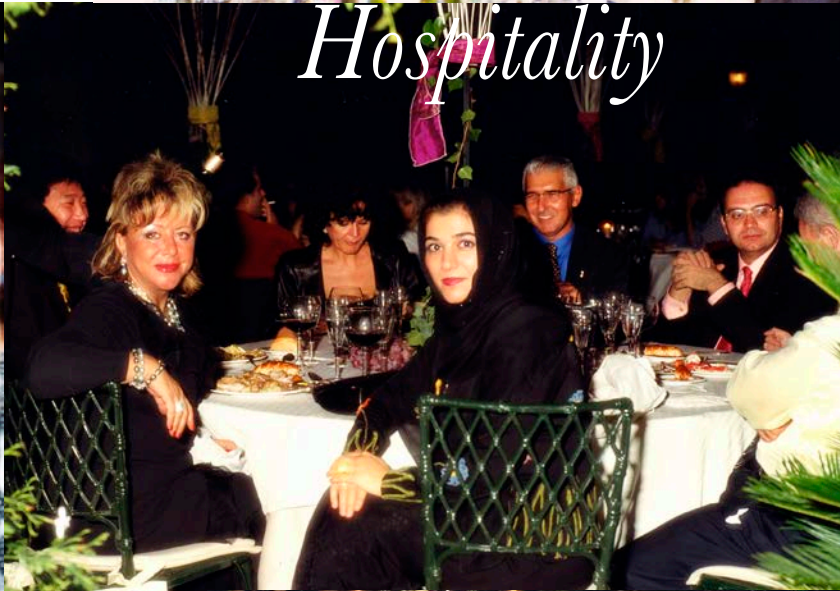


Hosts

LifeStyle



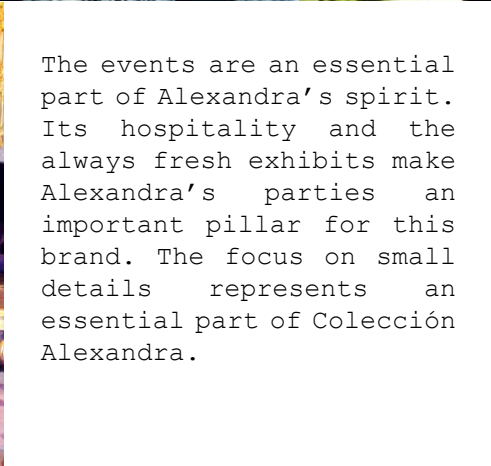
Hospitality



Dinners



In all these years of hard work the Alexandra's team most important success is having achieved becoming a friend of their clients. It is personally rewarding knowing Alexandra stands for familiarity and hospitality feelings among their customers.



The events are an essential part of Alexandra's spirit. Its hospitality and the always fresh exhibits make Alexandra's parties an important pillar for this brand. The focus on small details represents an essential part of Colección Alexandra.





20 years of...



Friends

It would be a hard and difficult job to introduce all of Alexandra's friends. Here are some of them.



There are many unforgettable events organised by Alexandra's family and yet all of them have been different. The festive occasions are arranged with the passion and enthusiasm which portrays this company.



the most exclusive parties.



Music



Perfect Team





20 YEARS
COLECCION
ALEXANDRA

UNIQUE PIECES SINCE 1994