

Inspire a lifestyle full of joyful
& innovative Arabic spirit



| Decoration One
Oriental Ornaments

Company Profile

2024

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Our Concept

Our Vision

Our mission is to infuse every home and space with the rich heritage and authentic style of Arabic culture. We believe that each home and space possess its own unique style, culture, and identity. Our goal is to enrich every space with meaning and value, adding charm and elegance through bespoke pieces that resonate with each customer. The collections epitomize this philosophy, showcasing products with a bold and distinctive character. By harmonizing forms and meticulously selecting materials, our designs seamlessly integrate with the refined aesthetics of any space and gift model.

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08. Footprint 09. Materials 10. Portfolio 11. Links 12. 2023 | 2024



Origins

story

Susanne Baalbaki
Master of Aesthetic Alchemy



Sally Baalbaki
Opportunity Orchestrator



Suha Baalbaki
Space Stylist and Buzz Builder



Decoration One's inception in 2010 marked the collaborative vision of three sisters: Susanne, Suha, and Sally. Rooted in their Arabic origins, they sought to infuse contemporary living spaces with the essence of their cultural heritage, bridging the gap between tradition and modernity. Inspired by Susanne's encounter with her university professor, who highlighted the absence of cultural identity within her home, the sisters embarked on a mission to reclaim their heritage. Susanne's efforts to celebrate Islamic and Arabic holidays, such as Ramadan and Eid, through crafting paper domes and lanterns with her children, underscored a shared longing within their community. This collective sentiment laid the foundation for Decoration One - a haven where tradition meets innovation. Drawing inspiration from their Arabic origins, Decoration One designs tableware, home accessories, and decorations that pay homage to the Arab cultural heritage. Each meticulously designed piece serves as a tribute to the resilience, pride, and reverence embedded within Arab traditions. As Decoration One continues to evolve, Susanne, Suha, and Sally remain steadfast in their commitment to preserving and promoting Arab culture through their innovative creations. With each product, they invite the world to embark on a journey that celebrates the timeless beauty and enduring legacy of Arabic origins, seamlessly integrated into the fabric of modern living.

*"As we navigate the complexities of the modern age,
let us anchor ourselves in the timeless wisdom of Arabic tradition,
drawing strength from its rich tapestry of artistry, hospitality,
and craftsmanship to forge a future rooted in heritage and innovation"*
- Susanne Baalbaki



Mother of Pearl Calligraphy Bonboniere | Adha Eid 2022

Traditions *our roots*

Arabic tradition is not merely a relic of the past, it is a guiding light illuminating the path to a vibrant and culturally rich modern age. From the intricate artwork that adorns our walls to the cherished social traditions of hospitality extended to guests, and the meticulous handcrafting techniques passed down through generations, Arabic tradition is the beating heart of our identity. As we embrace the challenges and opportunities of the modern era, let us never forget the invaluable lessons and timeless beauty inherent in our traditions, for they are the threads that weave the fabric of our collective heritage into the tapestry of contemporary life.

Visionary

progress

Arabic traditions are the compass guiding us through the maze of modernity, reminding us to stay grounded in the values of respect, honor, and community that have stood the test of time. Let us innovate with wisdom, drawing inspiration from our heritage, to shape a future that honors the past, while embracing the possibilities of tomorrow.

Decoration One, proudly owned and managed by women, stands as a testament to female empowerment in the design industry. With 80% of our employees being women, we are committed to fostering a supportive and inclusive environment that champions women's contributions and talents.

04.

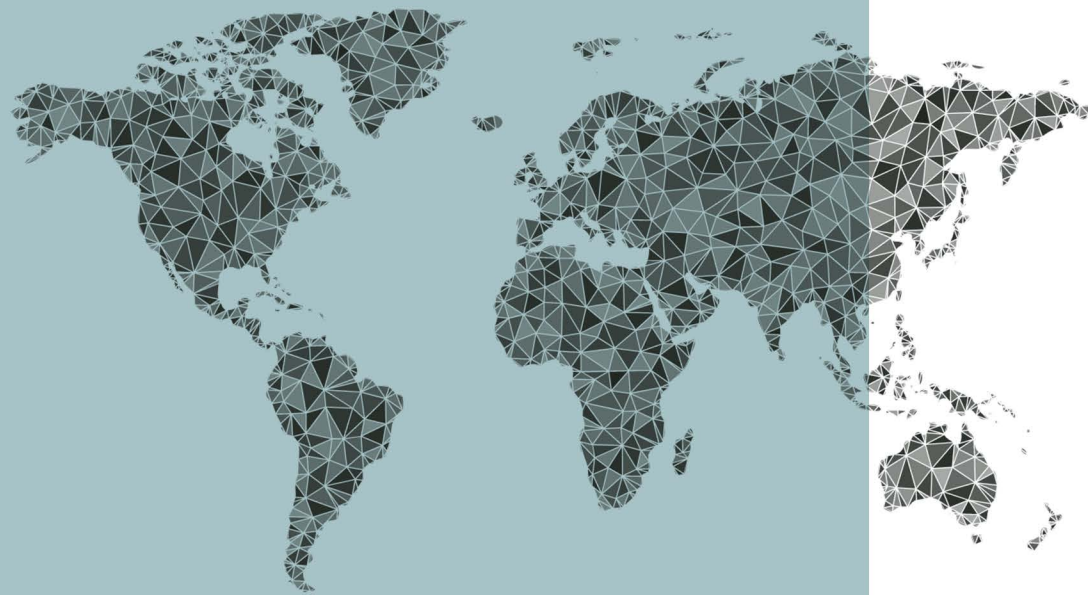
Design
Brand



Decoration One
Oriental Ornaments

At Decoration One, we deeply cherish our Arabic heritage, rooted in the vibrant culture and rich history of our beloved country and region. Despite Jordan's modest size, it holds a wealth of untapped potential and hidden treasures awaiting discovery. "Made in Jordan" symbolizes more than just a label; it represents a commitment to craftsmanship and cultural reflection. Our dedication to design and production reflects the essence of our culture. The timeless Thuluth Arabic calligraphy adorning our logo, inspired by the names of the three sisters who founded Decoration One, embodies our enduring bond and dedication to our craft. Enhanced for emphasis, this iconic element seamlessly integrates with a clean, refined typeface, underscoring our commitment to merging tradition with modernity. As proud Jordanians, it is both our privilege and responsibility to contribute to our nation's growth and prosperity. Through our work, we strive to illuminate the beauty and richness of our heritage, ensuring that Arab culture continues to shine brightly on the global stage.

www.decoration-one.com



Decoration One

in the world...

Decoration One boasts a global footprint, starting with its flagship store in the vibrant city of Amman and a second stunning branch in Aqaba. Beyond these physical locations, Decoration One reaches customers worldwide through its user-friendly website and application, offering seamless global shipping via courier service, air cargo, land, or sea. The brand's exquisite collections are showcased at prestigious international exhibitions such as Ambiente in Frankfurt, Maison & Objet in Paris, and Ataya in Abu Dhabi. Additionally, Decoration One partners with esteemed vendors in major cities including Riyadh, Jeddah, Dubai, Abu Dhabi, Doha, and Manama, ensuring that our unique designs are accessible and admired across the globe.



The Crowned Mirror | Mirrors 2024 | Amman Showroom

06.

The Flagship

Amman

Located in the heart of Amman, Decoration One's showroom is strategically positioned close to the vibrant hub of five-star hotels, and to the newly revitalized Abdali area, Amman's modern center. Spanning 600 square meters, the showroom features a back garden and a café, offering a welcoming retreat. The open space is characterized by a 7-meter ceiling and wide, tall windows, which create an airy and fluid atmosphere. This dynamic arrangement allows Decoration One to frequently reconfigure the furniture and displays, ensuring that the showroom's ambiance and aesthetic are continually refreshed to reflect the current collection and season.

07.

The Coastal *Aqaba*

Ayla in Aqaba is a stunning waterfront destination that blends luxury and nature, offering an idyllic setting for Decoration One's Coastal Collection. This collection features products ideal for homeowners and tourists seeking items that reflect Arabic heritage while fitting seamlessly into a modern lifestyle. Representing Jordan in a subtle yet distinct manner, the collection highlights the beauty and culture of the region. The showroom, designed by the award-winning interior design company Fadaa, incorporates sustainable and eco-friendly materials, and has won accolades such as the Dezeen Award for Sustainable Interior. Visitors can experience a unique blend of coastal-inspired elegance and sustainable luxury, making the Coastal Collection a perfect addition to any contemporary home.

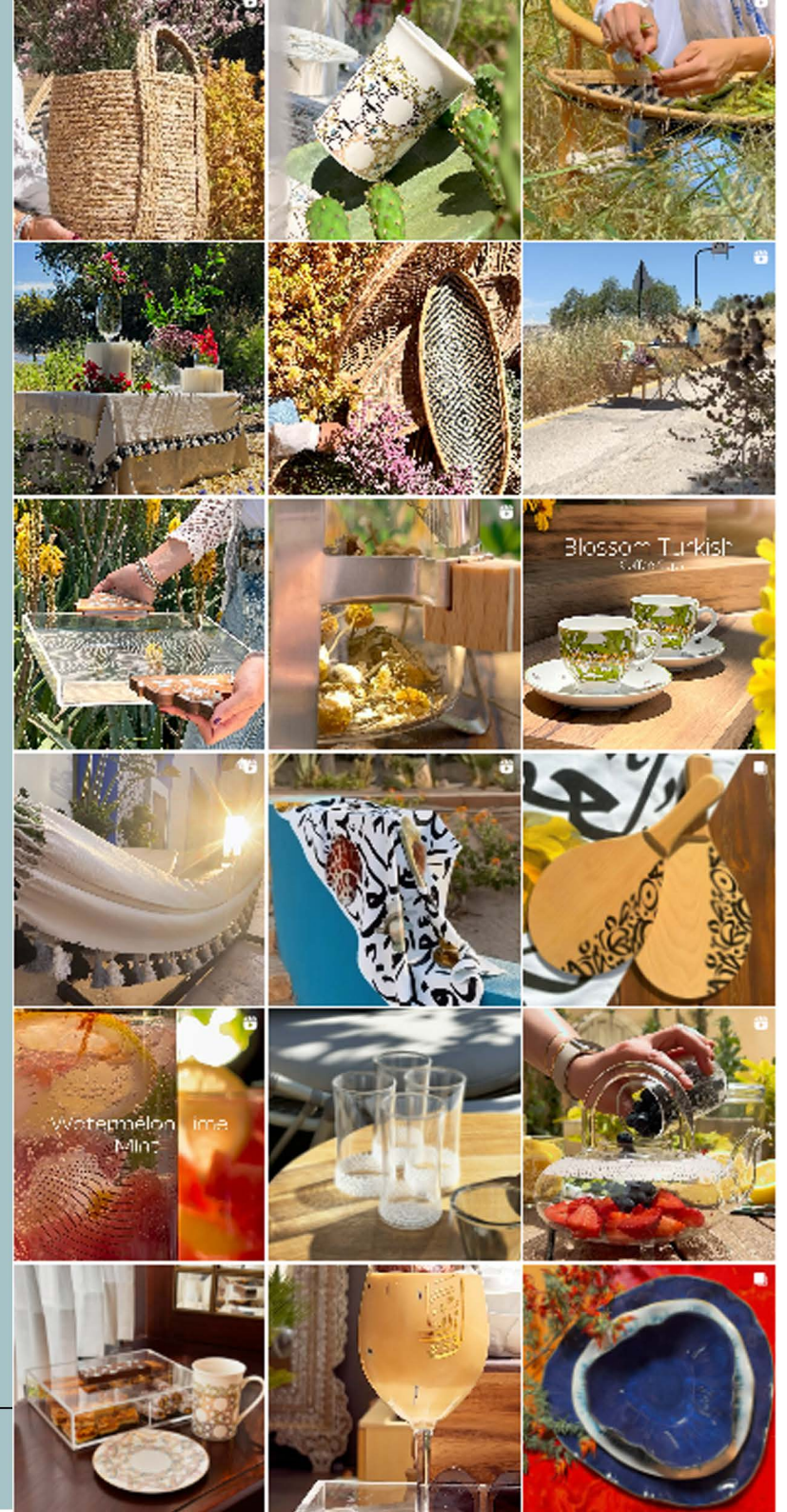


Footprint

Up to mid-May 2024, Decoration One has established a significant social media footprint, particularly on Instagram, where it boasts 94.1k followers. The brand's reach extends to 927,059 accounts, generating an impressive 3,078,919 impressions. By content type, posts have garnered 249k views, reels 188k views, and stories 29.2k views. In the first quarter of 2024, the profile saw 111,796 visits, with 24,870 accounts engaging and 28,471 post interactions. Additionally, reels have shown strong engagement with 23,748 interactions. This robust social media presence reflects Decoration One's ability to connect with a broad audience, showcasing its products and values effectively across various content formats.

Tripadvisor

Decoration One Co. Ltd holds a stellar 5.0-star rating, with customers praising its unique home accessories, exceptional customer service, and high-quality craftsmanship. Visitors highly recommend it for its artistic and distinctive home décor items, and won the best shopping destination in Amman and Aqaba in 2022.



09.

Decoration One is dedicated to supporting local workshops and handcrafted goods in Jordan, showcasing the rich cultural heritage and artisanal skills of the region. By partnering with local artisans, we aim to promote sustainable practices and celebrate the unique craftsmanship of our community.

Mother of Pearl In-Lay



Nickel-Plated Copper



Matt Porcelain



Materials *Sustainable Synergy*

At Decoration One, we are committed to using sustainable materials that are environmentally friendly and timeless. We strive to revive age-old handcrafting techniques such as mother of pearl inlay and the Ajami technique, infusing them with modern relevance. Our passion lies in exploring how materials can be combined in a functional, sustainable, and aesthetically pleasing manner. We embrace the challenge of incorporating new materials into traditional items, breathing new life into classic designs. When developing a new collection, we consider the material, color, and texture combinations of each product, ensuring harmony and coherence throughout. Additionally, we recognize the importance of material suitability based on the season, ensuring that our choices reflect the spirit and ambiance of each unique occasion.



Discover **Decoration One** at Sheikh Hamad International Airport in Doha Qatar. Located in both the North and South nodes, our boutique offers a curated selection of home decor that blends modern aesthetics with Arabic heritage. Whether you're a traveler seeking unique souvenirs or a homeowner looking for exquisite design pieces, **Decoration One** provides an array of handcrafted items that perfectly suit contemporary lifestyles.

Partnering with





Ramadan Decoration Setup | Hotel Entrance | Amman | 2024



In addition to this, we at Decoration One offer gifting services for individuals and corporates that reflect pride in Arabic heritage. Each designed piece serves as a tribute to the resilience, pride, and reverence embedded within Arab traditions.



**Uniqueness,
Lofty, brightness,
living**









Wish Upon A Star Candle Holder | Private Party Giveaway | 2020



From 2023 | 2024



The Ramadan 2024 collection by Decoration One draws inspiration from nature and the treasures our land offers. Celebrating natural beauty and aesthetics, it connects individuals with their roots and surroundings. The Anees Collection beautifully harmonizes in material and color with the stunning Wadi Numeira, echoing the natural beauty of its carved trenches of colored sandstone. This collection is a tribute to the earth's elegance, fostering a profound connection to one's heritage and environment.



The Arfaj minarets and dome, crafted from bisquit porcelain, allows sunlight or candlelight to filter through, casting exquisite shadows that gracefully light flickers. Positioned on the crystallized salts of the Dead Sea, formed over centuries, they inspire us to seek beauty in all our surroundings no matter how subtle.





Stunning white paper plinths showcase porcelain minarets from the Rahma, Nuzha, and Masarrah collections. These white porcelain minarets elegantly contrast the granite grey stone of Iraq Al Ameer Castle, which has resiliently withstood the test of time. Reflecting the castle's majestic walls, they rise gracefully among spring's green fields. Just as the castle stands proudly in its natural surroundings, these minarets ascend with harmonious elegance within the cityscape, celebrating the beauty and heritage of our lands. This presentation blends tradition, nature, and artistic craftsmanship.





Ajami, a traditional decorative coating, is used to adorn Ramadan minarets with vibrant colors and intricate techniques. Ajami adds a special luster that reflects rich heritage and Islamic artistic creativity, making the minarets beautifully harmonize with the spirit of the holy month of Ramadan.



Shumous | Salem Box | 2023



Shieh | Salem Box | 2023



Shurouq | Salem Box | 2023



Thoub | Salem Box | 2023



DECOR VALUES

Decoration One

known for its wealth

launch the company." Before long
expanded their range, branching
home accessories that fus
ation of

**Elegance, Comfort
and Tranquilt**

Cotton Mug | Cotton Dinnerset 2024



Company Contacts

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Website

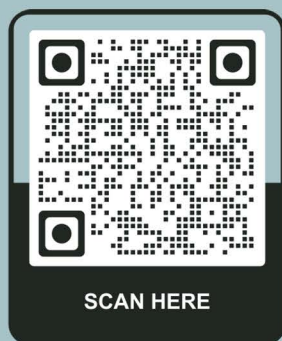
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Exhibitions

Ataya, Abu Dhabi
Light Expo, Kuwait
Dakakeen, Riyadh
Ana Arabiyah, Riyadh
Christmas's World, Frankfurt
Ambiente, Frankfurt
Spring Fair, Birmingham
Maison Et Objet, Paris
Las Vegas Market, Las Vegas