

ΑΛΥ ΑΡΑΦΑ





HAJJ ARAFA
FOUNDER OF ARAFA FURNITURE
1922 - 1994

FROM THE PAST
TO THE FUTURE.
FROM YESTERDAY
TO TODAY.
TOWARDS
TOMORROW
ARAFA'S
70 YEARS
ARE PROJECTED
FORWARD,
EXPLORING
WHAT COULD BE
AND SHARING
WHAT WILL BE.



Arafa First Truck



ALY ARAFA
FOUNDER OF ALY ARAFA FURNITURE
1990

About Aly Arafa

Founded in 1952 Arafa is one of the leading supplier of high quality furniture in Egypt.

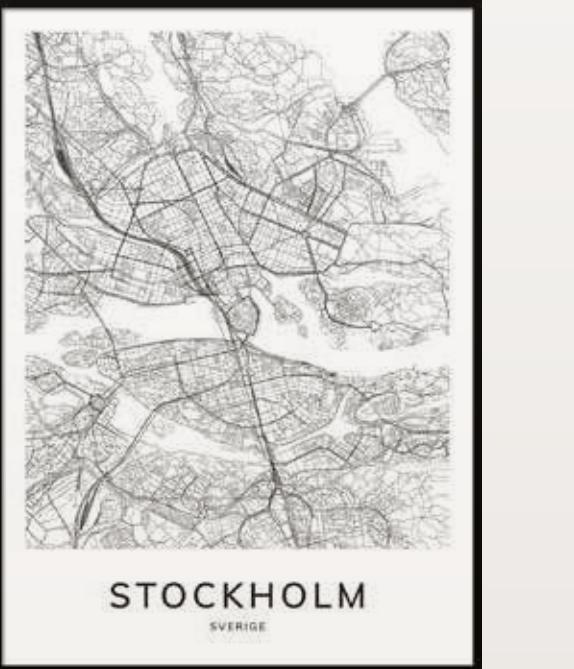
In 1990 Aly Arafa was introduced as a sub brand introducing totally innovative choices for the contemporary designs. Thanks for the potentials of the third generation that lead Aly Arafa to be widely admitted as a remarkable brand that offering unique trends.

Aly Arafa has inherited the core principles of the group with sincere consideration of customer service and high end product quality.

In addition to the widespread through the local market, our reputation crossed the borders to Arabic countries where we furnished many luxurious spaces in KSA, UAE, Bahrain & Kuwait.

ΑΛΥ ΑΡΑΦΑ
Nu | Van Du

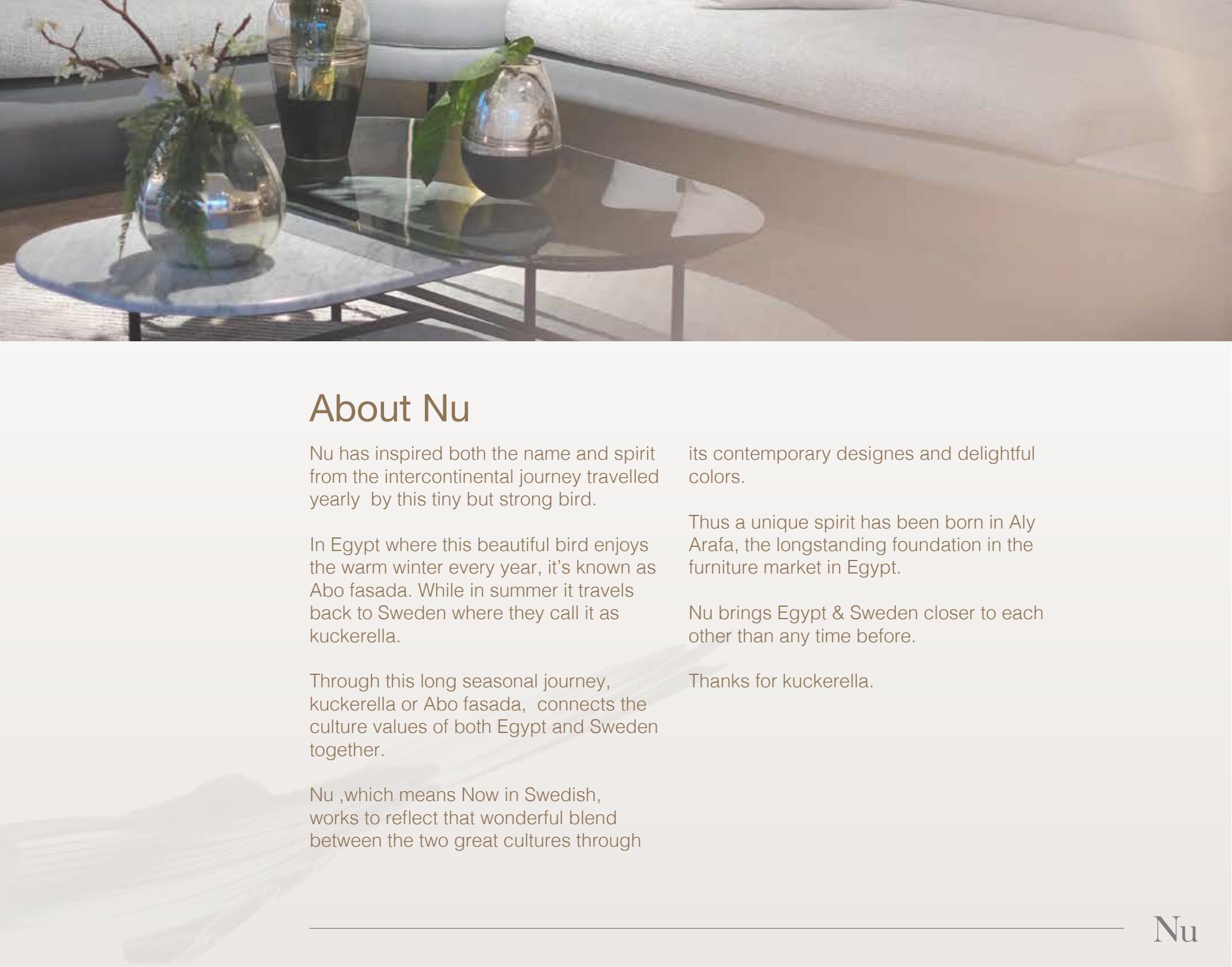




Nu

mindset
start
identity

#Nuisnow



About Nu

Nu has inspired both the name and spirit from the intercontinental journey travelled yearly by this tiny but strong bird.

In Egypt where this beautiful bird enjoys the warm winter every year, it's known as Abo fasada. While in summer it travels back to Sweden where they call it as kuckerella.

Through this long seasonal journey, kuckerella or Abo fasada, connects the culture values of both Egypt and Sweden together.

Nu ,which means Now in Swedish, works to reflect that wonderful blend between the two great cultures through

its contemporary designs and delightful colors.

Thus a unique spirit has been born in Aly Arafa, the longstanding foundation in the furniture market in Egypt.

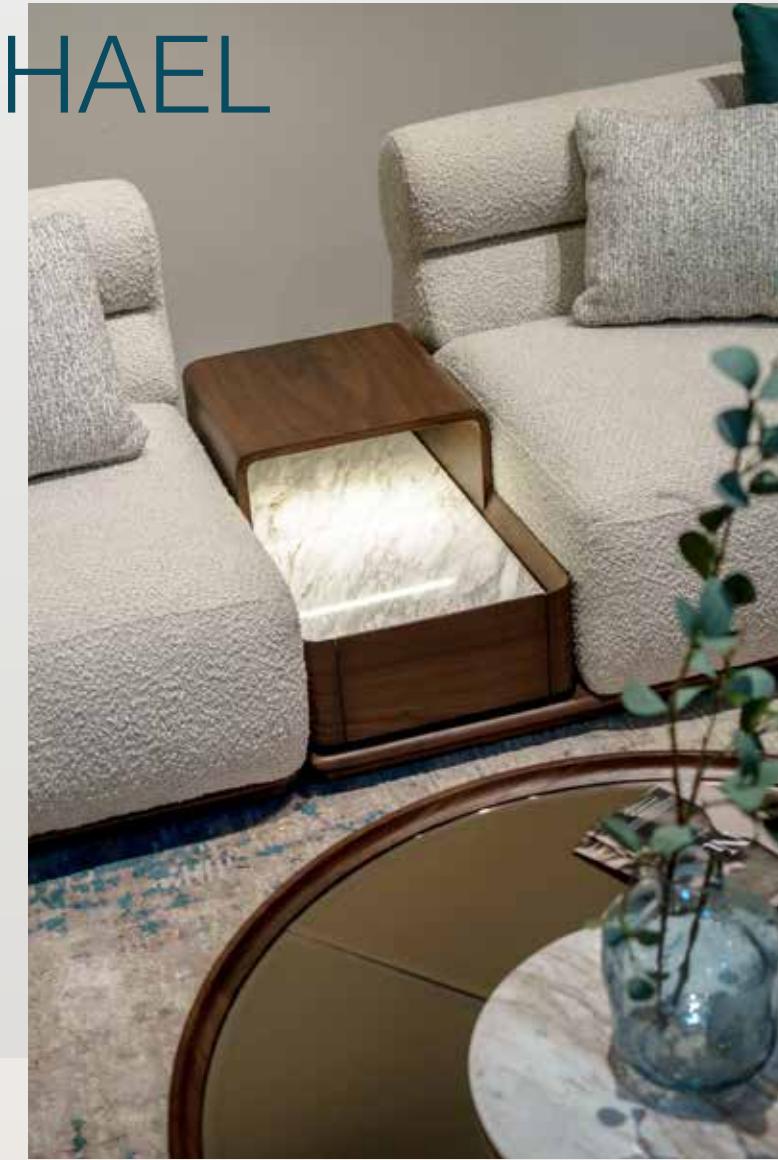
Nu brings Egypt & Sweden closer to each other than any time before.

Thanks for kuckerella.

Nu



RAPHAEL



Nu

RAPHAEL



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RAPHAEL



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AURA



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NELSON



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ORION



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ORION LOUNGE



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PATIO



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PATIO



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FUSION



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MAISONETTE



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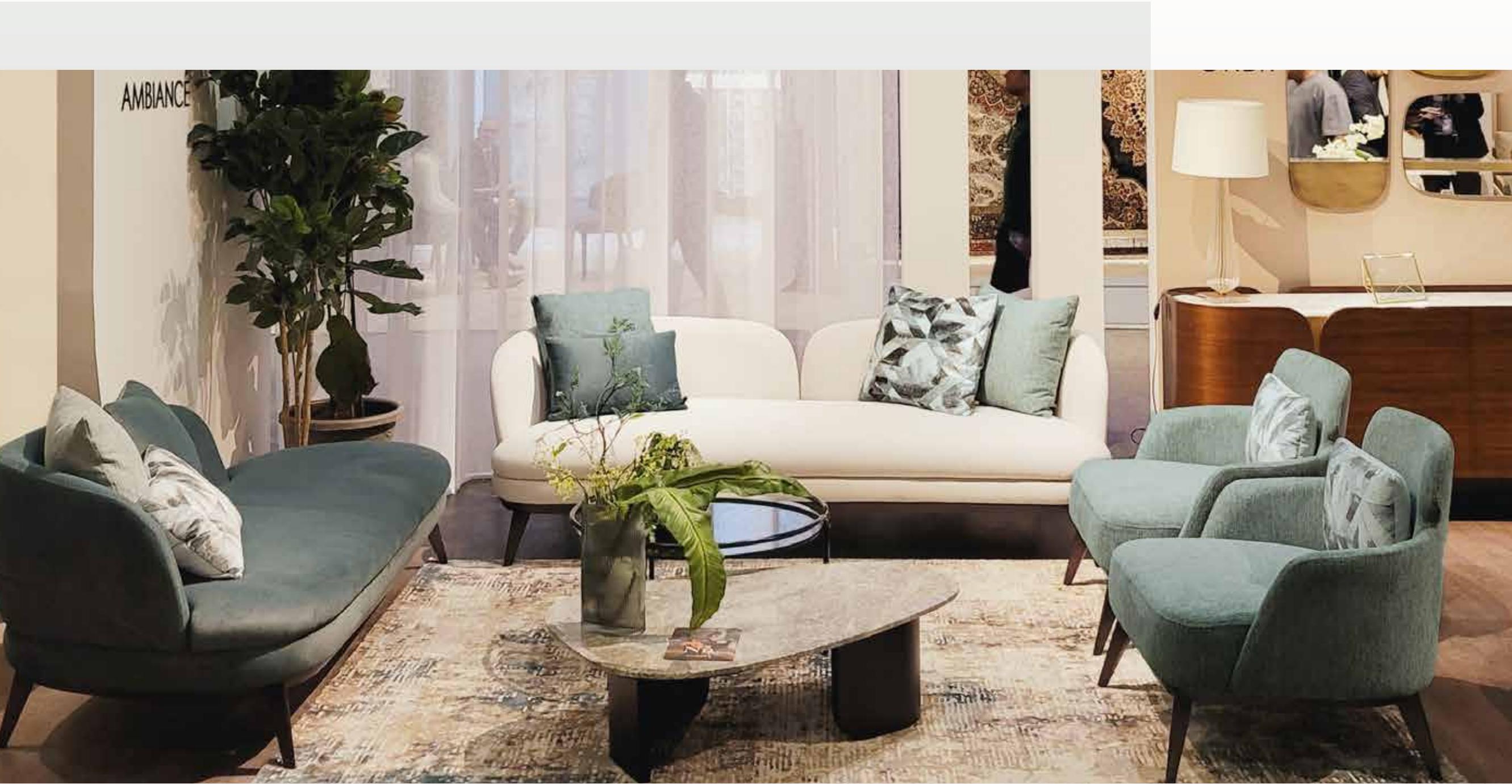


AMBIANCE



Nu

AMBIA
NCE





ROVER



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ROVER



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LUINI



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LUINI



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LUINI

LUINI PRIME



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LUINI PRIME



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VALLE



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VALLE



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LUCA



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LUCA



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BOULEVARD



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BOULEVARD



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AURORA



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AURORA



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NORMAN



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ENZO



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KANZ



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ALPINE



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ALPINE



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DINING — S

Nu / SWEDEN



NEOM



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EMPORIO



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BRANDO



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FIKA



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FIKA



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ORBIT

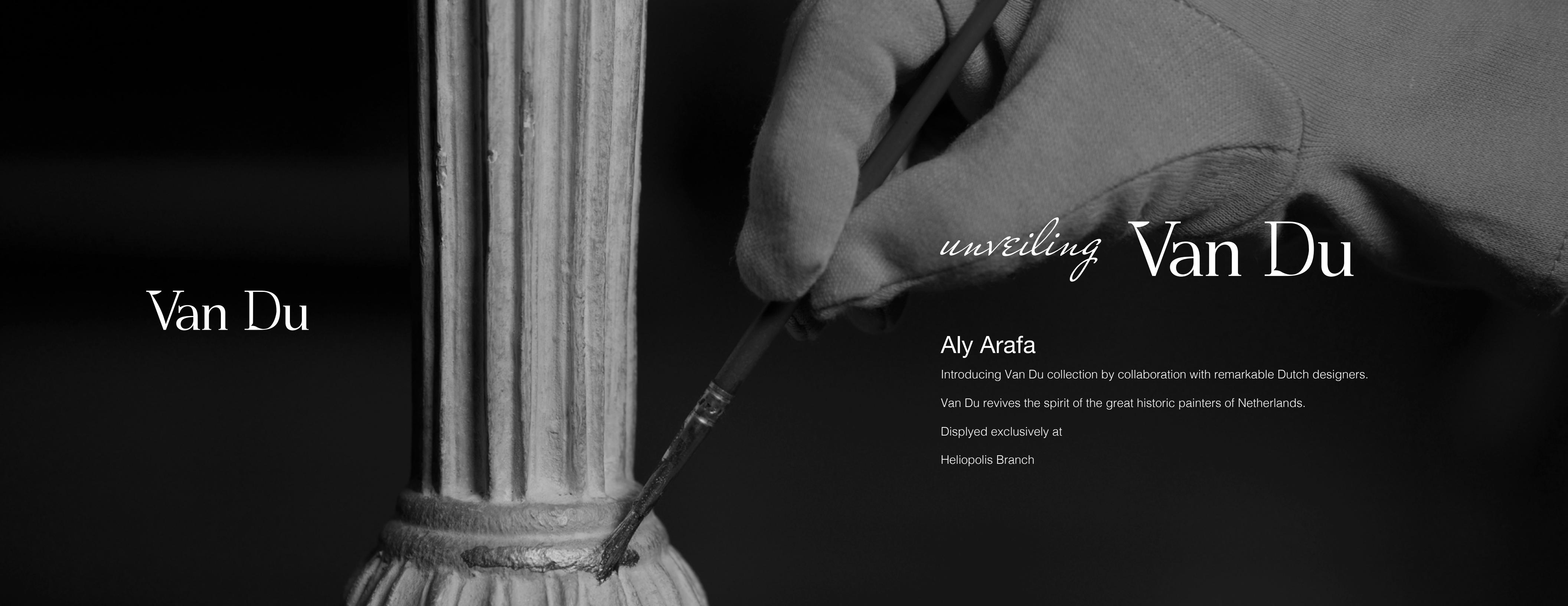


Nu

ORBIT



Nu



Van Du

unveiling Van Du

Aly Arafa

Introducing Van Du collection by collaboration with remarkable Dutch designers.

Van Du revives the spirit of the great historic painters of Netherlands.

Displayed exclusively at

Heliopolis Branch



Van Du

by
ALY ARAFA

ALPINE
KLASS



Van Du

ESSENCE



Van Du

ESSENCE



Van Du



SEE THROUGH



Van Du

SEE THROUGH



Van Du



LEVEN

SABRINA



Van Du

LEVEN



Van Du



CARLA



Van Du

CAPITAL



Van Du

CAPITAL





ANDY ROSE



Van Du

ANDY ROSE





SCANIA



Van Du

NORDIC



Van Du



FREDA



Van Du



DINING — S

Van Du / Netherlands.



Van Du

LUXE



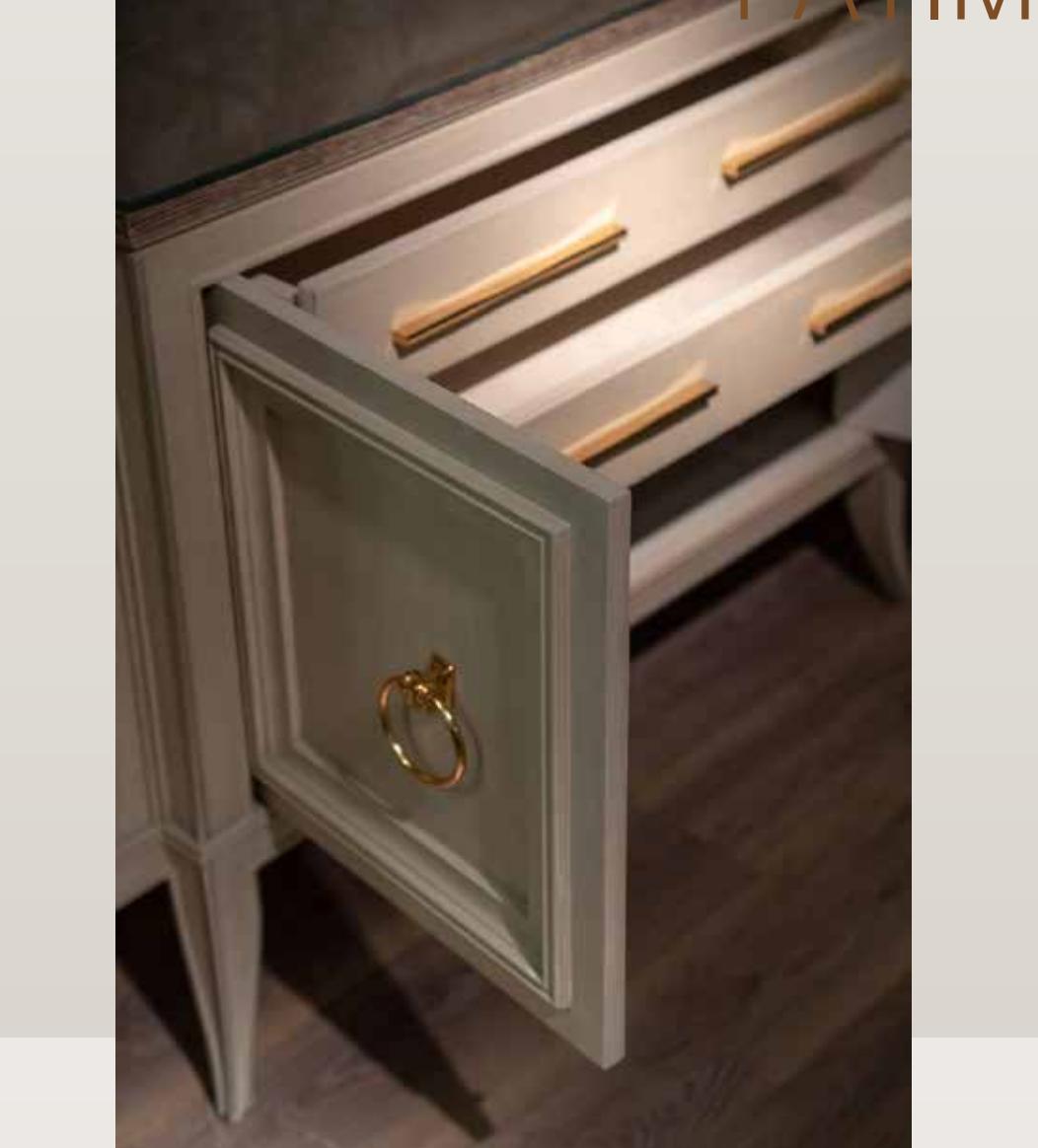
Van Du

FATIMA



Van Du

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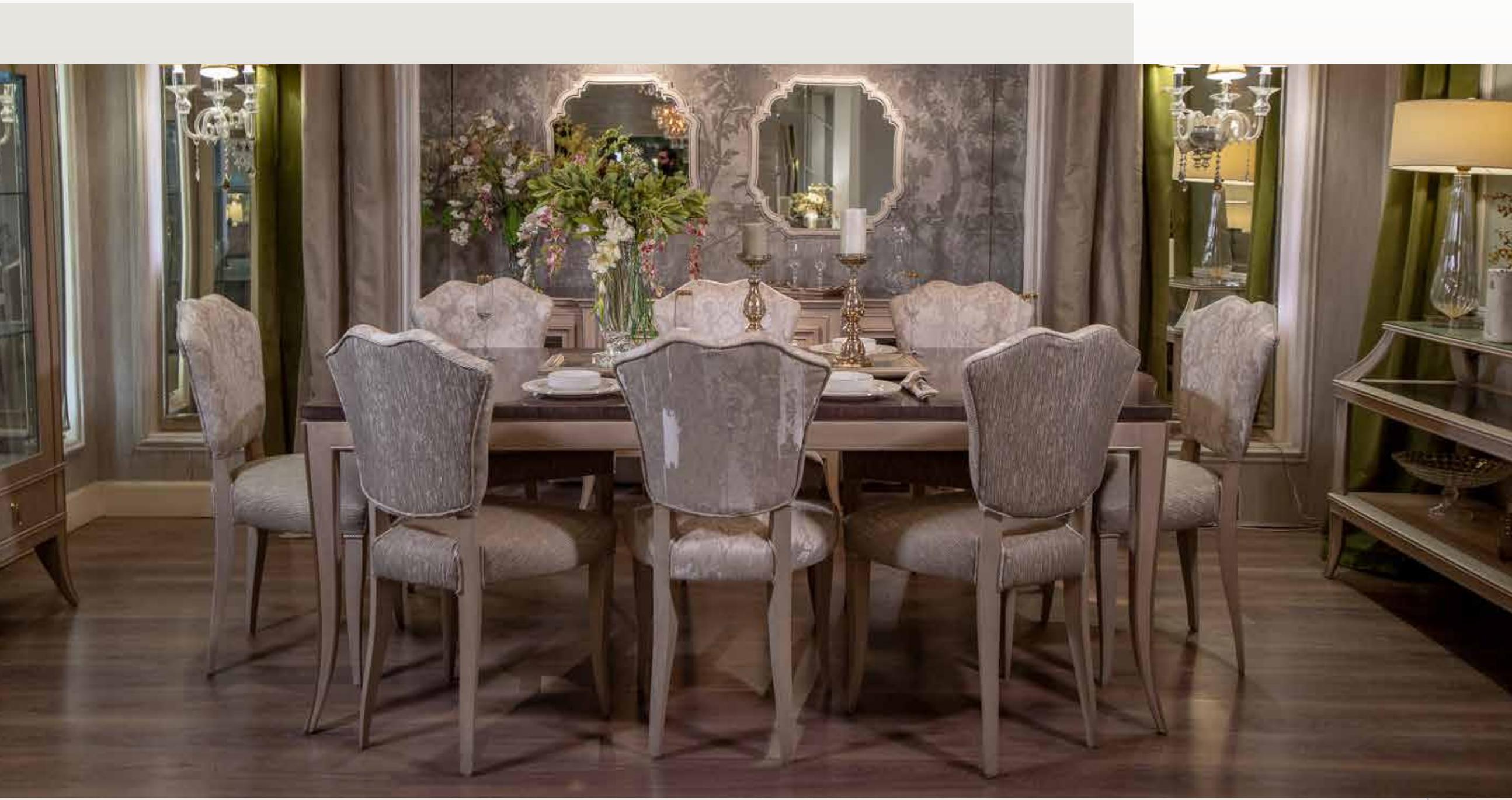


Van Du



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TIJDLOOS



Van Du

TIJDLOOS



Van Du



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