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THE OUTDOOR ISSUE

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# My Space

## Aya Nakkash,

Marketing Manager at NAKKASH Gallery

### What is your role at Nakkash?

I am the Marketing Manager at NAKKASH Gallery. I plan, implement, and manage the integrated marketing programs, activities, and initiatives of NAKKASH Gallery for all its products. My main role is to develop marketing strategies consistent with the overall goals and objectives of the business.

### How does your outdoor furniture differ from other offerings in the UAE?

NAKKASH Gallery carries some of the biggest names in the outdoor furniture industry. We offer high-end products and all our furniture is made to be durable, weather-resistant, and able to withstand wear while maintaining its good looks. NAKKASH Gallery differs from other furniture stores in the UAE by offering unique and iconic outdoor pieces to create warm and friendly atmospheres where people can get together and create lasting memories. Some of these pieces are so stylish you'll want to bring them inside, too!

### Where is your furniture sourced?

The furniture is sourced from around the world and is carefully

selected to offer various themes and cater to individual demands and requirements. Some of the collections are sourced from Europe and North America, others from the Philippines, but nevertheless, NAKKASH GALLERY persistently seeks to design flexible and versatile installations.

### What type of outdoor furniture do you recommend for the harsh Dubai climate?

Powder-coated aluminum outdoor furniture frames offer durable support and lasting value. This type of furniture is ideal for outdoor living spaces in Dubai. Powder-coated aluminum furniture is scratch, chip and corrosion resistant. Even after years of exposure to the harsh Dubai climate, powder-coated aluminum retains its colour.

### What is the best way to store outdoor furniture to make sure that it keeps well?

All of NAKKASH Gallery's outdoor furniture is zero maintenance. We ensure that our products are suitable for outdoor use, even Dubai's harsh climate. NAKKASH Gallery also provides protective covers along with every collection.



### Do you have a favourite collection?

My favourite collection would have to be the MU by Toan Nguyen. It's a versatile modular furniture system specifically created for contemporary lifestyles. This outdoor collection can be easily adapted to the various spaces and layouts of a home's living areas, indoor as well. MU makes the ideal choice for chill-out, play or conversation areas, and is equally suitable for large social gatherings or more intimate occasions.

### What are the current trends in outdoor furniture?

Today, with the boundaries between indoors and out blurring, people expect the same style, quality and comfort from outdoor entertaining as they do from their indoor living areas. Outdoor spaces are no longer just for relaxing. Creative and carefree styles are the latest trend in outdoor furniture. It's all about expanding the space you have and making it

more usable. A key trend that has emerged is the possibility to create an idyllic entertaining area, regardless of the size and orientation of your outdoor space, and then decorate it with virtually any style of furniture imaginable, all in weatherproof materials that are appealing enough to move inside and out. Outdoor fireplaces along with modular settings are also becoming increasingly popular in the outdoor furniture industry.

### How would you describe your own personal interiors style?

I tend to lean towards the modern and contemporary style when it comes to interiors, however my personal touch is to mix a few vintage pieces within the setting, in order to add more character and put forward the idea of timelessness.

### What's next?

Look out for our new showroom opening soon!

