



FLOR DE CARMIM

A PORTUGUESE CULTURAL DESIGN HOUSE

Crafted in Portugal. Designed for the world.

WHAT WE ARE

A cultural design house

Flor de Carmim is a Portuguese cultural design house. We make objects for the table and the home in porcelain, linen, silver and fragrance, created in Portugal and made to be lived with for a long time.

Ours is a slower way of making. Cultured, clear and quiet in its voice, closer to collectible design than to decoration.

WE ARE

A cultural design house

Handcrafted, in limited editions

Made to be kept and passed on

WE ARE NOT

Seasonal homeware

Mass-market tableware

Made to be replaced



THE IDEA

Made to be kept

An object can outlive the meal, and the moment.

A plate that gathers a family. A table set for a celebration, and set again years later. Each piece is made to last and to be passed on, carrying a story: ours, and that of whoever lives with it.



THE FOUNDER



Founded in Lisbon

For most of my career, I worked in industries built on the next season. Thirty years in retail and merchandising, across Porto, Lisbon, Dublin, Brussels and London, taught me how things are made to move fast: bought, replaced, forgotten.

Flor de Carmim is the opposite. A house built on an almost old-fashioned idea: that an object can be made to last, and to be passed on.

A brand is built with the same patience as a piece.

Filipa de Castro Feijó, Founder



THE COLLECTIONS

What we make

Porcelain

Dinner services and serveware. Made in limited editions.

Hand-painted linens

Table linens painted by hand. Made to order, never repeated.

Embroidered linens

Table linens embroidered by hand. Made to order, never repeated.

Silver

Serving pieces and objects by Luísa Lencastre, curated by Flor de Carmim. Made in limited editions.

Fragrance

Home fragrances, made with 100% natural ingredients. Exclusive to the house.

Antiquary

Decorative pieces in silver, gold or precious stones, for the table or the home. By Antique, the third-generation family business of Luísa Lencastre.

Nothing is made without end. Linens are made to order and never repeated. Antique pieces are one of a kind.



THE CRAFT

Made by hand, in Portugal

By hand

Porcelain painted by hand, linens painted and embroidered by hand, and silver worked by hand, in Portuguese ateliers.

In limited editions

Each collection has a defined beginning and end. Linens are made to order and never repeated.

Held in an archive

Every collection joins an archive that becomes part of the brand's own story.



Collections to date: Jacarandá · Fleur d'Or · Ivy Over Blue Tiles



THE ORIGIN

Portuguese savoir-faire

Portugal has shaped clay, cloth and silver for nine centuries. Its porcelain, tiles, embroidery and silverwork are recognised across the world, and the knowledge behind them passes from one generation to the next.

Flor de Carmim is built on that inheritance. Every piece begins in Portuguese hands, and carries a tradition far older than the brand.

flordecarmim.com

Nine centuries

OF PORTUGUESE CRAFT

Recognised worldwide

FROM PORCELAIN TO EMBROIDERY

Generation to generation

HOW THE KNOWLEDGE TRAVELS



POSITIONING

Where we sit

Price communicates category. Flor de Carmim sits with Europe's quiet heritage houses, above the established porcelain manufacturers, and below the great couture maisons. One fixed price per piece, the same in every market.

A space still largely open at this level internationally: contemporary objects with cultural depth and Portuguese roots. Neither home decor nor seasonal homeware.

The great couture maisons

ABOVE

Flor de Carmim, with Europe's heritage houses

OUR LEVEL

Established porcelain manufacturers

BELOW



THE AUDIENCE

Who it's for

Designed for the world, Flor de Carmim begins with four primary markets: the United States, the Gulf, India and wider Asia. It reaches the table in two ways: by direct purchase and by commission.

DIRECT PURCHASE

Private homemakers
Heritage families

BY COMMISSION

High-end hospitality
Weddings & event professionals
Private commissions
Members' clubs & private gifting

Collections are bought online, with linens made to order. A reference retail channel, through partners who sell to their own clients, is in development.



THE SERVICE

Concierge

For hospitality and private commissions, Concierge creates tabletop and objects shaped to a project's character, from a single plate to a centrepiece.

The design is always ours. Our creative team conceives every piece in the brand's language, translating a property's character into objects that still carry the Flor de Carmim signature. The client brings the context; we bring the design.

Made to order, in the same hands and to the same standard as our collections.

Alongside the collections, a curatorial service sources antique and collectible pieces for our clients, in partnership with Antique (antique1959 by Luisa Lencastre).



THE OPPORTUNITY

The opportunity

The category we work in is still thinly occupied at this level internationally, with real appetite for European craftsmanship and for objects made to be kept.

O1

An open category

Contemporary cultural design, still largely unclaimed at this level.

O2

A complete table

Porcelain, linen, silver, fragrance and antiques, in one language.

O3

Global demand

United States, the Gulf, India and wider Asia, across hospitality, weddings and family.

A clear voice, a defined aesthetic and a complete table. What it needs now is presence, market by market.





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flordecarmim.com · hello@flordecarmim.com