

# ASTER

BOUNDLESS EXPRESSIONS

Simplicity, Timelessness, and Modernism in Full  
Harmony With The Spaces



It is from the passion for the unknown, for the knowledge of new cultures and new horizons that **Aster Boundless Expressions** was born. We are about the design philosophy told through a multicultural vision.

In which a new perspective is born from each place, setting the tone for a design with an indistinguishable look, which dialogues with different styles, creating a harmonious dialogue between each piece and the interior where it is located.

We give rise to a design style oriented by simplicity, timelessness, and modernism in full harmony with the spaces that host it.

Creating unique designs is our mission.

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**Aster Boundless Expressions** is the story of a man with a multicultural vision, urged by his long travels all over the world. A free and youthful spirit, with a modern lifestyle, who is always searching for new horizons, every culture he knows, **Aster Boundless Expressions** is a man of today with a strong passion for travel and design.

Born out of a full life with multiple stories, the brand **Aster Boundless Expressions** expresses the personality of this man in the world of interior design. Intending to create a brand with roots in his birthplace, where the long tradition of craftsmanship is celebrated, **Aster Boundless Expressions** gives rise to a design style-oriented by simplicity, timelessness, and modernism in full harmony with the spaces that host it.

**Aster's** designs enforce their presence through the undistinguished visual appeal that speaks to different styles, creating a harmonious dialogue between each piece and the interior where it is.

Impressing with its modern simplicity and timeless aesthetic, **Aster Boundless Expressions** has crafted a concept guided by a tailor-made approach and exceptional craftsmanship, creating a unique language with Portuguese identity. The search for perfection in each detail, balance, and proportions sets **Aster's** designs, giving prominence to the high quality and know-how that conveys the luxury feel.

His origins and background, his passion for travels, bringing together distant worlds, are interpreted in a clean and fluid style improved by the use of high-quality materials: wood, brass, leather, and soft velvet. A complete wide range palette of beiges, greys, and browns tonalities cultivate a simple sophistication focused on singular interior identities.



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**Aster Boundless Expressions** is one of the PRIVATE LABEL GROUP brands. The Private Label Group was built under a dream of two seekers who believe that every creative mind must get recognition for breaking patterns and standards, for being bold by daring to think differently.

The Private Label Group was born in the heart of the Portuguese craftsmanship - Paços de Ferreira, a place where all the best Portuguese furniture brands gather for producing -, the Private Label Group is the result of the passion for design and, above all, the need to glorify the art of craftsmanship.

**Aster Boundless Expressions** has a series of products from different categories, **dining chairs, bar stools, armchairs, stools, modular sofas, sofas, center tables and side tables**. Below we present you some of **Aster** products in these different categories.



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With a timelessly elegant design, the **Arthur Armchair** features simple and clean lines. The ample seat upholstered by a soft and pleasant velvet fabric guarantees comfort, contrasting attractively with the leather in a neutral tone covering the seat's structure.

The **Gibbings Sofa** has the false appearance of a simple design due to its straight lines. When looking closer at it, the exquisite seam details stand out, balancing elegantly with brass elements adorning them.



An elegant balance between materials and shape, the **Greer Modular Sofa** brings a minimalistic and modern feel to the interior. It incorporates a wood component in the middle of the design, which serves as a side table supporting the lounge area, and a wide range of cushions, different in size and color, ensuring ultimate comfort.

**Alaton Dining Chair** features sinuous lines on the backrest, following to the seat where the arms rest, while the robust wood structure supports it. There is exquisite attention to the seaming details in all design, bringing out the mastery of luxury design.





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There is a generous seat followed by single brass details that guide the eye through the design. The **Mindel Bar Stool** features an embracing silhouette, and its clean lines exalt the modern simplicity aesthetic.

Timeless elegance draws the inspiration of the **Berke Stool**. The discreet brass feet support the round shape, creating the appearance of levitation. The detailed seams of the design are its main feature, though.



The **Dorothy Side Table** has a minimalistic yet attractive shape. The two contrasting elements - brass and darker wood - shape its structure, while the robust base enhances the overall design.



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**Aster Boundless Expressions** furniture uses the following materials: marble, wood, brass, in different types.

For marbles the types we use the carrara marble and the nero marquina marble, for woods we use moka oak stain matte wood and black oak stain matte wood, and for brass we use gold plated brass, polished brass and bronze patina brass.

For high resolution images or more information, please contact:

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