



Timeless form. Quality materials.

HEADQUARTERS

Business Bay
Dubai, UAE

SPECIALISATION

Premium Residential
Furnishing

PRODUCTION

Solid Wood, Metal
Marble, Premium Fabric

LEADERSHIP

Ghaida Rinawie Zoabi
Hilal Zoabi

ABOUT ALFA HOME

A boutique furniture design firm operating at the intersection of real estate and design.

Alfa Home partners with leading developers and entrepreneurs to transform residential units into fully furnished, move-in-ready homes. Each collection is conceived as a fully realized design object — with a strong identity, material logic, and architectural presence across living rooms, bedrooms, dining areas, and beyond. From concept development through to on-site installation, Alfa Home accompanies every project as a single, end-to-end furnishing partner.

SERVICE MODEL

End-to-end — concept to installation

PACKAGE TYPOLOGIES

2, 3 and 4 room residential units

MATERIALS

Solid wood · Marble · Premium fabric · Metal

DESIGN PARTNER

Elif Genç Design Studio

Pieces designed
by **Elif Genç**

CONFIDENTIAL
- FOR DEVELOPER REVIEW

B2B Presentation Document - 2026

Ghaida

Rinawie Zoabi

Co-Founder & Partner — Alfa Home, Dubai

Prior to her work in politics, she was the founding Executive Director of Injaz Center for Professional Arab Local Governance.

She has an MBA in Impact investment, she is an alumni of the OXFORD Said Business School Impact measurement program, and she is a graduate of an MA in literature, and has a Bachelor degree of Psychology .

In 2018 she was included at the Forbes list of "50 most influential women".

- IMPACT INVESTMENT
- OXFORD SAİD
- GOVERNANCE
- ENTREPRENEURSHIP

Hilal

Zoubi

Co-Founder & Partner — Alfa Home, Dubai

Engineer and entrepreneur with operations spanning the UAE, Turkey, Israel, China, and Hong Kong. Co-founder of Alfa Home and CEO of BBZoubi — a manufacturing and global trading company headquartered in Dubai. With a background in engineering and a strong track record across industrial, manufacturing, and real estate including co-founding Imperial Alfa Real Estate.

Elif

Genç

Designer — Elif Genç Design Studio, Istanbul

Born in Mannheim, Germany, Elif Genç graduated first in her class from Anadolu University's Department of Interior Architecture in 2002. In 2010 she founded her own studio, developing expertise across furniture, fashion, and jewellery design. A family legacy in carpentry introduced her early to the discipline of material craft — a foundation that drives every piece she designs.

DESIGN PHILOSOPHY

"Designs that push the limits of wood - merging technology with heritage, instinct with discipline."

- INTERIOR ARCHITECTURE
- FURNITURE DESIGN
- WOOD CRAFT
- FASHION
- JEWELLERY



GHAIDA RINAWIE ZOABI



ELIF GENÇ



MARBLE TABLE INTEGRATION



PIVOT JOINT DETAIL



LIFESTYLE — OPEN PLAN LIVING

COLLECTION 2026
SOFA — MODULAR ADAPTIVE

MONTPELIER

ADAPTIVE PIVOT

The sofa's central joint allows angle adjustment — rotating like a compass — enabling the piece to define space rather than merely occupy it. Ideal for open-plan environments.

INTEGRATED TABLE

A marble side table — built into the sofa's form — eliminates the need for a separate side table while reinforcing the composition's visual unity.

APPLICATION NOTES

Well-suited to large open-plan residences, hotel lobbies and lounges, and mixed-use developments where furniture must define zones within fluid spaces.



LEG DETAIL — METALLIC



CNC TEXTURE DETAIL



LIFESTYLE — LIVING ROOM

AIRA

BODY

CNC-cut pattern on walnut wood, finished with a matte chestnut paint — texture evoking ancient tool marks and the weight of material history.

LEGS

Metallic textured paint applied over MDF. Sculptural, organic form — each leg is a landscape of its own.

NAME MEANING

"Aira — a woman esteemed, honoured, and respected by others."

APPLICATION NOTES

Suited for hotel lobbies, executive reception areas, luxury residential living rooms, and collector residences. The commanding scale and artisanal texture make it a focal statement.



NOAR

LIGHT BODY
The glass tube housing the LED is crafted using hand-blown techniques — each lamp is unique in subtle form. The oval wood reflector rotates to direct light exactly where needed.

STONE BASE
Travertine or marble base options. The stone mass provides visual grounding and stability while the circular aperture passes the glass tube through cleanly.

NAME MEANING
"Noar — light from the beam, river."

APPLICATION NOTES
Perfect for high-end residential bedrooms, living rooms, and hospitality environments where lighting is expected to function as both illumination and sculpture.



HANDCRAFTED TEXTURE



BACK ASSEMBLY DETAIL



MARE
armchair

MARE

SURFACE

Every surface texture was produced by hand — reflecting humanity's past experiences, no two chairs are identical in fine detail.

BACK ASSEMBLY

An unconventional interlocking method — inspired by architectural keystone — contributes both to structural stability and to the distinctive visual form of the backrest.

APPLICATION NOTES

A bold accent piece for private studies, hotel suites, gallery spaces, and collector residences. Equally at home flanking a fireplace or anchoring a minimal loft interior.



MOIRA

SEATING CONSTRUCTION

The seating area is constructed entirely from organic, flowing forms — no straight edges, no conventional cushion geometry. Each section speaks to the next.

PILLOWS

Crafted from amorphous forms. Deeply tactile, deeply individual — impossible to replicate by machine alone.

NAME MEANING

"Moira — someone's fate or destiny. One of the three fate goddesses in mythology."

APPLICATION NOTES

Ideal as a centrepiece for high-end residential lounges, boutique hotel lobbies, and curated hospitality environments where artistic identity is non-negotiable.

alfa home



A L F A H O M E

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