

Premium *FF&E* Solutions

For 5-Star Hotels & Resorts

UAE · GCC · International

APPROVED VENDOR

Marriott · IHG · Emaar · Jumeirah · Shangri-La

naturebeyond.co · Dubai, UAE



Hospitality *Exclusive*

Founded in Dubai in 2015, Nature & Beyond International was built on a single conviction: that five-star hotels deserve furniture engineered specifically for their environment. Every product we supply is specified, tested, and warranted exclusively for commercial hospitality use.

OUR FOCUS

- **Hospitality-Only Supply.** We work exclusively with 5-star hotels, luxury resorts, beach clubs and premium developments. No retail, no residential.
- **UAE & GCC Market Expertise.** Over a decade delivering projects across Dubai, Abu Dhabi, Oman, Qatar and Saudi Arabia — with in-depth knowledge of local procurement and climate requirements.
- **End-to-End Accountability.** From initial specification through to final installation sign-off, a dedicated project manager ensures zero deviation from approved designs.
- **European Brand Representation.** Direct access to world-class certified design collections and transparent project pricing — without distributor markups.

2015

FOUNDED IN DUBAI

5★

HOTELS ONLY

GCC

REGIONAL
NETWORK

50K+

MIN. AED PROJECT

3 YR

COMMERCIAL
WARRANTY

2 HR

ENQUIRY
RESPONSE SLA

OUR COMMITMENT

"We absolutely do not supply residential-grade products to hospitality clients. Every piece is strictly engineered for luxury commercial use."

The Nature Advantage

The most memorable hotel experiences connect guests to something beyond the built environment. Natural materials, organic forms, and considered craftsmanship create spaces that guests return to — and review positively.

- **Grade A FSC-Certified Teak.** Sustainable Indonesian plantation timber. No chemical treatment required — naturally resistant to GCC climate extremes.
- **Premium Contract Fabrics.** Sunbrella® and Batyline® throughout. UV-rated to 2,000+ hours. Mould-proof and salt-spray resistant.
- **Marine-Grade Aluminium.** PVDF powder-coat frames tested to ISO 9227 salt-spray protocol. Commercial-contract structural joinery.
- **Measurable ROI.** Nature-connected interiors drive guest satisfaction scores, generate organic positive reviews, and support premium room rate positioning.



Luxury hospitality is not defined by cost alone — it is defined by how a space makes guests feel.

— Nature & Beyond Design Standard

01

MATERIAL INTEGRITY

Commercial-grade specification on every project

02

CLIMATE ENGINEERING

Tested for UAE extreme heat, humidity & salt

03

BIOPHILIC DESIGN

Natural materials that enhance guest experience

Complete FF&E for Every Area of Your Property

01

Guest Room Furniture

Beds, headboards, wardrobes, writing desks, luggage benches, minibars and custom millwork. Engineered for intensive commercial use with concealed joinery and contract-grade finishes.

02

Lobby & Public Areas

Reception seating clusters, console tables, statement lounge pieces and corridor furniture. Specified to brand standards for premium hotel groups across the GCC.

03

Pool & Outdoor Furniture

Sun loungers, daybeds, cabanas, poolside dining and stacking furniture. Grade A teak and marine-grade aluminium with Sunbrella® fabrics rated for extreme UAE conditions.

04

F&B & Restaurant

Restaurant chairs and dining tables, banquette seating, bar stools and terrace dining furniture. Adaptable to any F&B concept from fine dining to beachside casual.

05

Commercial Shade Systems

Large-span cantilever and centre-pole umbrella structures, tensile sails and bespoke cabana frameworks. GCC wind and UV rated with engineer sign-off available.

06

Bespoke & Custom FF&E

Fully custom FF&E designed to your exact brand guidelines. From technical drawings through factory production, QC inspection and site installation — no production before client sign-off.

Outdoor & *Pool Furniture*

Every outdoor piece is specified and tested to perform in the destructive reality of the Middle Eastern climate — extreme UV, coastal salt air and heavy daily use.

- **Sun Loungers & Daybeds.** Teak or marine-aluminium frames with quick-dry foam and Sunbrella® fabric. Stackable options for large pool decks.
- **Pool Cabanas.** Bespoke structures from teak timber or powder-coated steel. Custom canvas, privacy curtains and optional shade roofing.
- **Outdoor Dining.** Restaurant-grade dining tables and chairs for terraces, pool decks and beach venues. Full customisation of frame and fabric.
- **Woven Seating.** Hand-woven rope and rattan-effect seating over aluminium frames. European brand collections on exclusive basis.
- **Commercial Shade.** Centre-pole and cantilever umbrellas in 3m to 5m spans. GCC wind-load rated.

MATERIAL SPECIFICATIONS

TIMBER

Grade A FSC-Certified Teak

Sustainable Indonesian plantation timber, selected for density and natural oil content. No chemical treatment required. Naturally resistant to moisture, insects and UV degradation.

FRAME

Marine-Grade Aluminium

6063-T5 alloy with PVDF powder coat. Tested to ISO 9227 salt-spray protocol. Commercial-contract structural joinery rated for high-frequency use.

FABRIC

Sunbrella® & Batyline®

Solution-dyed acrylic and PVC-coated polyester mesh. UV resistance to 2,000+ accelerated hours. Mould-proof, easy-clean, 200+ colourways.

Indoor, Lobby & F&B Furniture

GUEST ROOMS

- **Beds & Headboards.** Platform beds and upholstered headboards in brand-compliant finishes. Custom sizing for non-standard room configurations.
- **Casegoods.** Wardrobes, minibars, writing desks, TV units and bedside tables. Solid wood, veneer and lacquer finishes available.
- **Soft Seating.** Club chairs, ottomans and room sofas. COM fabric or selection from our contract fabric library.

LOBBY & PUBLIC AREAS

- **Reception Seating.** Lounge clusters, occasional tables and feature seating specified to brand standards.
- **Corridor & Feature.** Console tables, accent chairs and decorative pieces for corridors and lift lobbies.

MEETINGS & EVENTS

- **Conference Seating.** Executive chairs, training room seating and boardroom furniture.
- **Event Stacking.** Lightweight commercial stacking chairs and folding tables for ballrooms and event spaces.

RESTAURANT & F&B

- **Dining Chairs.** Restaurant and bistro chairs in timber, upholstered and metal finishes. Stackable options for multi-function spaces.
- **Dining Tables.** Solid teak, marble-top and veneer tables in standard and custom dimensions. Contract-grade base options.
- **Banquette Seating.** Fixed and loose banquette seating for restaurants, bars and hotel lobbies. Custom upholstery and COM available.
- **Bar Seating.** Commercial bar stools and counter seating in timber, metal and upholstered configurations.

COM POLICY

Customer's Own Material (COM) is accepted on all upholstered items. All indoor furniture is specified exclusively for commercial hospitality environments.

Bespoke & *Custom FF&E*

When standard catalogue furniture cannot meet your brand guidelines or spatial requirements, our bespoke manufacturing capability provides a fully managed path from concept to installation. No production commences until the client approves drawings, samples and pricing.

THE 6-STEP BESPOKE PROCESS

- 01

Design Brief

Your team provides specifications, mood boards or technical drawings.
- 02

Technical Drawings

CAD drawings with dimensions, joinery details and material call-outs for client approval.
- 03

Material Samples

Physical samples of timber, fabric and metal finishes presented before any production.
- 04

Factory Production

Manufacturing by approved factory partners with regular QC inspection visits.
- 05

Pre-Shipment QC

Formal inspection verifying every item against approved drawings before packing.
- 06

Site Installation

Our teams handle unpacking, assembly and placement with a formal snagging process.

WHY BESPOKE MATTERS

Brand Compliance

Major hotel groups maintain exacting global standards. Our bespoke service is designed to meet the FF&E approval processes of Marriott, IHG, Shangri-La and Jumeirah.

Pre-Opening Timelines

Our process is structured to deliver samples, approvals and production within defined project milestones — critical path pressure is understood and managed.

Spatial Optimisation

Non-standard room configurations and site-specific constraints are resolved through custom sizing — not compromised by catalogue limitations.

Long-Term Value

Custom commercial-grade furniture, specified correctly, outlasts residential or light-contract alternatives by a ratio of 3:1 or greater in hotel environments.

Engineering for the GCC Environment

The Middle Eastern climate demands a level of material specification that standard European or Asian hospitality furniture cannot consistently meet. Every product we supply is tested against the specific conditions of UAE and GCC outdoor and indoor hospitality environments.

THE GCC TESTING PROTOCOL

- **Extreme UV Resistance.** All outdoor fabrics tested to a minimum 2,000 accelerated UV hours. Teak frames retain natural oil and structural integrity across 3-year test cycles.
- **Salt-Air & Humidity.** Marine-grade aluminium frames tested to ISO 9227 salt-spray protocol. All fasteners are marine-grade stainless steel or non-ferrous alternatives.
- **Thermal Expansion.** Tested for dimensional stability at sustained temperatures exceeding 50°C. Joinery engineered to accommodate expansion without structural failure.
- **High-Traffic Load.** 150kg point load on seat and back, 50,000-cycle fatigue testing on all hinges and moving parts for all commercial seating.

THE GCC COMMERCIAL GUARANTEE

- **3-Year Structural Warranty.** All FF&E carries a minimum 3-year commercial warranty covering structural integrity, fabric performance and surface finish under normal hotel operating conditions.
- **In-Country Parts Holding.** Critical replacement components are held in our Dubai warehouse for fast turnaround on snagging items.
- **Lead Time Commitments.** Standard catalogue: 4–6 weeks. Custom and bespoke: 8–12 weeks from approved drawings. Pre-opening packages managed to critical path.
- **Post-Installation Support.** Dedicated after-sales support for 12 months post-installation. Annual maintenance reviews available for large-volume packages.

Trusted by the World's *Leading Hotel Groups*

A decade-long track record of successful pre-opening and refurbishment FF&E projects, setting new benchmarks in luxury hospitality furnishing across the GCC.

- Marriott International

- IHG Hotels & Resorts

- Hyatt Hotels & Resorts

- Shangri-La Hotels & Resorts

- W Hotel Dubai

- Westin Dubai

- Radisson Blu

- Movenpick Hotels & Resorts

- Jumeirah Group

- Jumeirah Living Dubai

- Emaar Hospitality

- Anantara — Al Baleed Resort Salalah

- The Diplomatic Club

Bespoke Outdoor FF&E — *Shangri-La, Abu Dhabi*

A comprehensive bespoke furniture package engineered for the outdoor leisure spaces of the Shangri-La Abu Dhabi. The collection was required to withstand intense coastal conditions while maintaining the precise aesthetic standards of the Shangri-La brand.

PROJECT SCOPE

- Custom outdoor dining sets — teak and aluminium
- Commercial teak sun loungers with Sunbrella® cushions
- Poolside cabana structures with custom shade canopies
- Centre-pole commercial umbrellas — brand colour matched
- Full site installation and snagging to brand sign-off

4	6+	On Time
OUTDOOR ZONES	ITEM TYPES	DELIVERY



THE CHALLENGE

Full coastal conditions: extreme UV, high humidity and salt-laden air. Every piece required to meet Shangri-La's global brand furniture standards while performing without deterioration over a minimum 3-year commercial cycle.

OUR APPROACH

Detailed site survey and specification review against Shangri-La's FF&E standards manual. All frame options presented with material data sheets and physical samples for brand approval before any production commenced.

RESULT

Outdoor areas handed over on schedule and within the pre-opening critical path. The Shangri-La procurement team confirmed full compliance with international brand standards.

Refined Indoor Dining — *The Westin Dubai*

A complete indoor dining and seating package for the fine-dining restaurant and lobby bar at The Westin Dubai. The brief called for elegant, ergonomic designs that aligned with Marriott's global brand standards while delivering the warmth and character appropriate to the property's design concept.

PROJECT SCOPE

- Bespoke communal dining tables in solid timber
- Contract dining chairs upholstered in COM fabric
- Banquette seating — custom configuration to floor plan
- Premium lobby sofas and occasional seating
- Bar counter stools — custom height and upholstery

Marriott Brand

Full compliance, approved without revision

Lead Time

Delivered within 10-week pre-opening window

Custom Sizing

Non-standard dimensions resolved via bespoke



THE DESIGN REQUIREMENT

The Westin's interior design team required all F&B and lobby seating to reflect the brand's 'heavenly' aesthetic — clean lines, premium upholstery and natural timber elements. Marriott's FF&E approval process required technical drawings, physical samples and written compliance confirmation.

EXECUTION

Bespoke communal dining tables produced in solid oak with blackened steel bases to the interior designer's specifications. Dining chairs upholstered in COM fabric supplied by the design team. All pieces produced to meet Marriott's commercial contract testing requirements.

INSTALLATION

The full package was installed over 4 days during the pre-opening period, coordinating logistics with the main contractor. Final snagging was signed off by the Westin's rooms division and F&B director.

W Hotel Dubai & *Jumeirah Living Dubai*

W HOTEL DUBAI — MODERN AESTHETICS

Adapting to highly specific, design-forward brand guidelines while maintaining strict commercial-grade durability. W Hotels operates some of the most design-intensive venues in the sector, requiring FF&E that performs commercially while complementing the brand's bold aesthetic direction.

SCOPE — W HOTEL DUBAI

- Outdoor restaurant dining sets — custom colourway
- Commercial outdoor lounge seating for pool deck
- Indoor restaurant and bar seating
- Brand-specific woven rope dining chairs

ALSO — JUMEIRAH LIVING DUBAI

Bespoke Pro-Cabana Installation

Custom cabana manufacture, delivery and installation for a premium residential resort community. Executed on a strict pre-opening programme to Jumeirah's brand specification. Includes bespoke timber frames, custom canvas and privacy curtaining.



EXECUTING GLOBAL BRAND STANDARDS

Working with W Hotels presented a specific challenge: the brand's design language demands furniture that reads as fashion-forward while meeting the structural and durability requirements of a high-volume hospitality environment.

Brand Compliance Process

W Hotel's design team provided detailed specifications including exact frame finish, fabric codes and dimensional tolerances. Physical prototypes were produced for brand approval before any batch production commenced.

Commercial Durability

Woven rope chairs produced on marine-grade powder-coated aluminium with UV-stable polyethylene rope. Independently load tested to 150kg and passed 50,000 fatigue cycles prior to shipment.

Logistics

Our team managed customs clearance, port-to-site transport and installation over a 3-day programme during the pre-opening soft launch period.

ESG Alignment & Responsible Sourcing

Sustainability is embedded in our supply chain — not applied as a marketing overlay. Our sourcing practices allow hotel procurement teams to satisfy their corporate ESG frameworks with confidence, backed by documentation.

RESPONSIBLE TIMBER

FSC-Certified Supply Chain

All teak sourced from FSC-certified Indonesian plantations with full chain-of-custody documentation. Certification records available to support LEED and Green Globe hotel programmes.

MATERIAL CHOICES

Conscious Specification

Recycled aluminium content in all frame production, recyclable fabric systems at end-of-life, and water-based finishes to reduce VOC emissions. Environmental data sheets available.

PRODUCT LONGEVITY

Commercial Life Cycle

Commercial-specification furniture eliminates the 2–3 year replacement cycles common with residential-grade hotel furniture. One properly specified lounge outlasts three residential equivalents.

CARBON FOOTPRINT

Consolidated Logistics

We consolidate hotel project shipments wherever possible, reducing individual freight movements. UAE bonded warehouse stock minimises emergency air freight — the highest-impact logistics category.

PACKAGING

Reduced Single-Use Plastics

All packaging uses recyclable cardboard and paper-based corner protection. Actively working to eliminate single-use plastic wrapping from our supply chain in line with UAE packaging regulations.

ESG ROADMAP 2026

GCC Certification Target

Committed to completing a comprehensive sustainability audit by end-2026, targeting recognition as the GCC's first fully FSC-certified commercial hospitality furniture supplier.

Our Proven 6-Step FF&E Delivery Process

Hotel procurement demands absolute clarity on timeline, accountability and design compliance. Our structured process ensures zero deviation from approved specifications — from first enquiry to final installation sign-off.

01

Enquiry & Assessment

2-BUSINESS-HOUR RESPONSE SLA

All enquiries receive an acknowledgement and initial qualification within 2 business hours. We assess project parameters — scope, timeline, budget range — and assign a dedicated project manager.

02

Site Specification

COMPLIMENTARY SITE VISIT INCLUDED

For projects in the UAE, we offer a complimentary site visit to assess spatial dimensions, access constraints and brand elements. Detailed specification documents are produced for client review.

03

Commercial Quotation

ITEMISED WITHIN 5 WORKING DAYS

A fully itemised quotation is delivered within 5 working days of specification sign-off, covering unit pricing, quantities, lead times, delivery costs and installation scope.

04

Manufacturing & QC

DRAWINGS + PHYSICAL SAMPLES FIRST

Technical drawings and physical samples are provided for approval before production commences. Regular factory inspection visits are conducted throughout the production cycle.

05

Pre-Shipment Inspection

EVERY ITEM CHECKED AGAINST SPEC

A formal quality inspection verifies every line item against approved drawings, material specifications and quantity schedules before packing and despatch.

06

Delivery & Installation

END-TO-END, ZERO DISRUPTION

Managed from port clearance to site installation. Our teams coordinate with the property's main contractor and FM teams to minimise disruption to hotel operations.



BEGIN YOUR PROJECT ENQUIRY

Direct Access for *Partnership Enquiries*

We welcome enquiries from Hotel GMs, Procurement Directors, FF&E Consultants and Interior Architects across the UAE, GCC and internationally.

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