

case study

PRIVATE LABEL LUXURY APARTMENTS



NEW DESIGN
concepts

Private Label Luxury Apartments

Project: Bedroom, dining, & living spaces

Scope: 150 SKUs for multiple units

Project Year 1

An entrepreneur came to New Design Concepts (NDC) looking for custom furnishings for a luxury apartment complex. After a quick trip to Asia to meet with our operations team, we worked with the client to create and build 150 custom products.

Over the next few months, we continued collaborating with the client and design team remotely to ensure their **undeniably unique** furnishings were ready to ship. Within 75 days, the first container of many was ready to go!

Project Year 2

By the second year, the client's business was flourishing and our team was operating within an eight-factory network to ship more than 1,000 containers of custom furniture to one of five warehouses across the country.

Working closely with the design team, we kept a close eye on the deliverables throughout the entire process, ensuring products were properly reengineered when needed and costs were driven down as much as possible.





Delivering *more than* just design.

Our job is to bring the client's vision to life, whether it's a single product or a high-volume order. For this project, the vision extended beyond furniture design, calling for efficient use of each container to keep costs low without compromising the quality of the products. So that's what we provided!

"There is no other group that is more capable or respectful. How NDC does business is what makes them great. Expect them to go over and beyond and satisfy your contracts in the most positive way."

Private Label Customer
Procurement Director



**“Create
the things
you wish
existed.”**

THE NDC WAY





contact us

Visit our website
theNDCway.com

© New Design Concepts