

إكزيتيوت | EXECUTE

BESPOKE INTERIOR SOLUTIONS





## STEP INSIDE EXECUTE

Step into a world where creativity knows no bounds, and innovation takes center stage. We're thrilled to have you join us on a journey that is defined by unparalleled design, exceptional craftsmanship, and a commitment to making spaces truly extraordinary.

At Execute Co, we believe in the power of transformation. Whether it's turning a blank canvas into a breathtaking interior, crafting bespoke furniture that resonates with your personality, or redefining the concept of living through our design solutions – we're here to exceed your expectations every step of the way

Our passion for interior design, coupled with our founder's relentless dedication, has fueled a vision that goes beyond aesthetics. It's about curating experiences that seamlessly blend functionality with elegance, breathing life into every space we touch.

As you explore our offerings – from tailor-made furniture to innovative fit out solutions – you'll discover a realm of possibilities where your dreams become reality. We invite you to immerse yourself in a world where every detail matters, every idea takes shape, and every corner speaks your language.

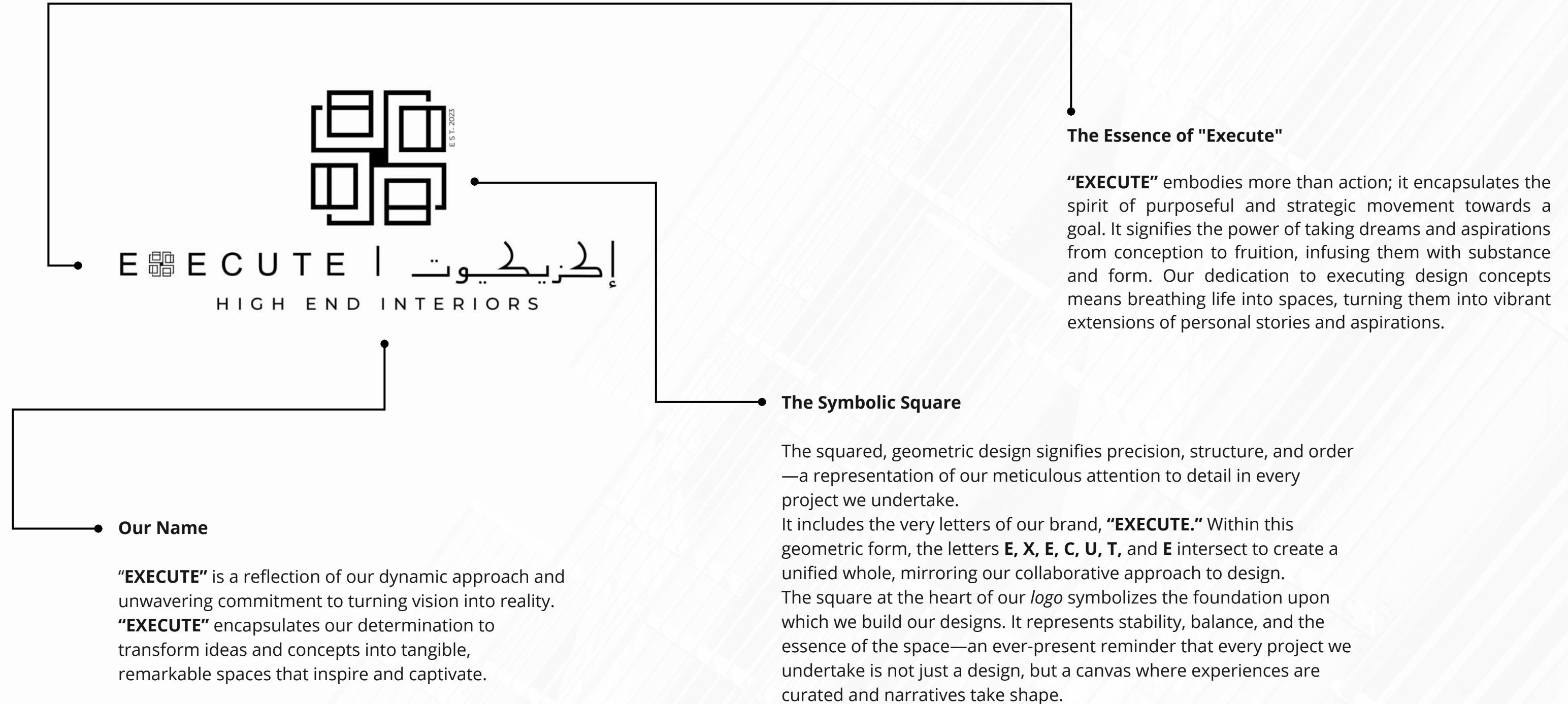
Welcome to Execute Co – where innovation meets inspiration, and design becomes an unforgettable journey!





## THE STORY BEHIND OUR NAME & LOGO

"EXECUTE" means to carry out, accomplish, and bring to fruition. It signifies the act of taking a plan, strategy, or intention and bringing it to life through purposeful action and precision. As we continue to embrace innovation and push the boundaries of design, our *logo* stands as a constant reminder of our purpose—to **EXECUTE** design dreams, elevate spaces, and create experiences that resonate on a profound level. Just as each edge of our *logo* connects, we connect design with purpose, and spaces with emotions.

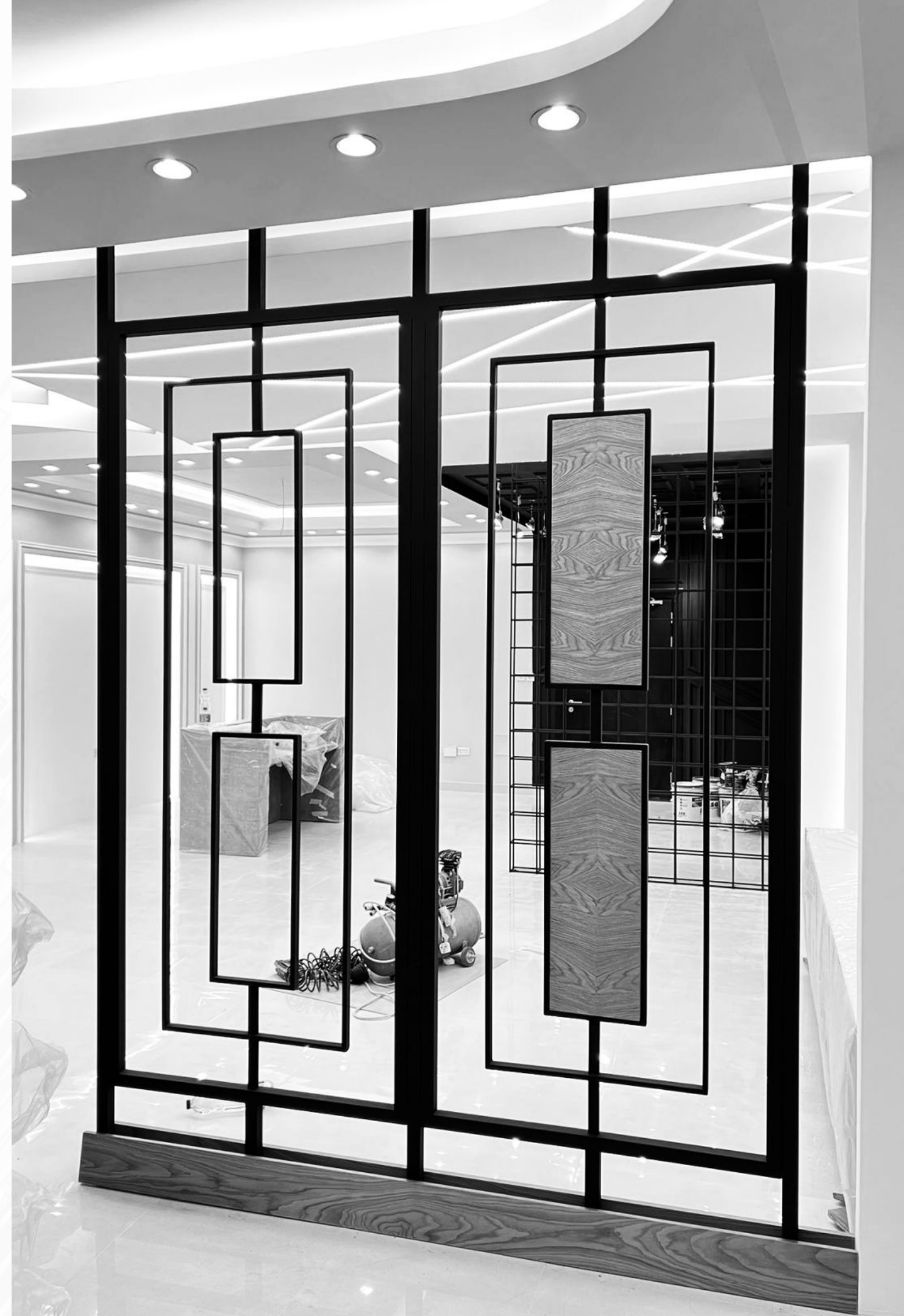


## DECADES OF CRAFTSMANSHIP & DESIGN MASTERY

With its inception in 2023, Execute Co embarked on a dynamic creative odyssey from its headquarters in Doha, Qatar. However, the roots of this journey stretch back even further, tracing its origins to the establishment of Latex Co in Beirut, Lebanon, back in 2002. This rich history has paved the way for an exceptional 21-year voyage in the realm of design and innovation.

The seeds of expertise sown during Latex Co's formative years have flourished into the vibrant tapestry that is Execute Co today. Our transition from Beirut to Doha has been marked by a continuous commitment to cultivating authentic expertise and enduring knowledge, underpinned by a steadfast dedication to design excellence.

As we reflect upon our journey, we recognize that every year of operation and every project undertaken have contributed to our evolution as trailblazers in the design world. The convergence of our roots in Beirut with the horizons of Doha has propelled us forward, positioning us as a dynamic presence in the industry. With anticipation for the years to come, we eagerly continue to infuse our projects with the wisdom and insight accumulated over our remarkable 21-year expedition.

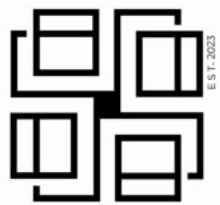






## OUR VISION

Driven by our founder's remarkable journey, Execute Co envisions itself as a trailblazer in the world of interior design and bespoke solutions. As we continue to excel in crafting personalized interiors that reflect individual stories and aspirations, our vision extends beyond. We aspire to broaden our horizons to encompass architectural and exterior realms in the future. While currently specializing in exquisite interior fitouts and bespoke services, we are committed to setting new standards and expanding our influence across the GCC region.







## WE'RE ON A MISSION!

At Execute Co, our mission is to elevate spaces into remarkable experiences. With an unwavering passion for interior design and an impeccable eye for detail, we transform environments in both residential and commercial domains.

By fusing bespoke furniture, exclusive accessories, and tailor-made solutions, we breathe life into personalized spaces that encapsulate individuality.

We understand that your living or working environment is an extension of yourself. Therefore, our dedicated team of designers collaborates closely with you to understand your preferences, needs, and aspirations. Through this collaborative process, we create interiors that not only reflect your style but also enhance your daily experiences.

With a portfolio of diverse projects, ranging from luxurious residences to innovative office spaces, our expertise spans various design styles and functional requirements. This diversity allows us to bring fresh perspectives to every project, tailoring our approach to suit your specific needs. This is precisely why our slogan is "bespoke interior solutions." We believe in the power of customization and personalization to create spaces that are as unique as the individuals who inhabit them.

Our commitment is to exceed expectations and craft interiors that resonate with your unique style and aspirations.



## MESSAGE FROM THE FOUNDER

Execute is the outcome of years of perseverance and belief that unwavering determination can turn dreams into reality. It represents the triumphs that follow challenges and the strength found in sticking to a singular goal. With passion for interior design at its core, Execute stands as a testament to the impact of every detail on our lives and the evolution of our world.

Our journey is defined by hard work and effort, reminding us that persistence and resilience lead to success. Execute is a source of hope for those facing adversity, encouraging them to stand strong and carve their path despite challenges. It's a call to embrace difficulties, emerge stronger, and enjoy the rewards of unyielding dedication.

As we move forward, remember that every conquered challenge weaves into our story, creating a tapestry of growth. Execute embodies the spirit of pushing boundaries, transcending limits, and creating our destiny with determination.

Stay resolute, stand tall, and let the world witness the beauty that arises from unwavering dedication.

With determination,

*Mohamad Diab*







### Interior Design:

- Conceptualization and Design Development
- Space Planning and Layout
- Furniture Layout and Selection
- Material and Finish Selection
- Lighting Design
- Color Palette Selection

### Fitout Services:

- Complete Interior Fitout Solutions
- Wall Partitions and Dividers
- False Ceilings and Flooring
- Custom Cabinetry and Joinery
- Gypsum Board and Wall Paneling
- Wall and Floor Finishes

### Commercial Fitout:

- Office Fitout and Design
- Retail Store Interior Design
- Hospitality Fitout (Hotels, Restaurants, Cafes)
- Exhibition and Showroom Design





### **Consultation and Design Services:**

Design Consultation and Guidance  
3D Renderings and Visualizations  
Mood Boards and Conceptual Presentations

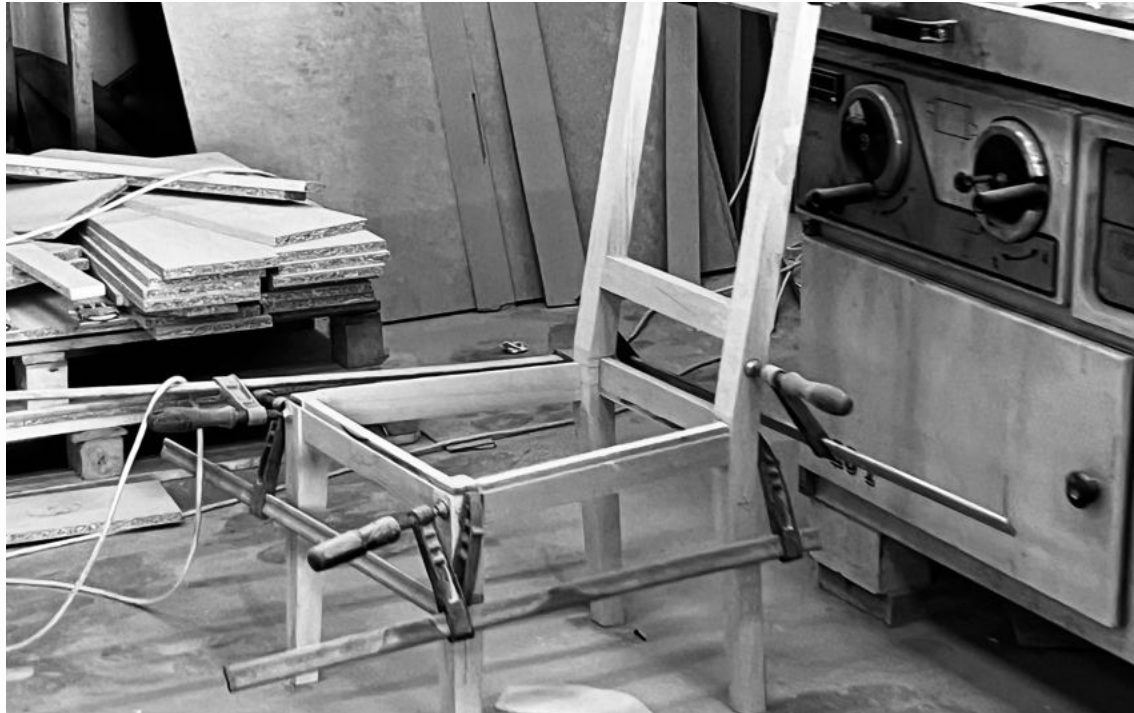
### **Renovation and Remodeling:**

Partial or Full Space Renovation  
Structural Modifications  
Demolition and Reconstruction  
Adaptive Reuse of Existing Spaces  
Interior Alterations and Upgrades

### **Furniture and Furnishing:**

Custom Furniture Design and Fabrication  
Mattress Custom Fabrication and Mass Supply  
Furniture Procurement and Installation  
Soft Furnishings (Curtains, Drapes, Upholstery)  
Accessory and Decor Selection  
Artwork and Decorative Elements





**Joinery and Carpentry:**

Custom Woodwork and Carpentry  
Built-in Shelving and Storage Solutions  
Cabinetry for Kitchens, Bathrooms, and  
Wardrobes  
Wood Paneling and Cladding



**Electrical and Lighting:**

Electrical Wiring and Fixture Installation  
Smart Home Integration  
Lighting Fixture Selection and  
Installation  
Mood Lighting and Ambiance Creation



**Plumbing and HVAC:**

Plumbing Installations and Upgrades  
HVAC (Heating, Ventilation, and Air  
Conditioning)  
Bathroom and Kitchen Plumbing





**PROJECT MANAGEMENT**

**Our Project Management Service at Execute Co ensures every detail aligns seamlessly. From meticulous planning and budget oversight to supplier coordination and quality assurance, we bring your vision to life with precision. We're not just designers; we're your partners in creating exceptional spaces!**

Our Project Management service encompasses:

- **Thorough Project Planning:** We craft a detailed roadmap, outlining timelines, milestones, and resource allocation to ensure a smooth workflow.
- **Budget Oversight:** We manage your project's financial aspects with precision, keeping expenditures aligned with your budgetary goals.
- **Timely Execution:** We diligently monitor project progress, addressing potential challenges promptly to maintain timelines.
- **Quality Assurance:** Our rigorous quality checks guarantee that the end result meets the highest standards of craftsmanship and design.
- **Transparent Communication:** We maintain open lines of communication, keeping you informed at every stage and providing insights to make informed decisions.



## E-DESIGN SERVICES



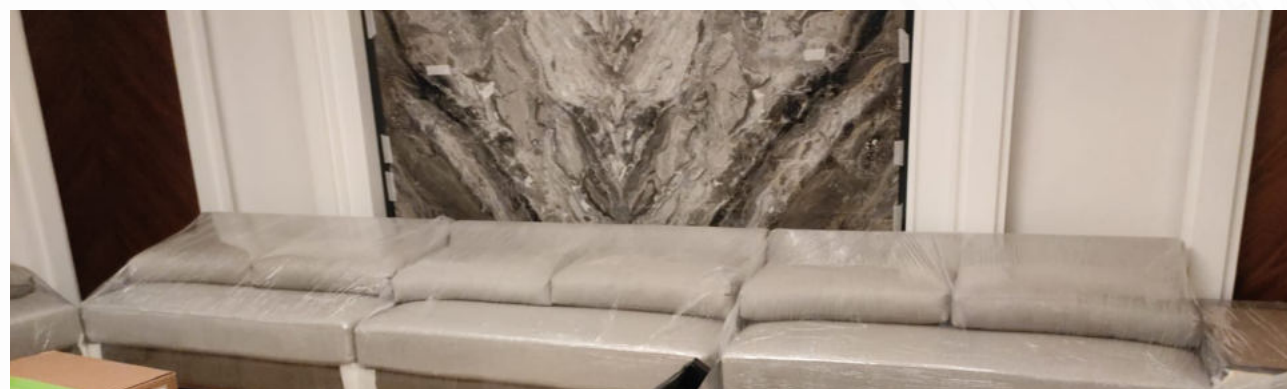
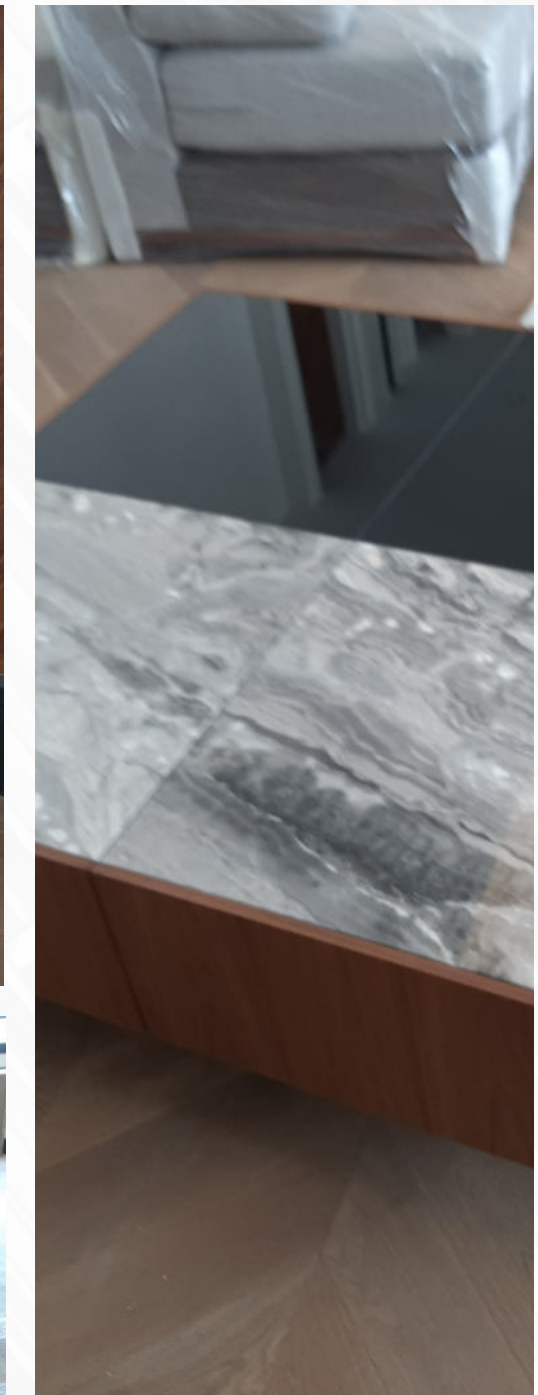
Virtual Interior Design Services with personalized solutions and insights:

- Mood Boards, Design Concepts, and Layout Plans
- Furniture, Fabric, and Accessories Recommendations
- Virtual Tours and 3D Renderings
- Online Procurement Guidance
- Color Palette and Decor Suggestions

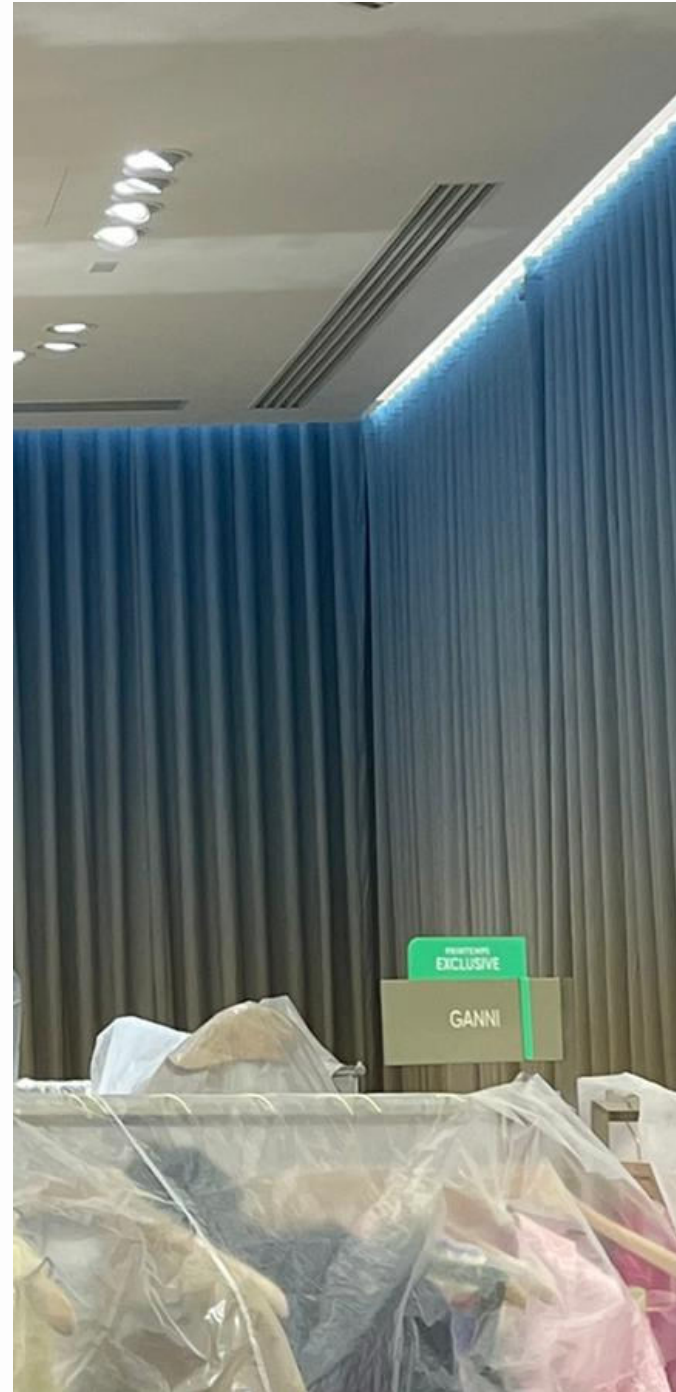




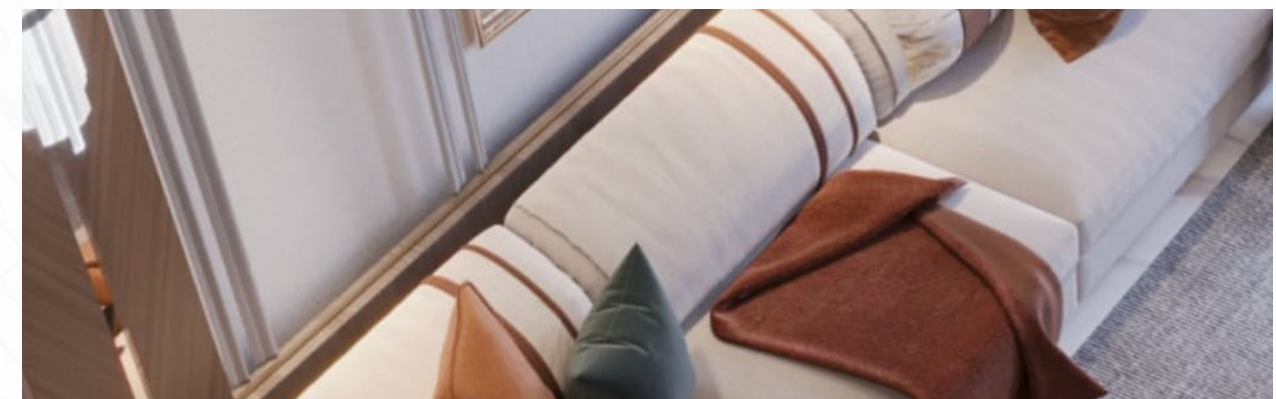




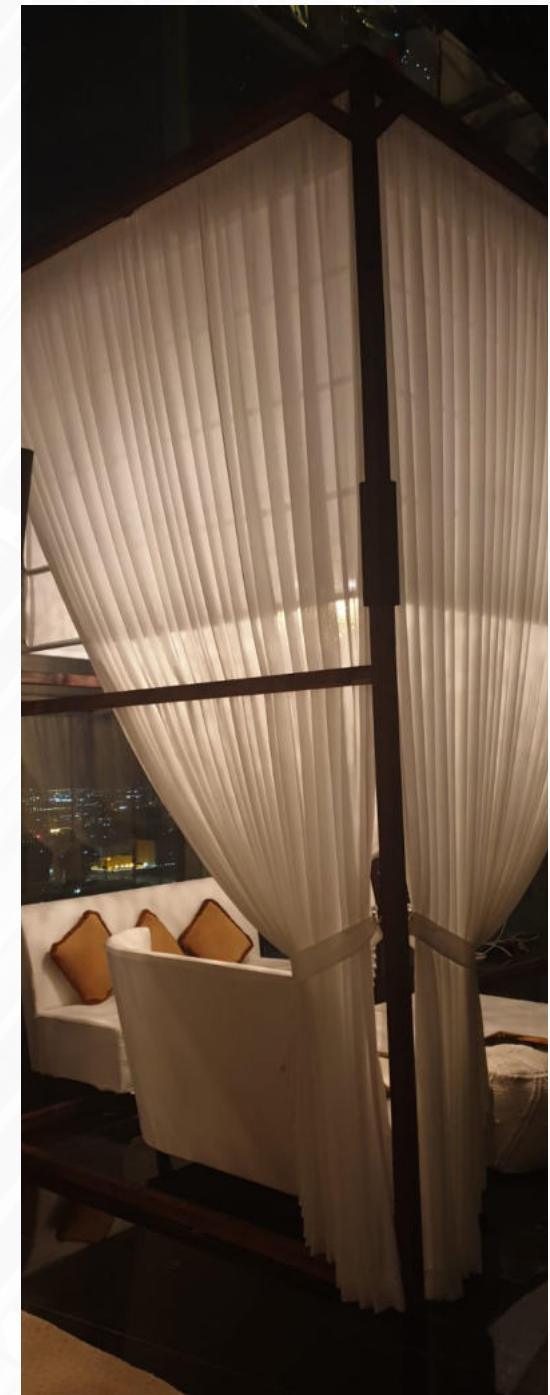
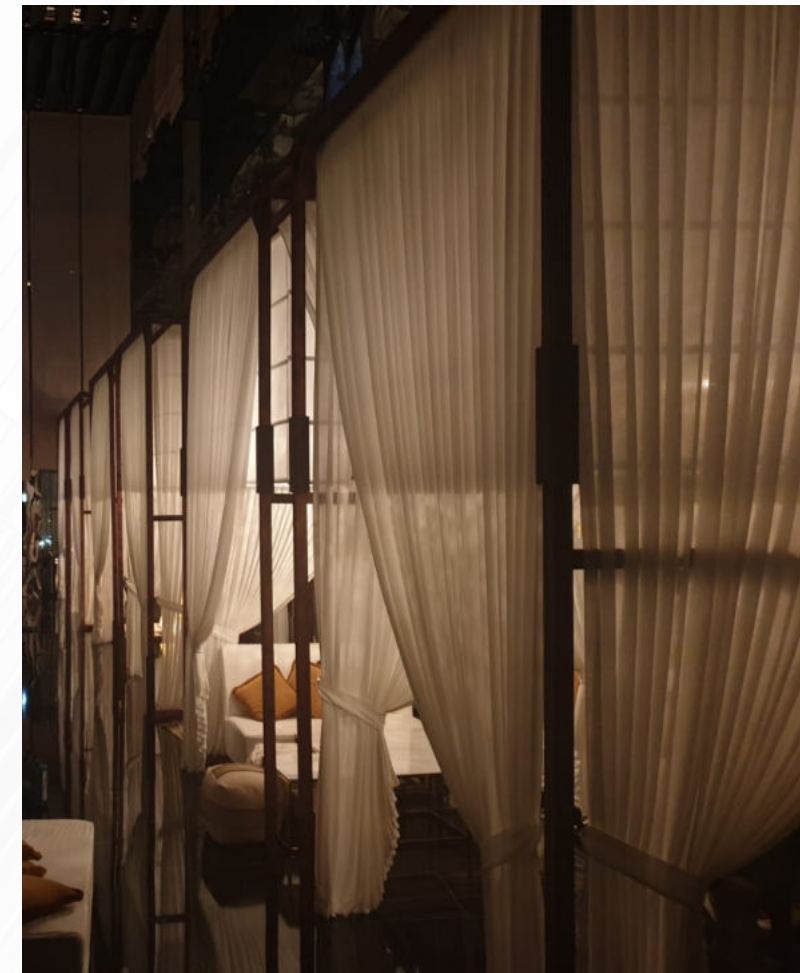




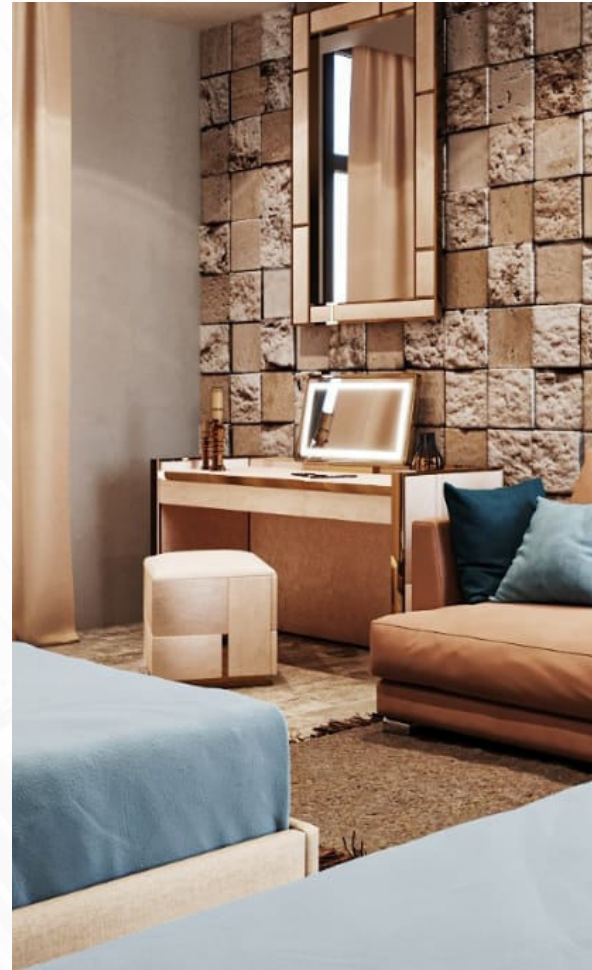












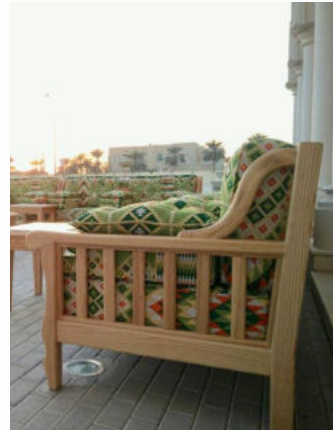
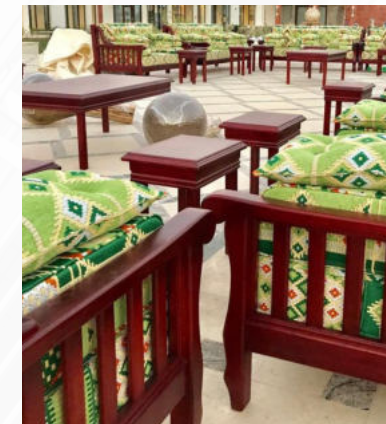




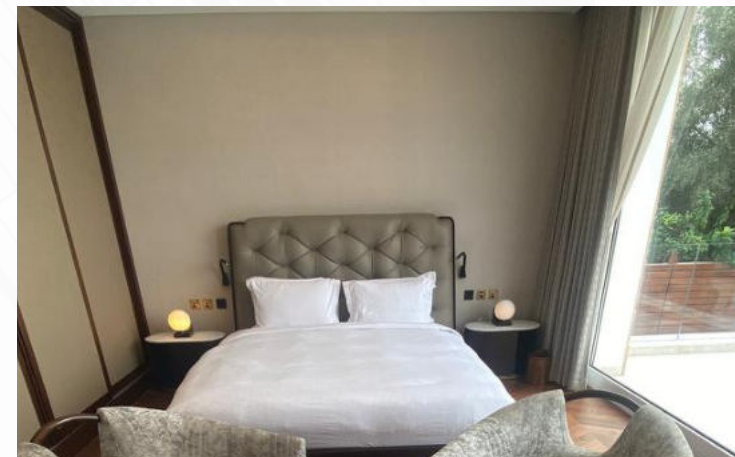
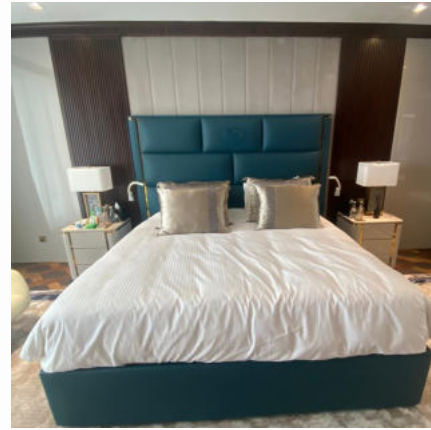
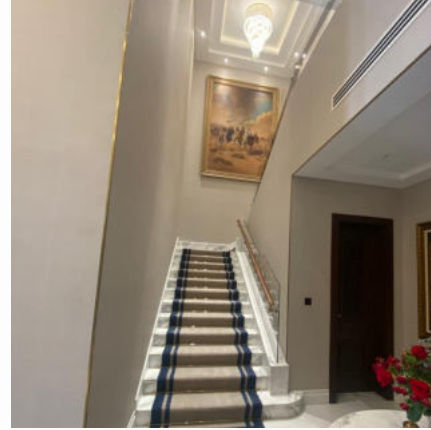








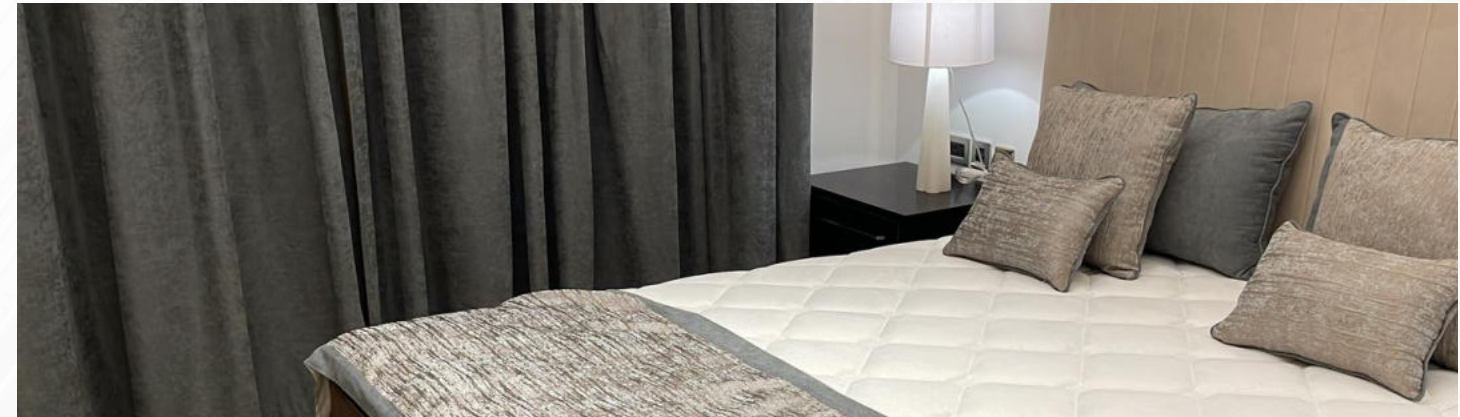




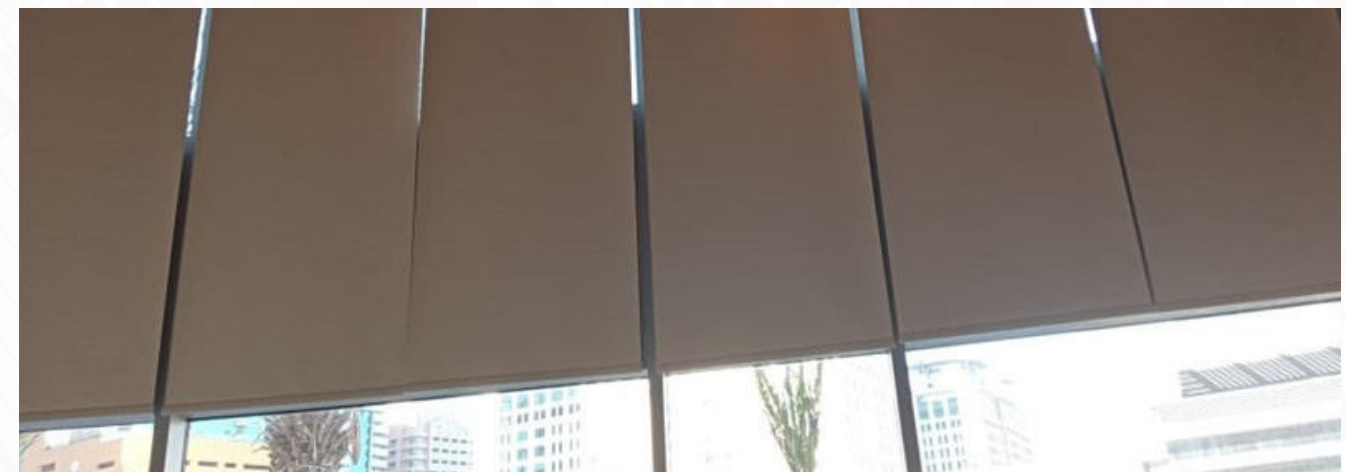
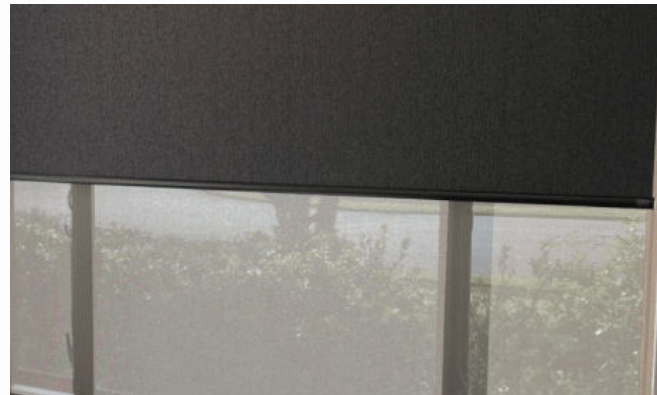
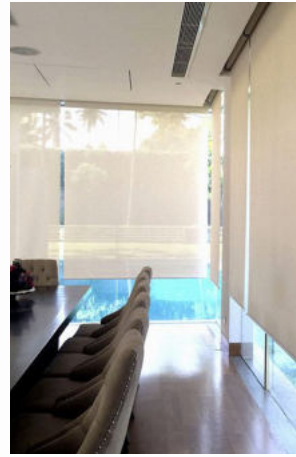




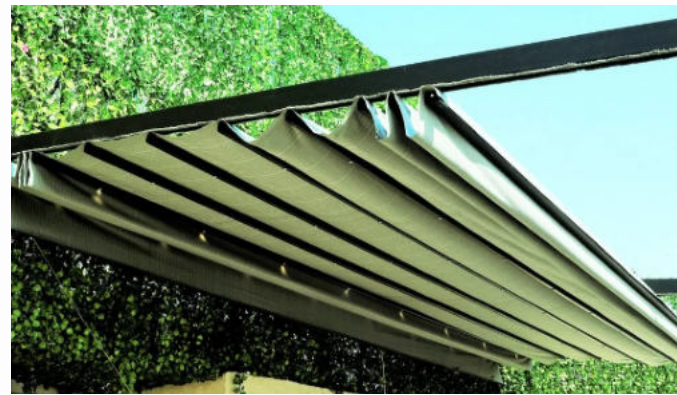








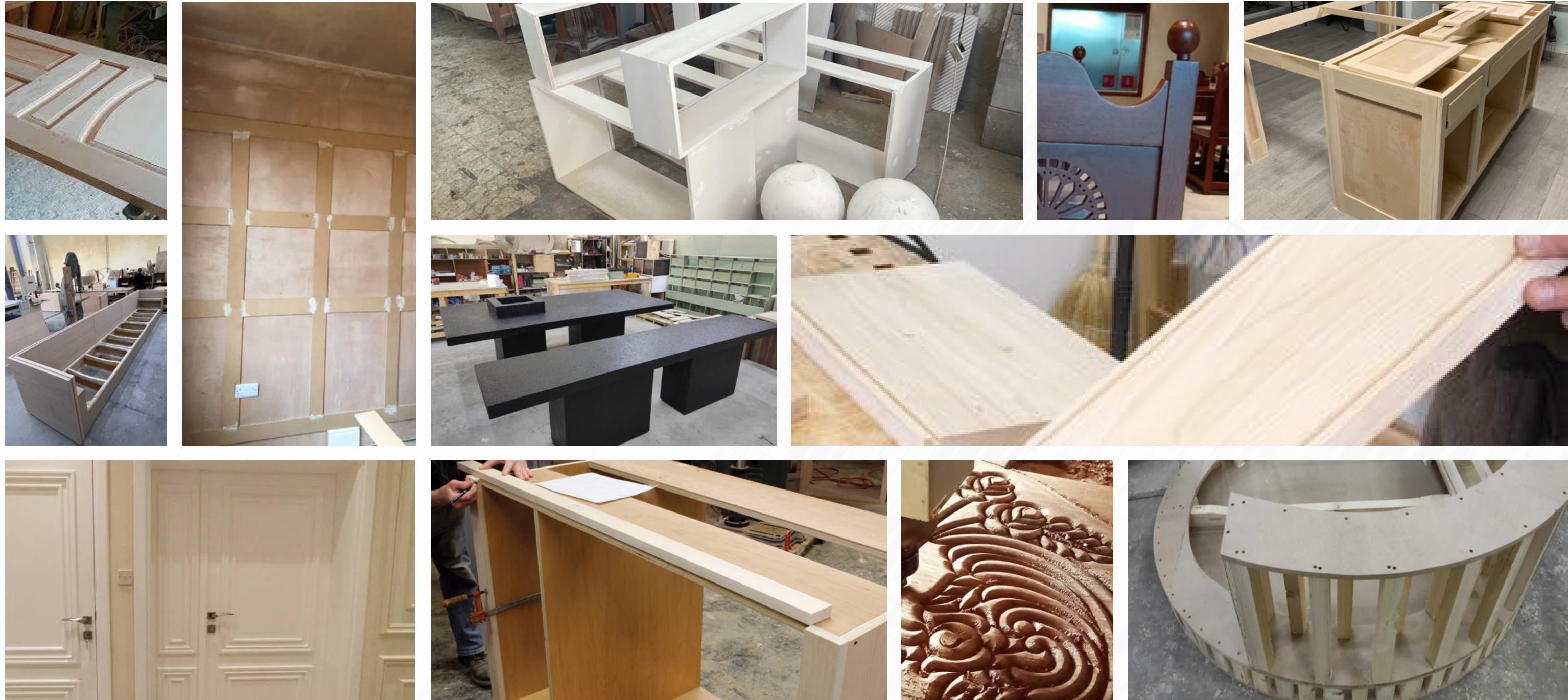




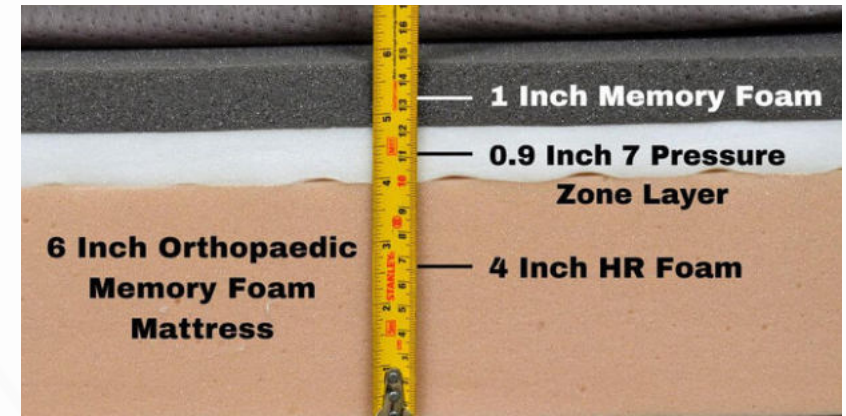








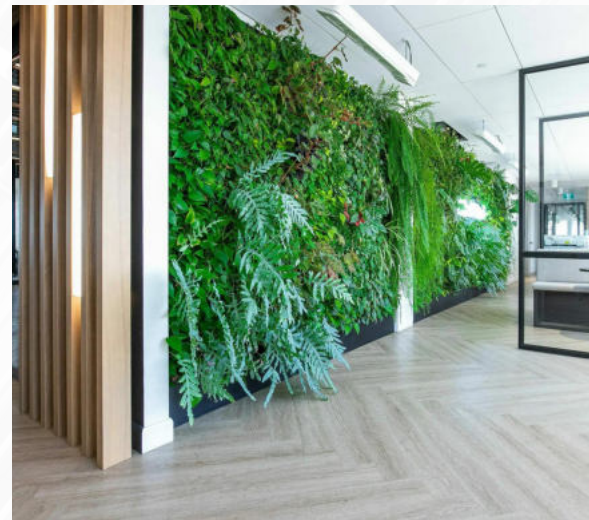
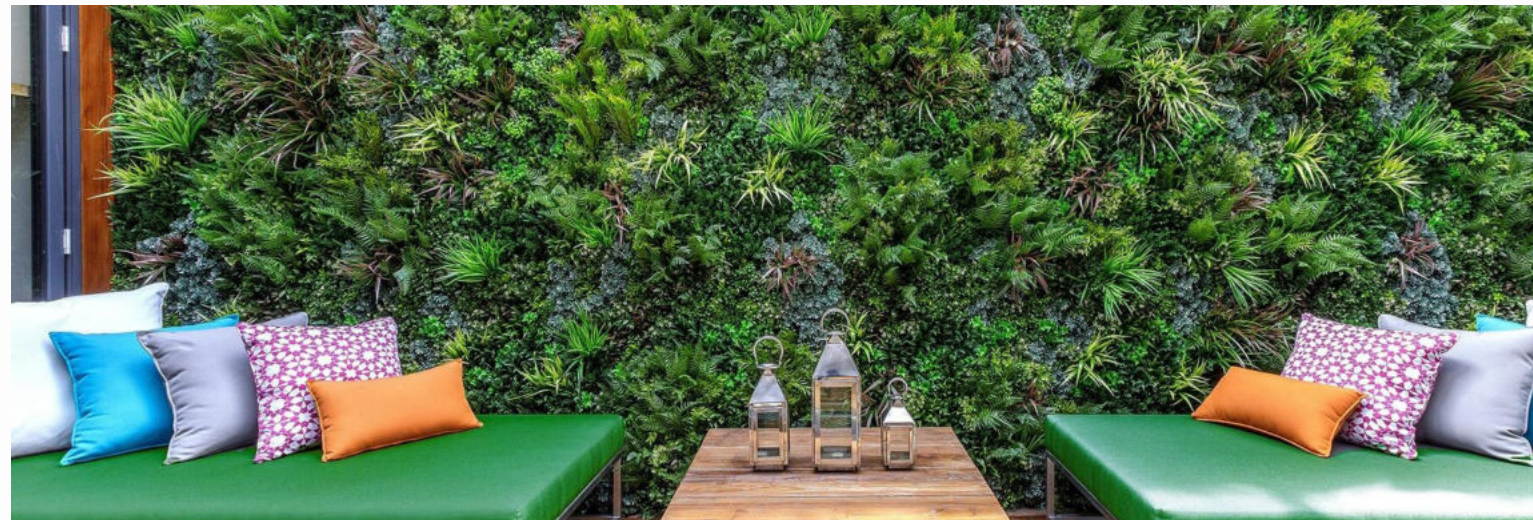
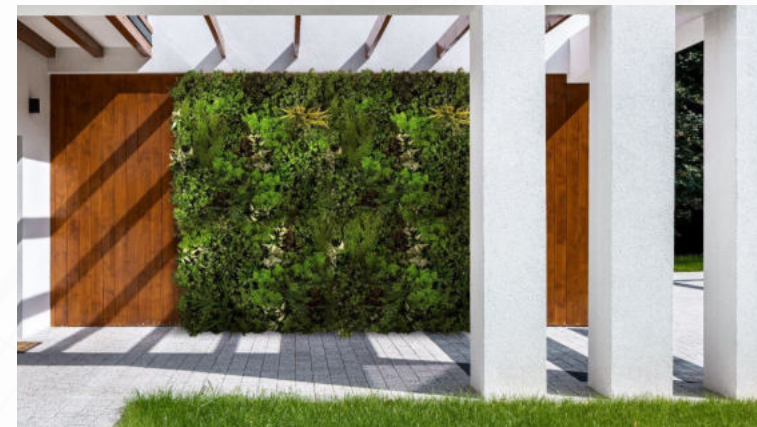




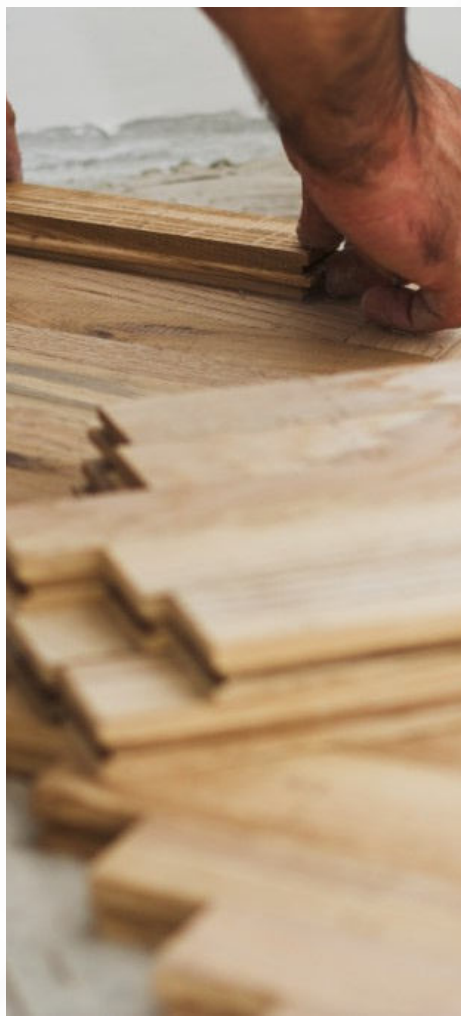
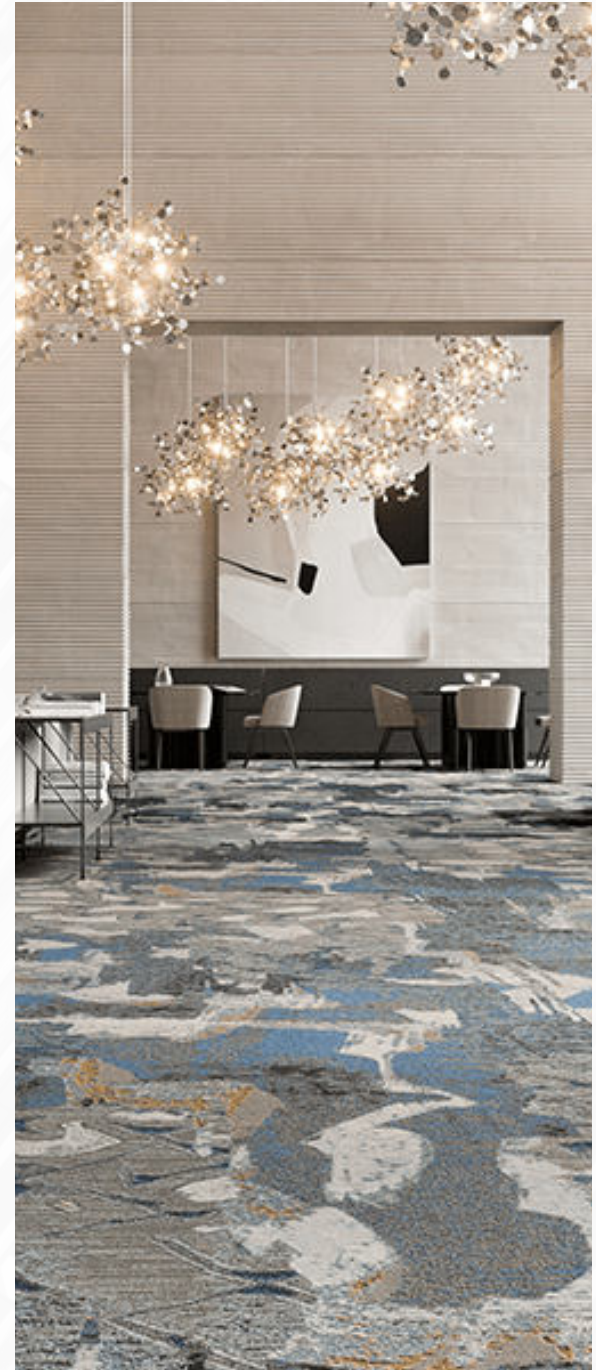
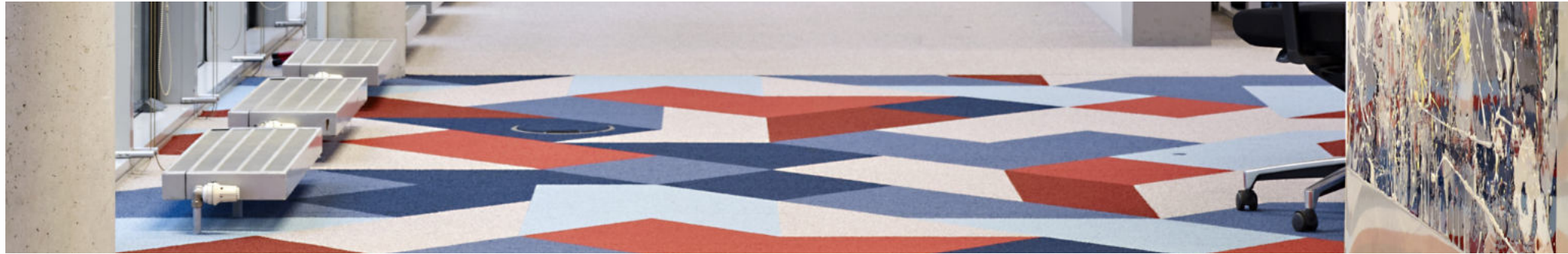
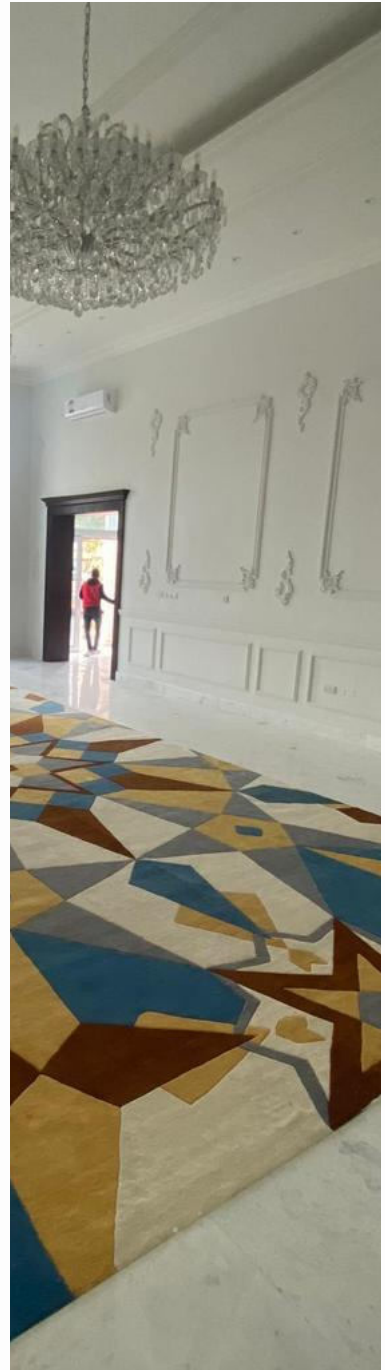
















## OUR CLIENTS

We've had the privilege of partnering with a diverse range of esteemed clients, each contributing to our story of innovation and transformation. From residential sanctuaries to commercial landmarks, our portfolio is a testament to our ability to transform visions into stunning realities.

We are humbled by the trust our clients place in us and take pride in every transformation we bring to life. Their continued support fuels our passion and drives us to continuously evolve and redefine the art of interior design.

Together, with our clients, we shape spaces that tell stories, evoke emotions, and stand as testaments to the power of design.

Join our growing list of satisfied clients and experience EXECUTE difference firsthand!





*Thank you for taking a glimpse into Execute!*

WE WARMLY WELCOME YOU TO BE PART OF THIS EXCITING EXPEDITION, WHERE CREATIVITY KNOWS NO BOUNDS, COLLABORATION THRIVES, AND SPACES ARE TRANSFORMED. LET'S REDEFINE THE FUTURE OF DESIGN TOGETHER.





EXECUTE CO



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Company Profile