

aes•thet•ics as lifestyle



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DECOR

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Sevada Decor, designed by award-winning designer and entrepreneur Art Sevada, offers a range of exquisite products for seasonal celebrations, kitchenware, and general home decor. As part of the broader Sevada Conglomerate, which also encompasses retail and fashion goods, Sevada Decor brings a touch of elegance and style to homes around the world.

One of the standout offerings from Sevada Decor is their collection of seasonal celebratory plates, utensils, and kitchenware. Whether it's Christmas, Thanksgiving, Halloween, or any other special occasion, Sevada Decor provides beautifully designed and themed products that enhance the festive spirit. From intricately designed plates featuring holiday motifs to elegant utensils crafted with attention to detail, their seasonal collection adds a touch of charm and sophistication to any celebration.

In addition to the seasonal offerings, Sevada Decor also boasts a diverse range of kitchenware. Their collection includes high-quality cookware, stylish dinnerware, and practical kitchen accessories. With a focus on both functionality and aesthetics, Sevada Decor products elevate the cooking and dining experience, making every meal a special occasion.

Sevada Decor's commitment to enhancing home decor is evident in their general home decor line. From eye-catching vases and decorative accents to unique wall art and luxurious textiles, their products help transform any living space into a haven of style and comfort. Art Sevada's innovative designs and attention to detail shine through in each piece, offering a harmonious blend of modern trends and timeless elegance.

As part of the Sevada Conglomerate, Sevada Decor products benefit from a rich legacy of excellence and a commitment to quality. Art Sevada's expertise as an award-winning designer ensures that every product reflects his passion for beauty and innovation. Whether it's a set of seasonal plates or a stunning centerpiece for your living room, Sevada Decor products are designed to make a statement and create an inviting atmosphere in your home.

Overall, Sevada Decor combines artistry, functionality, and style to offer a range of exceptional products for seasonal celebrations, kitchenware, and general home decor. With Art Sevada's visionary designs at the helm, Sevada Decor continues to be a go-to brand for those seeking elegant and sophisticated additions to their homes.

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celebrating **winter** with **SEVADA[®]**
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celebrating **winter** carrol



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celebrating **spring**



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celebrating
spring

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celebrating **summer** warmth



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celebrating **fall** with **SEVADA**[®]
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A reference in the world of luxury, Sevada whose name is synonymous with passion and perfection, stands out with its timeless creations and celebrates sophistication and innovation.

From eyewear to high-end jewellery, from watchmaking to fragrances and leather goods and accessories, Sevada's creations symbolise the convergence between an exceptional craftsmanship and a timeless signature. The Apelles ring, Duccio bracelets, Sandro necklaces, Gustav earrings and SVD Monarch watches: all born of a unique vision and marked by impeccable design.

A fully committed Italian and French Maison in tune with its time, Sevada enhances people's lives with its "Design is in our DNA" slogan, its eye for beauty and its innovation, that is ever evolving with times and yet classy enough to stay timeless.

With the Sevada Collection, the Sevada Foundation For The Arts, Sevada Philanthropy, Art Sevada contributes to contemporary social, cultural and artistic life globally.



www.sevada.org



Art Sevada

DESIGNER / ENTREPRENEUR

Art Sevada is a bona fide Renaissance man, recognized for his many talents and pioneering endeavors. Today, as the CEO of GRIGOCORP and President of Sevada Productions, both based in Los Angeles, he continues to build on a diverse body of work, as an award-winning artist and entrepreneur.

Art Sevada was born in 1972 into a family of renowned artists, in the city of Abovyan, Kotayk Region, Armenia. Inspiration was all around him as he grew up in a household steeped in creativity. By the time he graduated from high school, Art had already mastered several musical instruments, and cultivated a profound appreciation for visual esthetics.

After he and his family moved to Los Angeles in 1990, Art studied music composition and visual arts at California State University, Northridge. His formal training would propel him into a flurry of creative work in the ensuing years.

Between 1995 and 2000, Art released three albums of original music, including "Palpitation of Soul," "Years of Solitude," and "Disconnected." Apart from composing the lush, melodically-driven material, he had also played all of the instruments and arranged the music. All three recordings have garnered critical praise.

In the late 1990s, Art established Sevada Productions, a firm specializing in a broad range of creative work, from graphic and web design to television commercials and software development. Sevada Productions continues to grow, and is widely recognized for landmark projects that push the envelope in terms of content and design alike.

Throughout the 2000s, Art also pursued his passion for filmmaking, by writing, directing, and producing a series of intensely personal films that are also noted for their universal appeal. His credits include his trilogy, comprising "As a Beginning," "Mikosh," and "The Rope," as well as "Three Colors in Black and White" — all of which have received critical acclaim in Europe, the United States, and elsewhere.

In 2015, Art founded GRIGOCORP, a consortium of entertainment and consumer-product companies, with the goal of developing and marketing a diverse range of inventions. Today, cutting-edge products being made or developed by various GRIGOCORP enterprises range from eyewear, modern gadgets, and electric cars to next-generation apps and devices including SFNX, the world's first AI psychologist.

GRIGOCORP is also the originator of a forthcoming annual film event, the DoorFest Los Angeles International Film Festival.

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