

URBÄNLEGEND

INSPIRED LIVING DESIGNS



ELSA



*Like the wood we use for our furniture,
the paper used to print this catalog is FSC certified
and comes from responsible forests.*



OUR BRAND VALUES

Urban Legend, a brand by
CasaMia Interior Ltd.

Born from the will to create accessible Designs that do not compromise innovation, quality and style, "Urban Legend" is a freedom brand first and foremost. We create what we like. We believe the best way to keep our innovative and creative spirit alive every day is to love what we do, and to do it with purpose. We constantly re-invent ourselves. Our Designs cannot be classified under one particular style, but rather incorporate different languages to create unique statements. Our Design vision is very focused on what we call our "emotional intelligence", or our capacity to be moved by a simple detail, a shape or a texture.



Our style is minimalist yet sophisticated, warm and authentic yet resolutely contemporary, innovative and sometimes conservative. These contradictions, we do not fight them, but we integrate them fully into our work, and they define the very unique "Urban Legend" signature, between Artisan well kept knowhow and "modern lifestyles".

"There is an invisible, subconscious feeling that connects us to the things we love. It is this very intimate and ethereal emotion that we strive to ignite through our products"

D.Jamet
Head of Design

OUR PRODUCTS

Our furniture is manufactured in Vietnam, by "workshop-sized" factories that are both highly skilled and cost-efficient. We put a high priority to work with people who take pride in what they do, and always aim at achieving higher goals with us!

100% of the wood we use in production is imported and comes from sustainable forests. Our Oak and Walnut are FSC hardwoods, from US logs in the highest grade. Our stone tops come from Grece and Italy, our Porcelain tops are from Spain, and our Leather is 100% Italian.

We bring together the best materials and know-how of producers all around the World to create furniture and objects that ignite a deep, ethereal emotion in the owner of a chair, a bed or a lamp from Urban Legend. Objects that last, and that he will want to cherish.

Our products will never be completely sustainable, as some of our materials won't, but as a furniture manufacturer and Designer the best way we can contribute to a healthier environment is to inspire a sense of respect for the things you own, simply by loving it.



- / FSC timbers
- / Human-scaled manufactures
- / Ethically sourced &
- / Low-environmental impact materials
- / High emotionnal value

This is how Urban Legend strives for a better World!



ELSA

Elsa is inspired from the Arts décoratifs period.

With well balanced volumes and architectural details, this collection is a tribute to the prosperous and audacious period of the 1920's and 30's.

Simple in the construction, light and robust in the same time, Elsa borrows the graphic language of the designers, architects and craftsmen of this incredibly rich movement where the hand skills and the intentions of the makers prevailed over mass production and profitability.

The attention to detail is brought to another level in this collection, and it offers a very wide range of possibilities.

With two finishes available (oak and walnut) and many options of sub-materials, Elsa features solid FSC woods, natural stone and decorative coatings, high-grade stainless steel frames with rose gold finishes in option, beautiful leathers and opulent fabrics...

Enough to make one's home an Art decoratif temple!



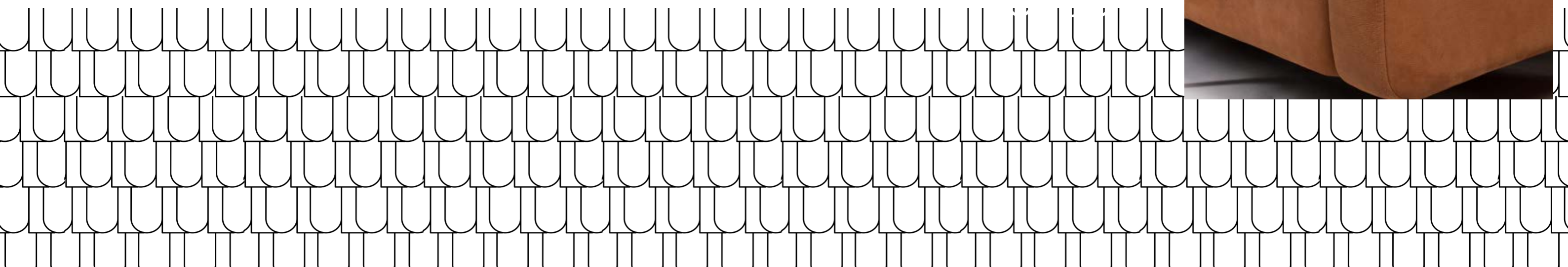
URBĀN LEGEND

INSPIRED LIVING DESIGNS

“Art-Deco
inspired”



“With a
sophisticated
mix of materials”



_Dining room



With a light and elegant dining set and a more robust, architectural credenza, Elsa dining room finds a perfect balance between modern luxury and simplicity.

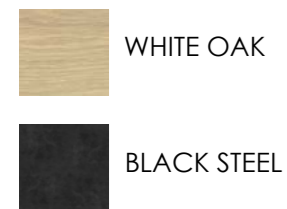
ELSA

- dining -

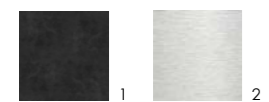


Dining chair /Oak

MATERIALS:



METAL FEATURES OPTIONS:



SIZE:

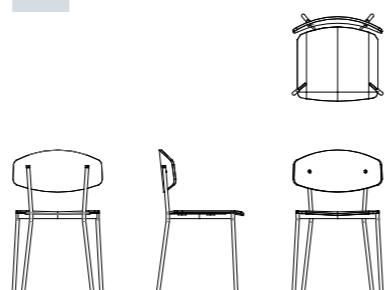
50x48x77cm



options

- Plywood/ FSC Oak veneer
- Powder coated steel / matte-black (Stainless steel optional)

- > LEGS & INSERT DETAILS
- 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)



MATERIALS:



METAL FEATURES OPTIONS:



SIZE:

50x48x77cm

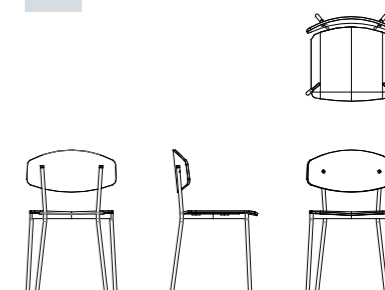
Dining chair /Walnut



options

- Plywood / FSC Walnut veneer
- Powder coated steel / matte-black
- Stainless steel 304 (Rose gold optional)

- > LEGS & INSERT DETAILS
- 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish



ELSA

- dining -



Dining bench /Oak

MATERIALS:



WHITE OAK



BLACK STEEL

METAL FEATURES OPTIONS:



1



2

SIZE:

140x40x45cm

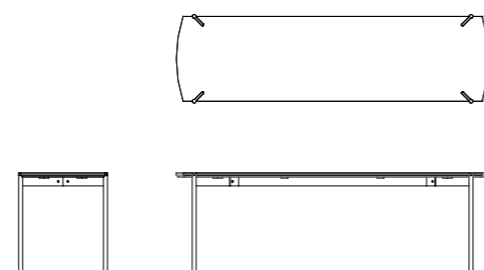
180x40x45cm



- Solid Oak
FSC certified
- Powder coated steel
/ matte-black
(Stainless steel optional)

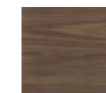
options

- > LEGS & INSERT DETAIL
- 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)



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MATERIALS:



WALNUT



BLACK STEEL

METAL FEATURES OPTIONS:



2



3

SIZE:

140x40x45cm

180x40x45cm

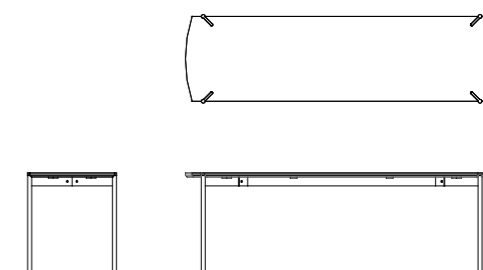
Dining bench /Walnut



- Solid Walnut
FSC certified
- Powder coated steel
/ matte-black
- Stainless steel 304
(Rose gold optional)

options

- > LEGS & INSERT DETAILS
- 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish



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ELSA

- dining -





Dining table
/Oak

MATERIALS:

-  WHITE OAK
-  BLACK STEEL

METAL FEATURES OPTIONS:



-  1
-  2

SIZE:

- Size1: 180x90x73cm
- Size2: 200x90x73cm
- Size3: 220x90x73cm
- Size4: 240x90x73cm



MATERIALS:

-  WALNUT
-  BLACK STEEL

METAL FEATURES OPTIONS:

-  2
-  3

SIZE:

- Size1: 180x90x73cm
- Size2: 200x90x73cm
- Size3: 220x90x73cm
- Size4: 240x90x73cm



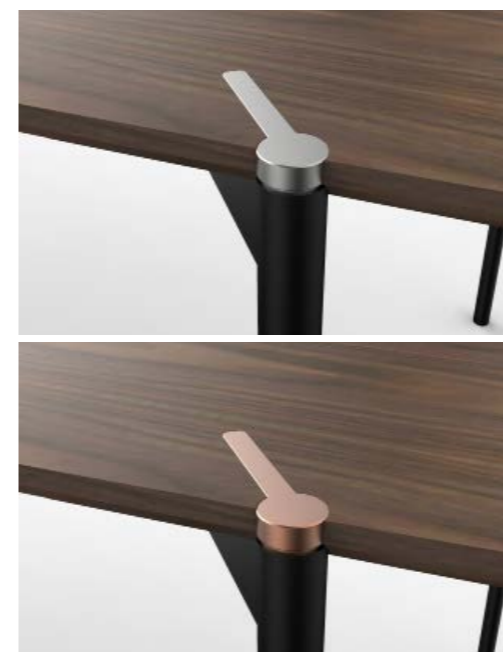
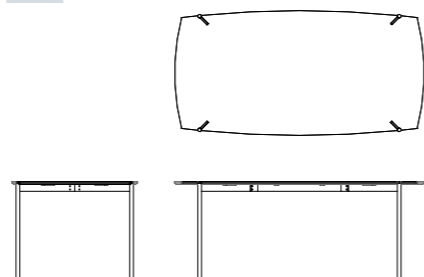
Dining table
/Walnut



- Solid Oak
FSC certified
- Powder coated steel
/ matte-black
(Stainless steel optional)

options

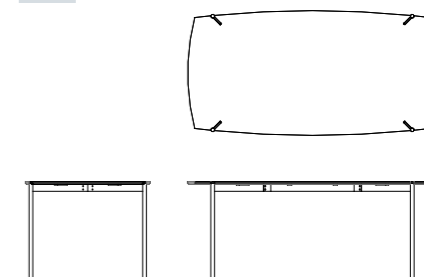
- > LEGS & INSERT DETAIL
- 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)



- Solid Walnut
FSC certified
- Powder coated steel
/ matte-black
- Stainless steel 304
(Rose gold optional)

options

- > LEGS & INSERT DETAILS
- 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish



ELSA

- dining -



MATERIALS:



WHITE OAK



SMOKED GLASS

METAL OPTIONS:

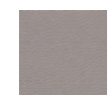


1



2

DOORS OPTIONS:



A



E

SIZE:

180x59x67cm

Credenza

/Oak



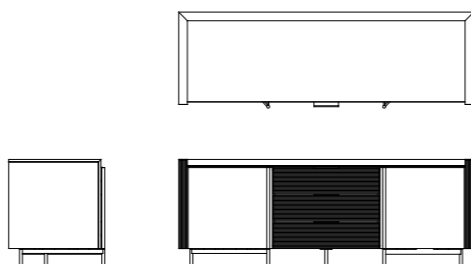
1-A

1-E

- FSC Oak solids & veneers, MDF
- Powder coated steel / matte-black (Stainless steel optional)
- Smoked Glass

options

- > LEGS & HANDLES
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
- > DOORS
 - A Nubuck leather (Taupe)
 - E Stucco paint (Black)



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MATERIALS:



WALNUT



TINTED GLASS

METAL OPTIONS:

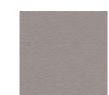


2



3

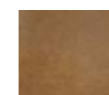
DOORS OPTIONS:



A



B



C



D

SIZE:

180x59x67cm

Credenza

/Walnut



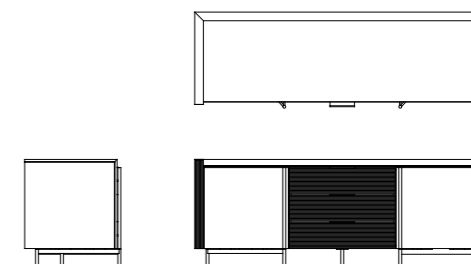
3-B

3-D

- FSC Walnut solids & veneers, MDF
- Stainless steel 304 (Rose gold optional)
- Bronze tinted glass

options

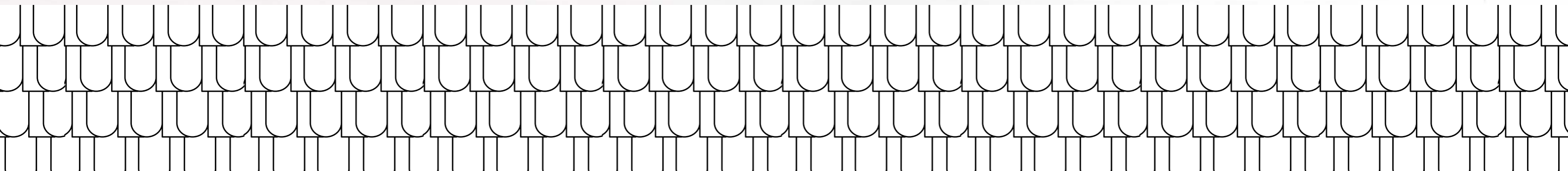
- > LEGS & HANDLES
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > DOORS
 - A Nubuck Leather / Taupe
 - B Nubuck Leather / Brick
 - C Leather / Vintage Cognac
 - D Stucco paint (Metallic - Bronze)



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_Living room

Rich, yet soft and elegant, this is how Elsa living room stands out, with velvet fabrics, nubuck leathers, marble and rose gold, all the elements of a glamorous and comfortable living are there!









ELSA

- living



MATERIALS:

-  WHITE OAK
-  BLACK STEEL



Coffee table
/Oak



METAL FEATURE OPTIONS:

-  1
-  2

TOP OPTIONS:

-  A
-  B

SIZE:

min75 - max100x70x39cm

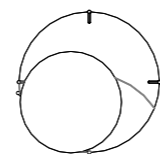


1-B



- Solid Oak
FSC certified
- Powder coated steel
/ matte-black
(Stainless steel optional)

options

- > LEGS & INSERT DETAIL
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
- > SMALL TOP
 - A Natural stone (Nero Marquina)
 - B Stucco paint (Black)



MATERIALS:

-  WALNUT
-  BLACK STEEL

Coffee table
/Walnut



METAL FEATURE OPTIONS:

-  2
-  3

TOP OPTIONS:

-  C
-  D

SIZE:

min75 - max100x70x39cm

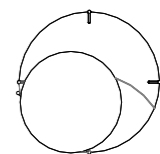


2-C

- Solid Walnut
FSC certified
- Powder coated steel
/ matte-black
- Stainless steel 304
(Rose gold optional)

options

- > LEGS & INSERT DETAIL
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > SMALL TOP
 - C Natural stone (Carrara)
 - D Stucco paint (Metallic-Bronze)





ELSA

- living





Side table
/Oak

MATERIALS:

-  WHITE OAK
-  BLACK STEEL

METAL FEATURE OPTIONS:

-  1
-  2

SIZE:

42x42x52cm



1

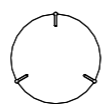


2

- Solid Oak
FSC certified
- Powder coated steel
/ matte-black
(Stainless steel optional)



options

- > LEGS & INSERT DETAIL
- 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)



P28

MATERIALS:

-  WALNUT
-  BLACK STEEL

METAL FEATURE OPTIONS:

-  2
-  3

SIZE:

42x42x52cm

Side table
/Walnut



2

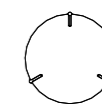


3

- Solid Walnut
FSC certified
- Powder coated steel
/ matte-black
- Stainless steel 304
(Rose gold optional)

options

- > LEGS & INSERT DETAILS
- 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish



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ELSA

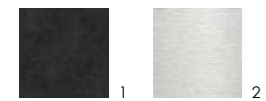
- living

MATERIALS:

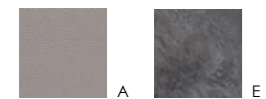


Media console
/Oak

METAL OPTIONS:



DOORS OPTIONS:



SIZE:

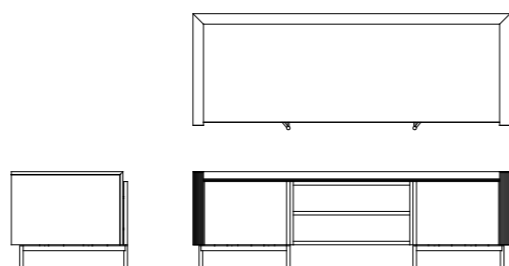
160x59x50cm



- FSC Oak solids & veneers, MDF
- Powder coated steel / matte-black (Stainless steel optional)
- Smoked Glass

options

- > LEGS & HANDLES
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
- > DOORS
 - A Nubuck leather (Taupe)
 - E Stucco paint (Black)



MATERIALS:



Media console
/Walnut

METAL OPTIONS:



DOORS OPTIONS:



SIZE:

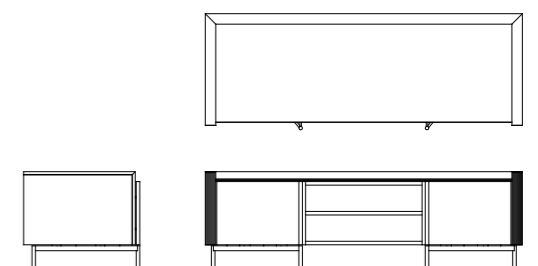
160x59x50cm



- FSC Walnut solids & veneers, MDF
- Stainless steel 304 (Rose gold optional)
- Bronze tinted glass

options

- > LEGS & HANDLES
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > DOORS
 - A Nubuck Leather / Taupe
 - B Nubuck Leather / Brick
 - C Leather / Vintage Cognac
 - D Stucco paint (Metallic - Bronze)



ELSA

- living





Book Shelf /Oak

MATERIALS:

-  WHITE OAK
-  SMOKED GLASS

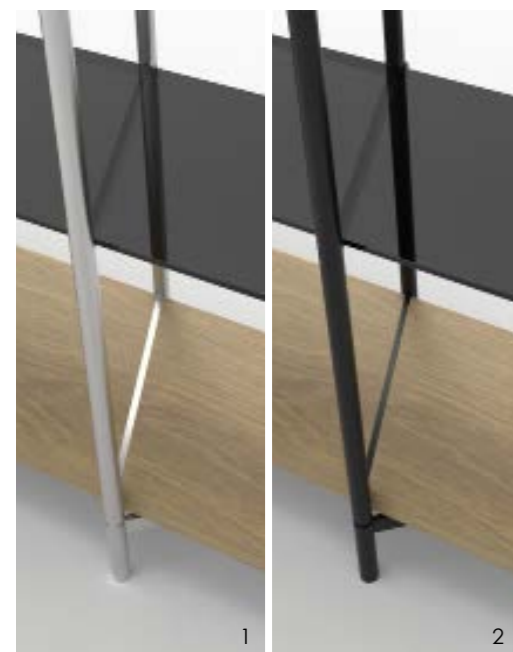
METAL OPTIONS:

-  1
-  2



SIZE:

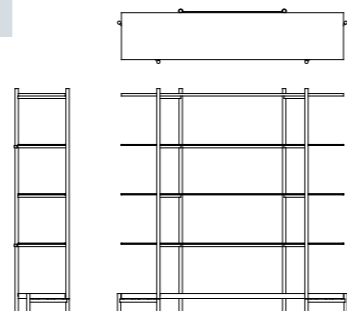
187x44x183cm



- FSC Oak solids & veneers, MDF
- Powder coated steel / matte-black (Stainless steel optional)
- Smoked Glass

options

- > LEG & METAL FRAME
- 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)



MATERIALS:

-  WALNUT
-  TINTED GLASS

METAL OPTIONS:

-  2
-  3

Book Shelf /Walnut



SIZE:

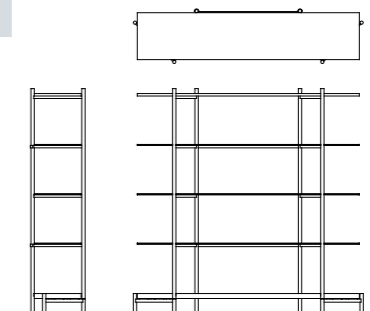
187x44x183cm



- Walnut solids & veneer, MDF FSC certified
- Stainless steel 304
- Bronze tinted glass (Smoked glass and/or Rose gold optional)

options

- > LEGS & METAL FRAME
- 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish



ELSA

- bedroom -



Chest of drawers /Oak



MATERIALS:



WHITE OAK

METAL OPTIONS:



1



2

FEATURE DOOR OPTIONS:



A



E

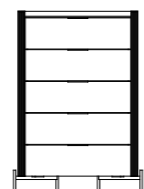
SIZE:

96x48x137cm

- Solid Oak FSC certified
- Powder coated steel / matte-black (Stainless steel optional)
- MDF

options

- > LEGS & HANDLES
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
- > DOORS
 - A Nubuck leather (Taupe)
 - E Stucco paint (Black)



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MATERIALS:

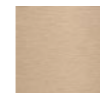


WALNUT

METAL OPTIONS:

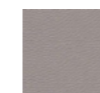


2



3

FEATURE DOOR OPTIONS:



A



B



C



D

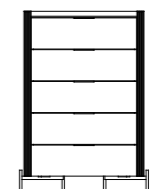
SIZE:

96x48x137cm

- Solid Walnut FSC certified
- Stainless Steel 304 (Rose gold optional)
- MDF

options

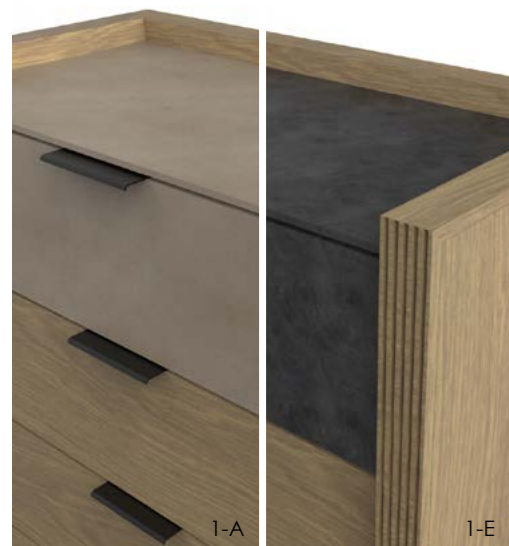
- > LEGS & HANDLES
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > DOORS
 - A Nubuck Leather / Taupe
 - B Nubuck Leather / Brick
 - C Leather / Vintage Cognac
 - D Stucco paint (Metallic - Bronze)



3-B

3-D

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1-A

1-E

ELSA

- bedroom -



MATERIALS:



METAL OPTIONS:



FABRIC OPTIONS:



SIZE:

120x52x48cm

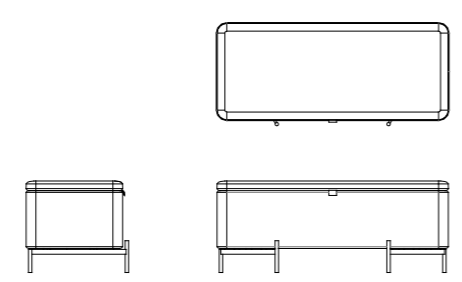
Trunck /Fabric



- Upholstery
+ Fabric
- Powder coated
steel / matte-black
(Stainless steel
optional)

options

- > LEGS
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
- > UPHOLSTERY
 - A Fabric
 - B Velvet



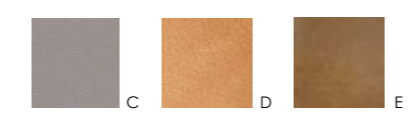
MATERIALS:



METAL OPTIONS:



LEATHER OPTIONS:



SIZE:

120x52x48cm

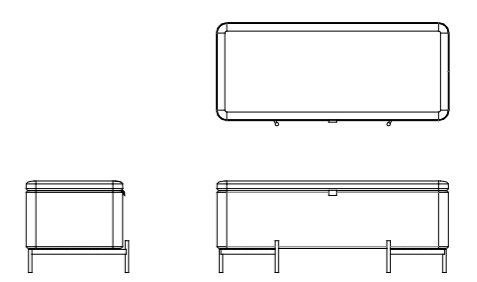
Trunck /Leather



- Upholstery
+ Leather
- Stainless-steel 304
(Rose gold optional)

options

- > LEGS
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > UPHOLSTERY
 - C Nubuck Leather / Taupe
 - D Nubuck Leather / Brick
 - E Leather / Vintage Cognac



ELSA

- bedroom -



Bench /Fabric

MATERIALS:



METAL OPTIONS:



FABRIC OPTIONS:



SIZE:

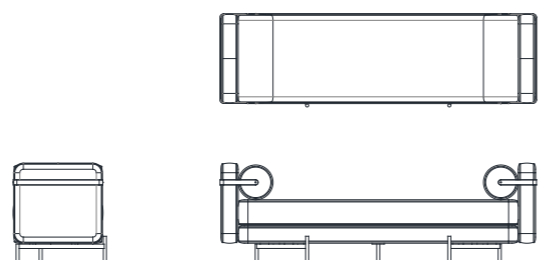
182x54x57,5cm



- Upholstery
+ Fabric
- Powder coated
steel / matte-black
(Stainless steel
optional)

options

- > LEGS
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > UPHOLSTERY
 - A Fabric
 - B Velvet



MATERIALS:



METAL OPTIONS:



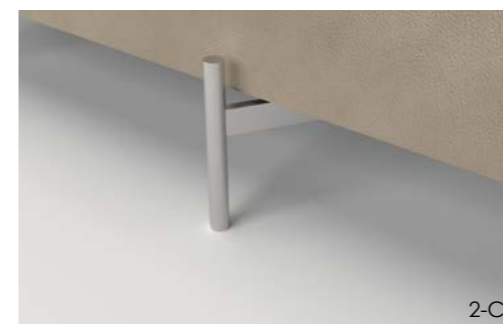
LEATHER OPTIONS:



SIZE:

182x54x57,5cm

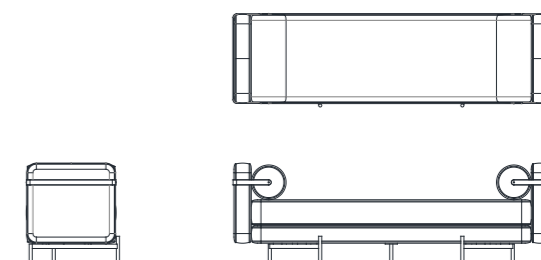
Bench /Leather



- Upholstery
+ Leather
- Stainless-steel 304
(Rose gold optional)

options

- > LEGS
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
- > UPHOLSTERY
 - C Nubuck Leather / Taupe
 - D Nubuck Leather / Brick
 - E Leather / Vintage Cognac



ELSA

- bedroom -



Daybed /Fabric

Daybed /Leather

MATERIALS:



METAL OPTIONS:



FABRIC OPTIONS:



SIZE:

202x94x58cm



MATERIALS:



METAL OPTIONS:



LEATHER OPTIONS:



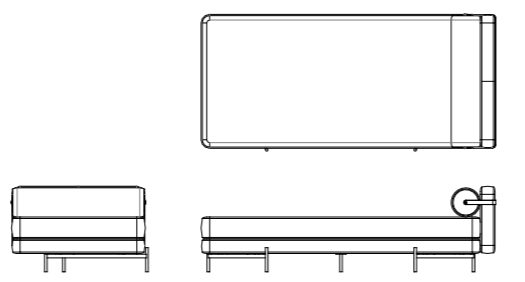
SIZE:

202x94x58cm



- Upholstery
+ Fabric
- Powder coated
steel / matte-black
(Stainless steel
optional)

- options
- > LEGS
 - 1 Powder coated black steel (matte)
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
 - > UPHOLSTERY
 - A Fabric
 - B Velvet

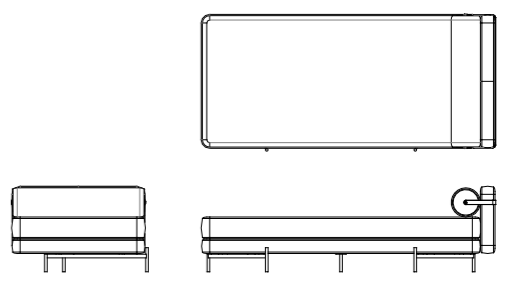


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- Upholstery
+ Leather
- Stainless-steel 304
(Rose gold optional)

- options
- > LEGS
 - 2 Stainless steel 304 (brushed)
 - 3 Stainless steel 304 with Rose gold finish
 - > UPHOLSTERY
 - C Nubuck Leather / Taupe
 - D Nubuck Leather / Brick
 - E Leather / Vintage Cognac



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CONTACT

How to reach us?

We have a showroom, located in the residential District 2 of HCMC. An ideal place to receive our customers, surrounded with a lot of trees, and amazing Vietnamese restaurants!

Come visit us, and have a taste of the real Vietnam. The neighborhood offers plenty of accommodations by the river, with a very unique Indochina feel. This is why we love being here. Come visit us!

Our address:

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urbanlegend-group.com

*Healthy forests give so much back to us:
they clean our air and our water,
support health and biodiversity,
stabilize our climate
and sustain local communities.*

*More than anyone Urban Legend relies on trees to
produce its furniture. That's why we support
"One Tree Planted"
in their reforestation program.*





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INSPIRED LIVING DESIGNS



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your way*