



E S T R O[®]
C O L L E Z I O N I

BRAND IDENTITY

Estro Collezioni

Contemporary Bathroom Interiors



Estro [è-stro]

Noun | Inspiration

Aligning exquisite Italian craftsmanship with precious materials and elegant design, Estro Collezioni boldly creates a new paradigm in the bathroom space.

Daring to challenge convention, Estro Collezioni's contemporary, yet timeless designs reveal a revolutionary twist, while offering exceptional functionality.

Estro World

At Estro Collezioni, we look to the future, while celebrating the past. Harnessing heritage techniques used by great Italian artisans, we integrate smart technology, lighting and life-enhancing touches with our furniture.

Our exclusive collections are designed to ignite the senses and transform interiors. A synergy of clean-cut lines, geometry and texture, our furniture is crafted in the finest Italian-sourced marbles, woods, decorative glass and fabrics.

V9, our primary collection, offers a new way of experiencing the bathroom area. A confluence of sensual materials and cutting-edge production processes, V9 is the culmination of in-depth research into the evolutionary process of design.



MATERIAL BOARD

Materials selected with care based on their
specific properties

Estro Philosophy and Approach



It's our philosophy that furniture should create a transformative experience. We design furniture to promote wellbeing and elevate the beauty of a space, as its elegance and style invites you to pause, to appreciate and to unwind.

The bathroom is central to self-care. We believe it deserves the same luxuries and touches as any other room in a property, which is why our designs imbue the same sophistication and elegance as other living areas would.

Our approach is not merely aesthetic. We seamlessly integrate technology like smart mirrors and customise storage areas according to your needs so our furniture is as functional and practical as it is striking.

Estro Services

We recognise every customer is different, therefore offer a profoundly personal service. Our collections are available to purchase, or, should you require a bespoke order, we can collaborate with you to create custom furniture.

Your requirements will guide every step of our design process. Starting with your chosen style, materials and finishes, we will then design and customise your furniture so it perfectly serves your needs. The result is exquisite bespoke cabinetry, mirrors, tables or seats that will revitalise your bathroom or living spaces.



V9 COLLECTION

Estro first furniture collection dedicated to the contemporary bathroom spaces, linked to the theme of emotions and well-being. Estro offers a wide range of solutions which suits different spaces



BESPOKE

Estro offers a profoundly personal service by collaborating closely with each customer.

Estro World

United by their passion for fine Italian furniture design and alluring craftsmanship, friends and collaborators Alla Tereshchuk and Paolo Ciacci, came together to conceive Estro Collezioni.

Managing director, Alla is the driving force behind the brand, while creative director, Paolo designs each collection with his visionary flair for incredible furniture. Together, their unique partnership has created a new visual language which speaks across their range of gorgeous products, embellished with rich finishes and inspired by Italian art.



Alla Tereshchuk
Co-Founder | Managing Director

Alla, with Ukrainian-German origins, moved to Italy at a very young age and continued her studies in Udine. She started working in the furniture and design industry in 2005 for an important representative company. In 2013 she founded her own general contractor company “Italian Furniture & More”, developing furniture projects all over the world. She has worked with many prestigious Italian manufacturing companies, providing furniture for different projects of Showrooms, Fairs, Villas, Apartments, Hotels, Restaurants, Offices, Shops, including government projects in major foreign markets such as Qatar, Dubai, Russia, USA, Azerbaijan, Kazakhstan, Ukraine, Germany and Italy. She has built up a prestigious portfolio over the years, acquiring significant experience in both sales and development and production of custom furniture.



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Co-Founder | Creative Director

Paolo Ciacci is an Italian designer born and raised in Rome. He is an innovative and versatile designer with progressive international design experience, embracing interior and furniture design. His quest for innovative projects through historical memory inflects pieces that combine luxurious with aged materials. Paolo has a talent for experimenting, overcoming obstacles and fusing distant materials and forms into new elements. He has collaborated with different international furniture brands, and his works has been exposed to MAISON&OBJET, Cologne Exhibition, Salone del Mobile, Cliffe Guangzhou and Shanghai. He won the GoodHomes India Award 2015 for Lighting Category. In 2016, He started his own studio called ‘Design Interiore’, focuses on contemporary and innovative design projects. Since 2020, Paolo is the creative director of Estro Collezioni, brand dedicated to the bathroom living area. He designed the entire collection and he is in charge of overseeing the brand image and communication.



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You can follow us on our socials:

Instagram: @estro_collezioni/

Facebook: @EstroCollezioni/

SHOWROOM

Our Milan showroom showcases our extraordinary collection of bathroom and home furniture. Make an appointment to view our collections and immerse yourself in the world of Estro Collezioni.