



**PETER BRUCE  
BESPOKE FURNITURE**

COMPANY  
PROFILE  
2025

[www.pbfm.ae](http://www.pbfm.ae)

A MASTERY OF MATERIALS, TECHNIQUES,  
IMPECCABLE CRAFTSMANSHIP,  
AND EXCEPTIONAL QUALITY

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ON THE COVER:  
Chic Nonna, Gate Avenue Mall  
Dubai International Financial Centre

BELOW:  
Royal Suite, The Address Beach Resort  
Dubai, United Arab Emirates







The Arts Club, ICD Brookfield Place  
Dubai International Financial Centre

# ABOUT US

We are a dynamic company, ever aware of evolving technology and advances in furniture manufacturing and design. We produce custom-made furniture for every space, each one with a distinctive style but consistent on exceptionally high quality at the same time.

We create furniture pieces of the highest standards that are comparable to the works of well-established furniture manufacturers worldwide. We lay a particular emphasis on detail, and longevity of the custom made-to-order items that we produce.

Impeccable craftsmanship and handmade skills, technical know-how, and a vast knowledge of materials and techniques in bespoke furniture manufacturing - this is who we are and what we stand for.

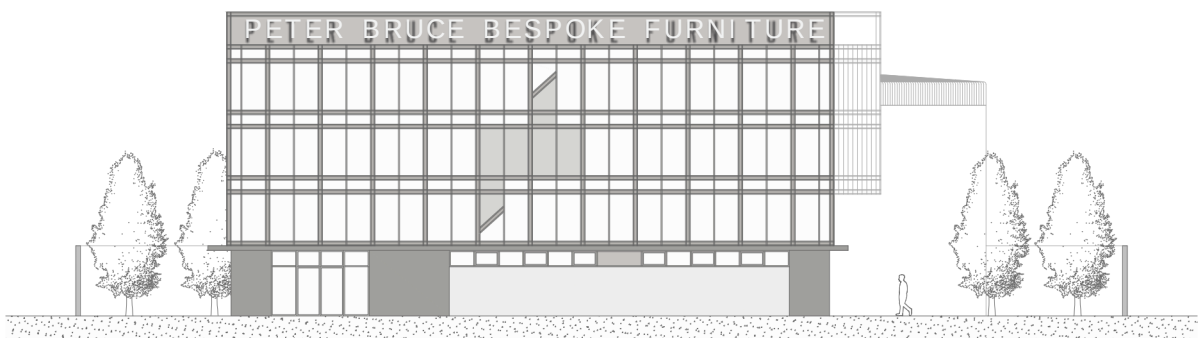




Dubai, United Arab Emirates

# HEADQUARTERS

Our offices and facilities are situated at the Dubai Investment Park, a strategically located self-contained mixed-use development that is within minutes of the Al Maktoum International Airport and key business districts in Dubai, United Arab Emirates.







SANJAY YADAV  
Machine Operator, Embroidery Division

## OUR PEOPLE

Manufacturing from a fifteen-thousand square-foot facility, all pieces made by PBFM is the result of an industrial process that is made exclusively by highly-skilled hands and cutting-edge technology.

We use advanced automation and procedures to achieve specific technical objectives, and we employ artisans and craftsmen with expertise, know-how, and care for details - to guarantee elegance and durability in all the pieces that we produce.

## OUR PHILOSOPHY

To gain the ultimate client satisfaction, we aim to build trust and reliability. We are committed in maintaining a high level of quality in all things we produce, and offer transparency and flexibility to all our partners and clients. We strive to be socially and environmentally aware and responsible, to achieve a modern and a sustainable work environment.

# KEY MILESTONES AND FIGURES

2011	<p><b>AMBB UPHOLSTERY</b> The unrivalled success of AMBB Interiors and its joinery division paved the way for the development of a soft furnishing or upholstery division. Peter Bruce and T.P. Abdulla partnered up to form AMBB Upholstery.</p> <p>Initially housed in a 7,000 sqft. facility in Al Quoz with 12 employees.</p>
2012	<p><b>BESPOKE FURNITURE AND WALL COVERING</b> Due to our client's appreciation and satisfaction of our quality production, we started to provide bespoke furniture, window dressing, and custom wall covering services.</p>
2016	<p><b>BW UPHOLSTERY</b> AMBB was rebranded and became part of the Bowyer Wick group of companies.</p> <p>With the steady increase in discerning clientele, BW Upholstery moved to a larger facility and expanded to hire 50 employees.</p>
2019	<p><b>STEEL WORKS AND EXPANSION</b> To maintain the high quality of our industrial process and program, we added an in-house specialist steel workshop and further expanded our facilities to 14,000 sqft.</p>
2021	<p><b>PETER BRUCE FURNITURE MANUFACTURING</b> BW Upholstery was rebranded to Peter Bruce Furniture Manufacturing, becoming a completely independent bespoke furniture manufacturing company that has grown to 140 employees.</p>
2022	<p><b>IN-HOUSE DESIGN</b> Formation of an in-house design division to more efficiently serve and accommodate private clients, designers, and design firms.</p>
2024	<p><b>RELOCATION AND EXPANSION</b> PBFM will be moving to its newly built headquarters in Dubai Investment Park, doubling its manufacturing facility and expanding its offices to 30,000sqft.</p>





# CLIENTS

Over the years we have had a great number of significant projects and successful collaborations with architects, interior designers, design firms, and a roster of private clients. Here are several trade professionals that we have worked with:

Allen Architecture Interior Design / AAID  
Al Naboodah Group  
Belhasa Interiors  
Bluehaus Group  
Bishop Design  
Bowyer Wick / BW Interiors  
Designlab Experience  
Hirsch Bedner Associates / HBA  
KCA International  
LW Design Group / LWD  
Marlin Interiors  
Naga Architects  
Nikki Bisiker / Da Fonseca  
Studio M  
Verhaal  
Viontech  
XBD Collective

Jetex Lounge, VIP Terminal  
Al Maktoum International Airport, Dubai South



# FEATURED PROJECTS



Gold on 27  
Burj Al Arab, Dubai, U.A.E.

## RESTAURANTS

Being in the business of bespoke furniture manufacturing for over ten years, we are proud to feature our selected restaurant projects from our vast portfolio.





# AMAZONICO

DIFC Pavilion  
Dubai International Financial Centre



**AVLI**  
BY TASHAS

Gate Village Building 9  
Dubai International Financial Centre



# COYA

Four Seasons Hotel  
The Galleria, Abu Dhabi



# THE ESPRESSO LAB

Building 7  
Dubai Design District



# CHIC NONNA

South Market, Zone D  
DIFC, Gate Avenue, Dubai





# FINZ

Beach Rotana Hotel  
Abu Dhabi



# GOLD ON 27

Burj Al Arab  
Dubai, United Arab Emirates



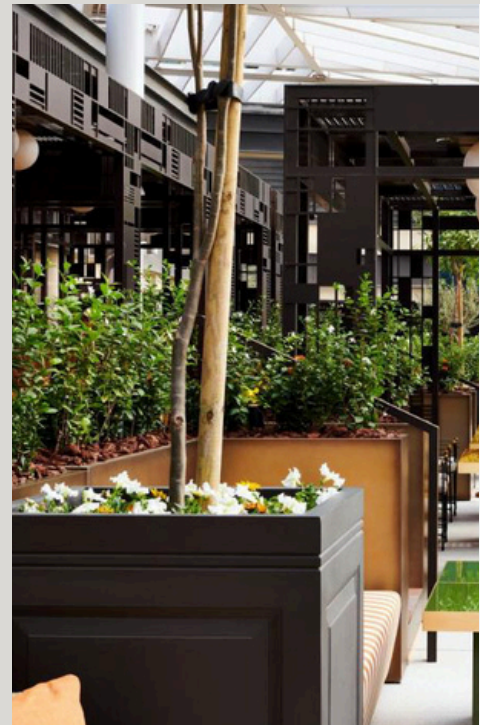
# NOBU

22nd Floor, The former Bridge Suite  
Atlantis The Palm, Palm Jumeirah, Dubai





# THE ROOF TOP at the ARTS CLUB



Dubai International Financial Centre  
Dubai, United Arab Emirates



# SKORPEUS LOUNGE

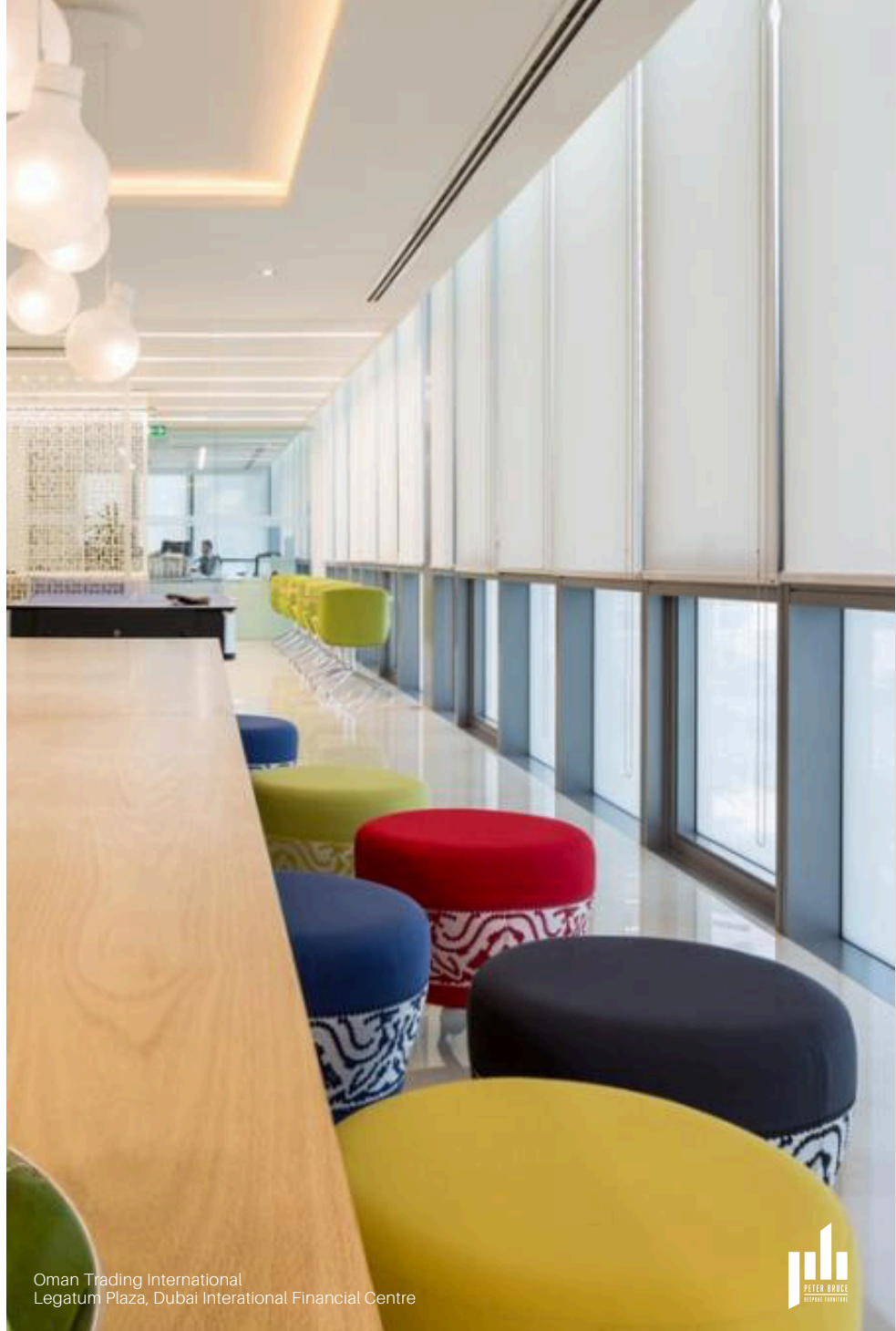
Emerald Palace, Kempinski Hotel  
Palm Jumeirah, Dubai



# THE MINT LEAF OF LONDON

Beach Rotana Hotel  
Abu Dhabi

# FEATURED PROJECTS



Oman Trading International  
Legatum Plaza, Dubai International Financial Centre



## OFFICES

We have furnished offices in a range of different styles, working closely with interior designers to meet their creative visions.





# BLOOMBERG

Currency House  
Dubai International Financial Centre



# DUBAI CHAMBER OF COMMERCE

Baniyas Rd., Port Saeed, Riggat Al Buteen, Dubai

# OMAN TRADING

Legatum Plaza, DIFC, Dubai

# FEATURED PROJECTS



Inside Burj Al Arab  
Jumeirah Beach Road, Dubai



## HOTELS / LOUNGES

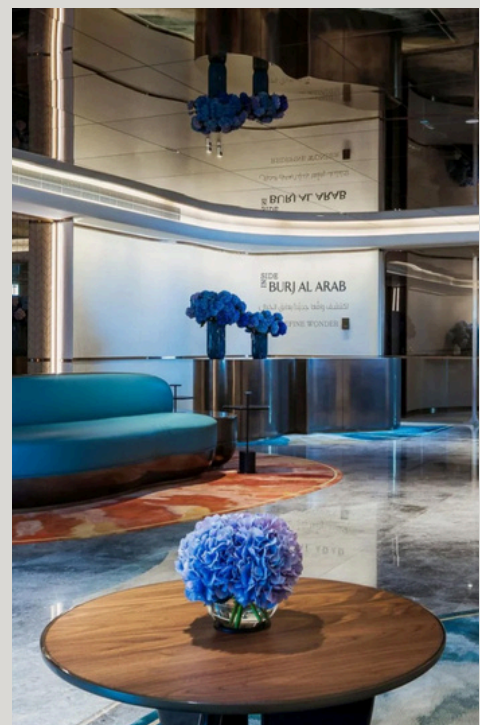
From luxury or boutique hotels to airport VIP lounges, PBFM are specialists in providing refurbishment and installation services. We produce high quality design-led furniture that are elegant and functional pieces that can withstand frequent use and multiple stays.





# BURJ AL ARAB

Inside Burj Al Arab  
Jumeirah Beach Road, Dubai



# MINA A`SALAM

Al Samar Lounges, Jumeirah Mina A` Salam  
Dubai



# THE RITZ CARLTON

Near Jumeirah Beach Residence  
Dubai



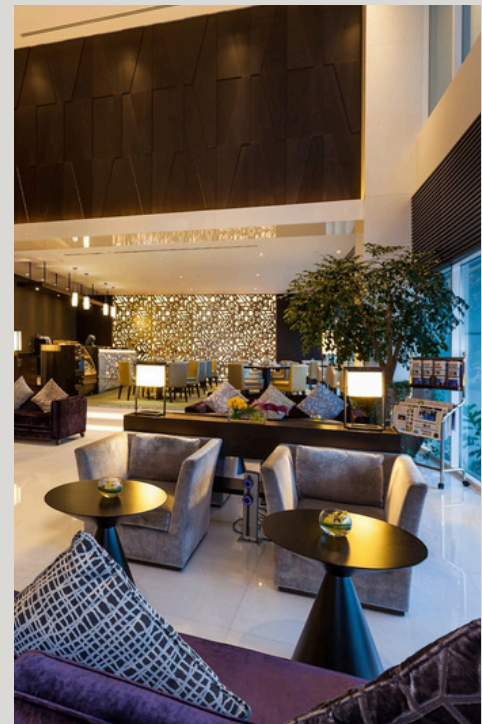
# SHANGRI-LA

Sheih Zayed Road  
Dubai



# FLORA CREEK / FLORA PARK

Near Deira City Centre  
Deira, Dubai



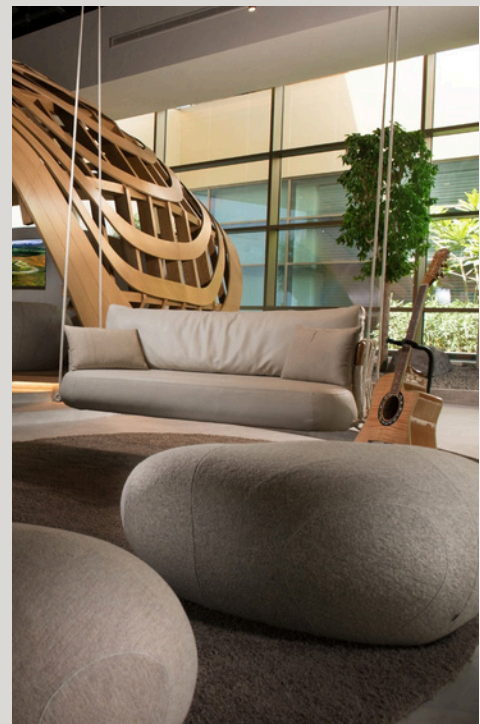
# MEDIA ONE HOTEL

Al Sufouh  
Dubai



# JUMEIRAH AIRPORT LOUNGE

Terminal 3  
Dubai International Airport



# JETEX VIP LOUNGE

VIP Terminal  
Al Maktoum International Airport, Dubai South



# FEATURED PROJECTS



## RESIDENCES

It's always a pleasure for us to collaborate with interior designers on residential projects or private clients who approach us to bring about their ideas and vision to life for their own homes.



# THE 118

Downtown Dubai  
Dubai, United Arab Emirates





# THE 118

Downtown Dubai  
Dubai, United Arab Emirates





# PENTHOUSE

The Address Beach Resort  
Dubai, United Arab Emirates



Formal Living



Anteroom



Foyer



Bar Area

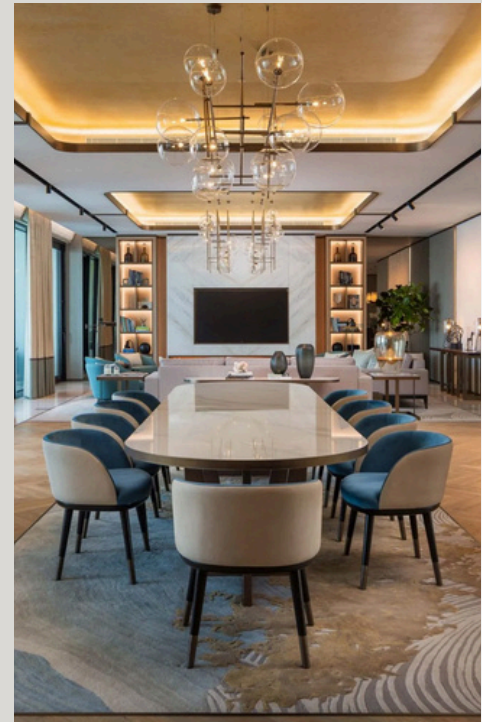


# PENTHOUSE

The Address Beach Resort  
Dubai, United Arab Emirates



Formal Dining



Daily / Informal Dining



Master Bedroom



Living Room



# RESIDENCE 22

Business Bay  
Dubai, United Arab Emirates





# PRIVATE RESIDENCES



Family Lounge



Living Room



Banquet Seating Area



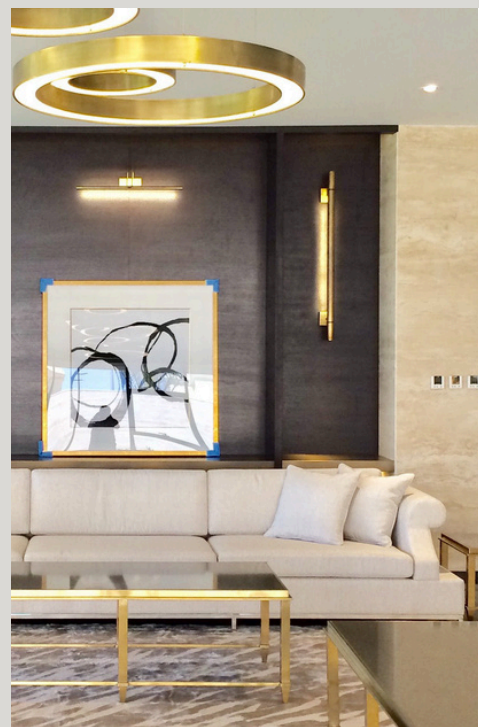
Oval Lounge



# PRIVATE RESIDENCES



Oval Lounge



Formal Majlis



Kitchen Bar



Family Lounge



# PRIVATE RESIDENCES



Master Bedroom



Master Bedroom Lounge



Aquamarine Bedroom



Pink Bedroom



# PRIVATE RESIDENCES



Blush-themed Bedroom



Maive Bedroom



Master Bedroom



Guest Bedroom



# CONTACT

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