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### Crownlvin at Export Furniture Exhibition Malaysia – a platform to buy, trade and network



Furnishing International had the pleasure of attending the Export Furniture Exhibition (EFE) earlier this month, an international furniture exhibition organised by the industry, for the industry. With over 14 years of experience since its inaugural event in 2005, it truly was an event not to be missed.

Regarded by industry experts as one of Asia's premier sourcing platforms, and a strategic gateway to beyond Asia, EFE is a regional - international furniture exhibition and an export B2B trade fair, presented by the Malaysian Furniture Council (MFC)

regional - international furniture exhibition and an export B2B trade fair, presented by the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd, a wholly owned company of the MFC.



We had the opportunity to speak with many of the key players at the fair, one of which caught our particular attention - Crownlvin.

Words: Catherine Falalis

Crownlvin creates modular furniture for living room spaces that can be rearranged, reconfigured, and redesigned to reflect your personality with a zest of trend. Their concepts are available in five themes:

- 1. Modern Oriental
- 2. Fun Colour
- 3. Scandinavian
- 4. Tropical
- 5. Industrial Design



Speaking with Sales and Marketing Director of Crownlvin, Steven Wong he tells us that Crownlvin are a one-stop-shop for consumers. Their furnishings provide consistency throughout the home, due to their all-encompassing approach to furniture. Not only do they provide modular consoles, but they also provide the sofas and dining tables, all of which stay true to one of their five themes. According to Steven, this is what gives them their competitive edge.



He states that people who are looking to buy furniture want to visualise the concept before committing to purchase, which is why shopping at Crownlvin, a manufacturer who provides everything in one place, is much easier than going from store to store to buy individual pieces. He believes going from 'shop A to shop B, makes the concept much harder to visualise.' While Crownlvin are currently only providing furnishing solutions for living spaces, Steven tells us that they are looking to expand into studies and bedrooms at some stage this year.