



**HANDCRAFTED DECORATIVE  
HARDWARE**



**Canada**



  
HOLD

*The best part of beauty is  
that which no picture can express.*

Visit our studio at D3-Dubai to experience it.



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# Product Coding

## CODING LITERATURE:-

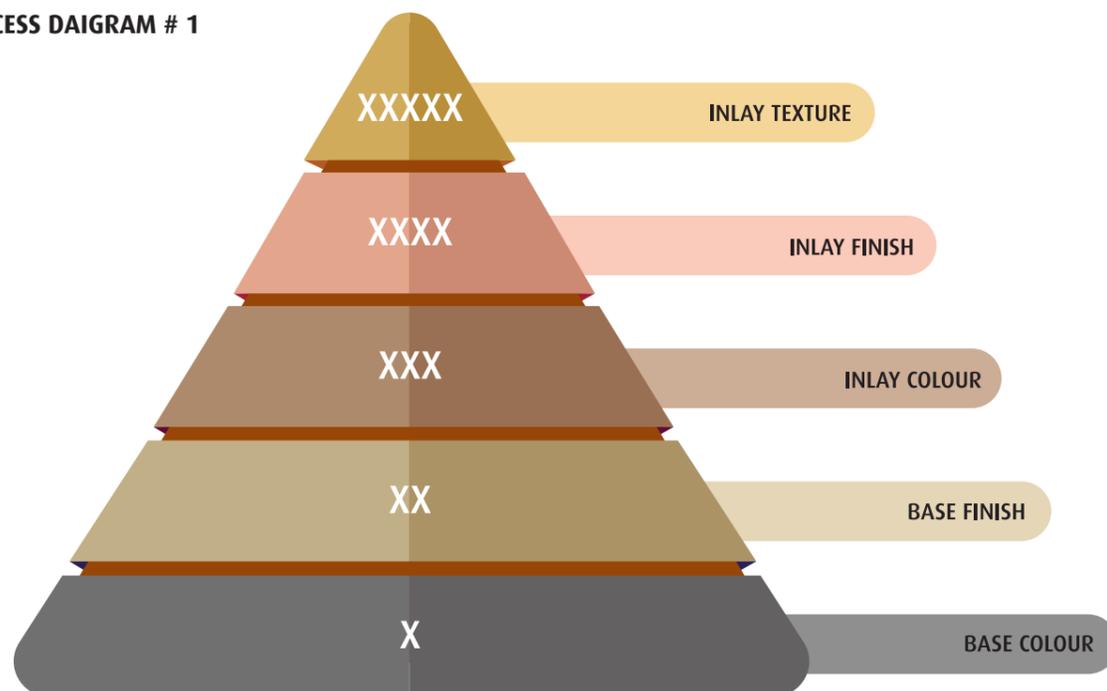
The main objective is to classify colours and textures a literature to acknowledge and develop themes and identify the parameters of the colours, Inlays and textures of HOLD products.

## HOW TO READ OUR PRODUCT CODE?

X.XX.XXX.XXXXX

- X - Stands for Base Colour
- XX - Stands for Base Finish
- XXX - Stands for Inlay Colour
- XXXX - Stands for Inlay Finish
- XXXXX - Stands for Inlay Texture

## PROCESS DAIGRAM # 1



# How To Read Our Code

## EXAMPLE



## SLMBLSM1

- SL: Base Colour - Silver
- M: Base Finish - Mirror
- BL: Inlay Colour - Black
- S: Inlay Finish - Satin
- M1: Inlay Texture - Sand

## ABBREVIATIONS:

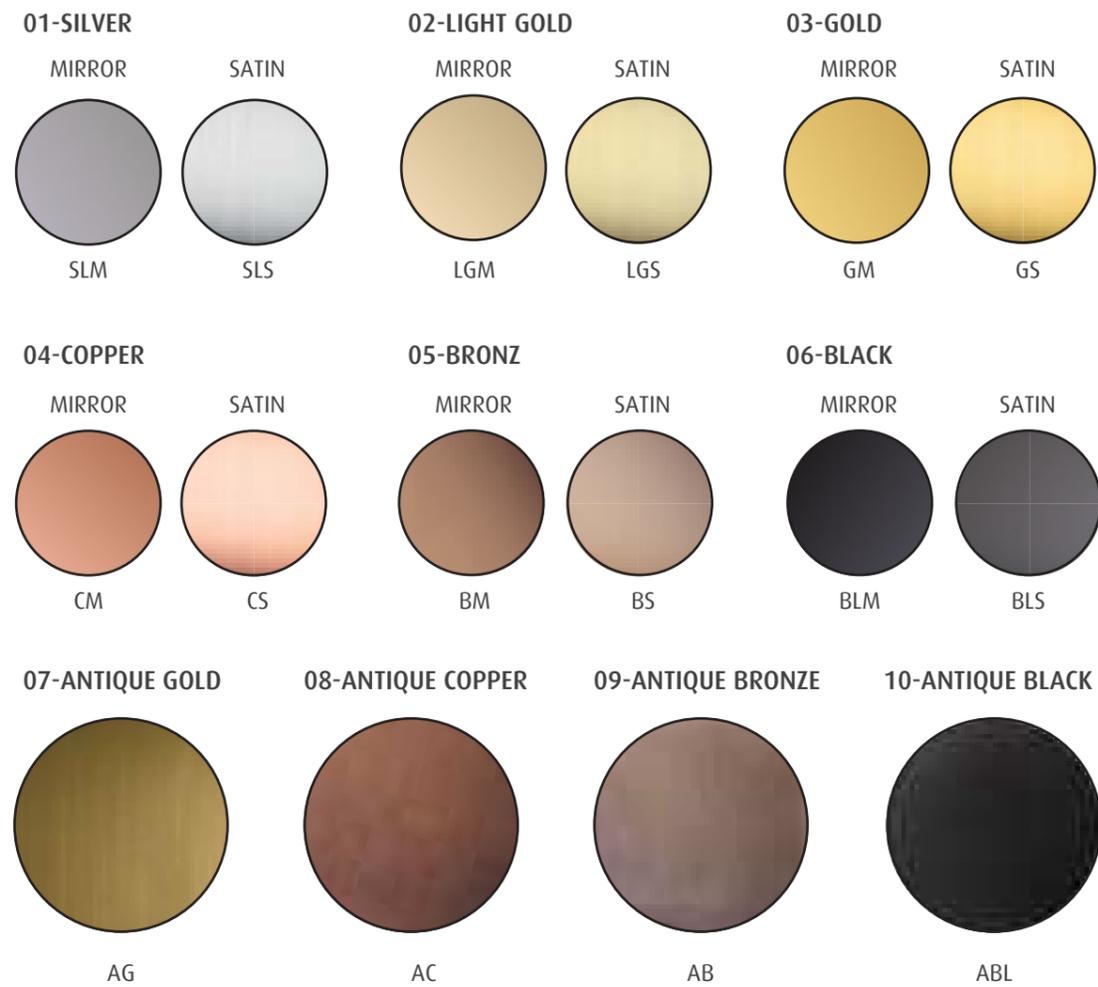
M: MIRROR	C: COPPER	AB: ANTIQUE BRONZE
S: SATIN	B: BRONZE	AG: ANTIQUE BLACK
SL: SILVER	BL: BLACK	MP: MOTHER OF PEARL
LG: LIGHT GOLD	AG: ANTIQUE GOLD	AR: SLAT (ACRYLIC)
G: GOLD	AC: ANTIQUE COPPER	ST: STONE

- Customization is available on our entire range, please contact our representative for further details.

# Finishes

Our products come in a wide range of finishes that are produced in house using Physical Vapour Deposition (PVD) and Antique Coating technology. It is a coating process that produces a brilliant decorative and functional finish to enhance the look and feel of our pull and push collection.

Below are some of the widely used finishes that our products are manufactured in;



For customized finishes, please contact our representative 

# Textures

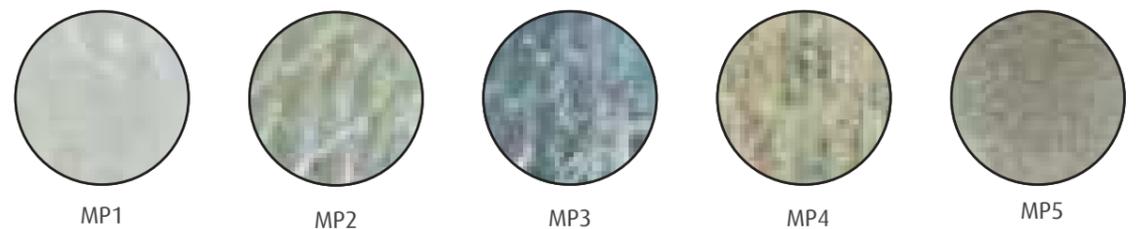
Our textures are hand applied using traditional dexterity methods, produced through tube and hammer technique. As most of our textures are produced by hand, natural variations will occur and will add a unique beauty to each piece.

Many of these textures can be found in our product range, although there are limitations with some of the textures due to them being handcrafted.

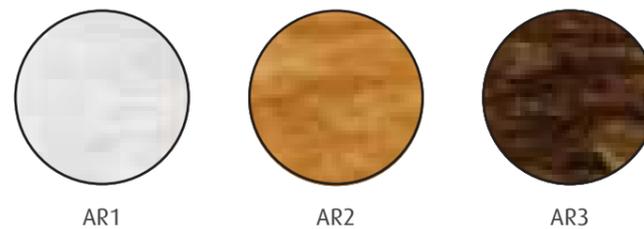
## METAL TEXTURES - INLAY



## MOTHER OF PEARL - INLAY



## SLAT (ACRYLIC) - INLAY



## STONE - INLAY



For customized finishes, please contact our representative 

# Recommended textures

The displayed "Texture+Finish" combination is recommended by our expert designers, however feel free to choose the combination of your choice.



1.SLMBLSM1



2.SLSBLSM4



3.SLMAGM1



16.AGAGM1



17.AGAGM2



18.AGGMM5



4.LGMMP3



5.LGSLGMM2



6.GMCMM1



19.ABBMM5



20.AGAGM3



21.AGMP2



7.GMGMM1



8.GSAGM1



9.GMMP2



22.ACBMM1



23.AGMP3



24.AGGMM4



10.CBBSM3



11.CSCMM4



12.CMCMM2



25.ABGMM1



26.AGAGM4



27.AGAGM5



13.BMAR3



14.BSABM1



15.BMABM2



28.ACACM4



29.AGAGM3



30.AGAGM1

## \_\_Inspiration



HOLD is committed to encourage and represent the most authentic handcrafted products, by understanding and re-interpreting the past through technology and contemporary design.

Each creation carries the legacy of finest craftsmanship. Talented artisans challenge and combine design & ideas to shape the high-quality materials into remarkable hardware accessories, which gives direction to timeless cosmopolitan environments. Combining the concepts of jewellery and design led to a path of exploring new aesthetic perspectives with architectural and artistic influences.

Expect to find diverse range of style on hardware collections, spreading a sense of exquisite and legacy.

## \_\_Brand avowal

To achieve the unique Trundled and Hammered designs and textures, we follow three traditional handcraft metalworker principles - Desire, Dexterity and Constancy.



### *Desire*

“The starting point of all achievement is desire” – It is our inspiration to visualize, design and craft the most exquisite line of decorative hardware products

### *Dexterity*

“Man has no substitute” – It is the sublime art and passion-to-detail of our craftsmen that is coupled with years of experience to invent Door Handles, Bathroom Equipment and Accessories in unimaginable shapes and combinations for the connoisseur.

### *Constancy*

All our products are manufactured using high grade material that is creatively processed in various finishes and artistically moulded to define your individuality.

## Overview

Our artisans are driven by skill, passion and endless talent, ensuring that each piece of hardware is both beautiful and perfectly functional. We reinvent how decorative hardware is perceived, combining unique traditional techniques with bold and exciting designs unleashing the ultimate luxury experience.

One-of-a-kind stories are brought to life through a passionate journey inspired by the desire to produce art that blends and amplifies. Hold is founded to create a unique and inspiring character for your interior designs by introducing you to creative art.

Hold embraces range which are versatile and highly customizable, we provide solutions that match our clients' artistic impressions to turn their ideas into reality.

Breeze in with your ingenious imaginations to build a new design story with us.



# HANDLES

## DOORS & CABINETS

Selecting the particular handle defines your taste and individuality. It may be a small element of your interiors, but it plays a pivotal role in enhancing the magnificence of your décor.

From material selection to product drawings, casting to hammering the formed metal, coating to finish, we produce and package all the products in sophisticated boxes to match your insatiable palate.



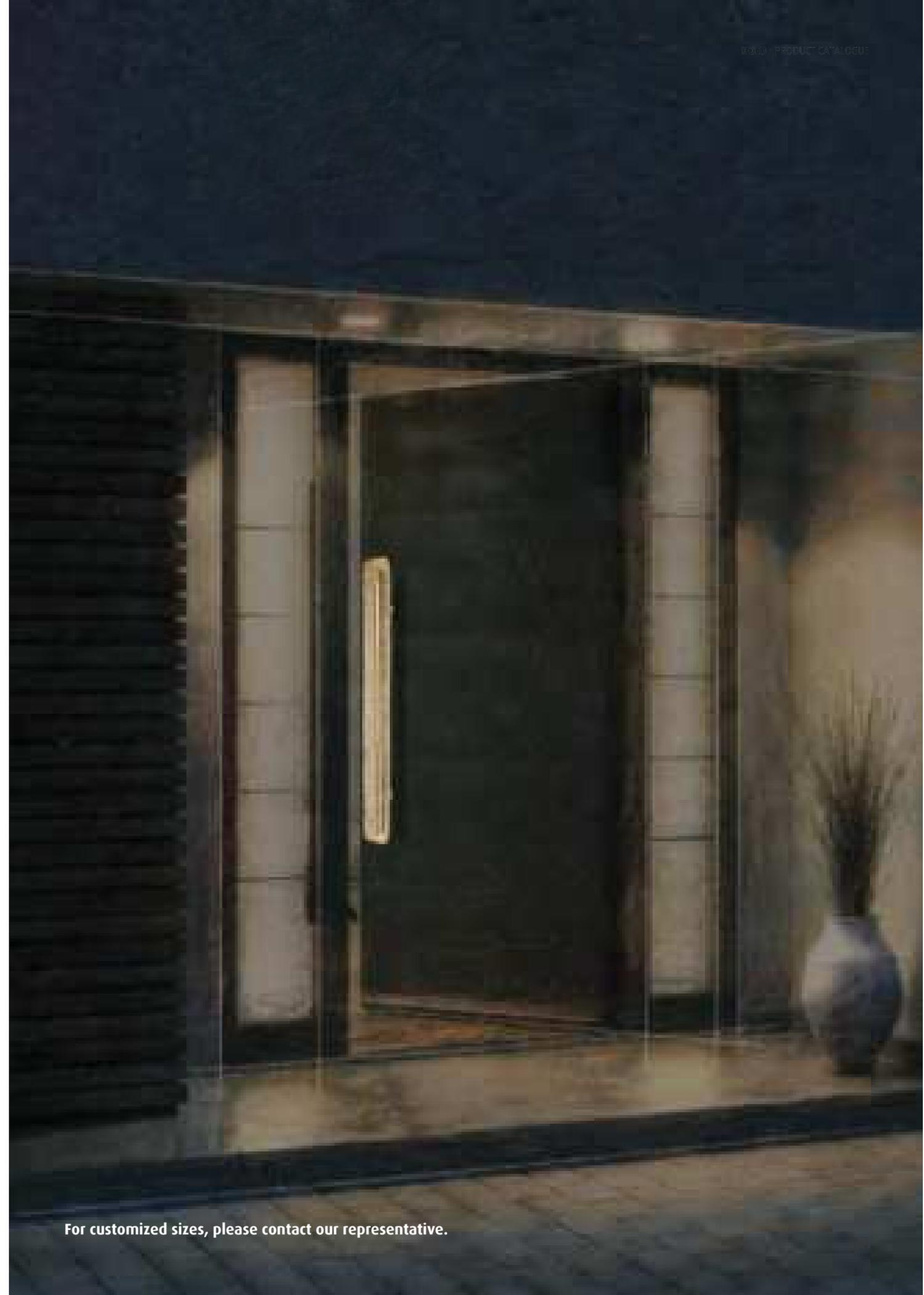
## RAYAN

The "RAYAN" series is curated using a unique harmony of different textures and surface finishes. This high end door collection with beauty in detail, adds stunning looks and luxury to your decor.

All the standard sizes are in range to choose from.

*A majestic merger*





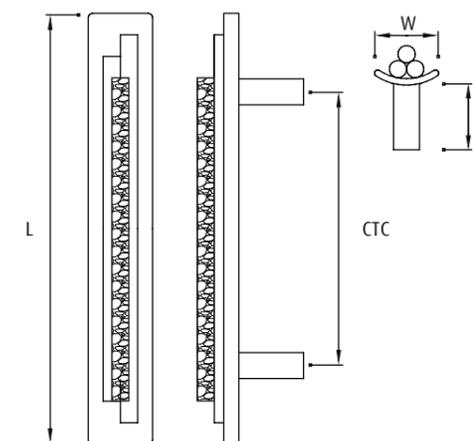
For customized sizes, please contact our representative.

RAYAN



## DIMENSIONS & SPECIFICATIONS

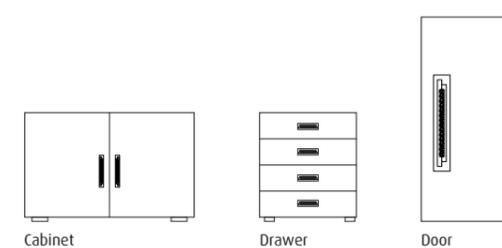
RAYAN



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
RA254	350	254	25	30
RA203	300	203	25	30
RA152	250	152	20	25
RA127	200	127	20	25
RA101	150	101	18	15
RA76	100	76	18	15



To view the complete **RAYAN** series, please visit [www.hold-design.com](http://www.hold-design.com)





## — VASRAT

Its shimmering expressions are appealing and delightful for those who admire an artisan's creative marvel, depicting asymmetrical design while integrating and expressing balanced disproportions to empower your designs.

A unique concept to kindle the designer in you.

*Matchless  
shimmer*



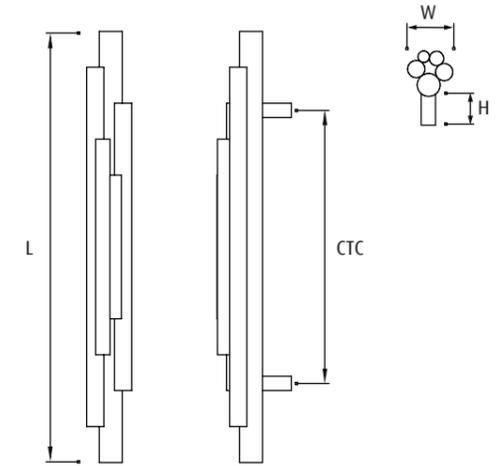


For customized sizes, please contact our representative.

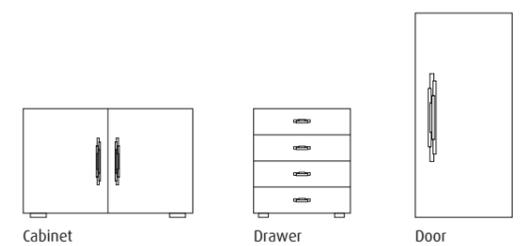
VASRAT

VASRAT

# DIMENSIONS & SPECIFICATIONS



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
VA900	900	254	25	30
VA1200	1200	203	25	30
VA1600	1600	152	20	25
VA1800	1800	127	20	25
VA2200	2200	76	18	18
VA2400	2400	-	18	18



To view the complete **VASRAT** series, please visit [www.hold-design.com](http://www.hold-design.com)



## HAZRAT

The "HAZRAT" series is highly harmonious and modular, and can be combined in various configurations adding dynamism and originality to the living areas.

Reminiscent of reptile skin, the external metal support that embraces the internal outlay makes this door pull a head turner.

*Mischievously  
captivating*





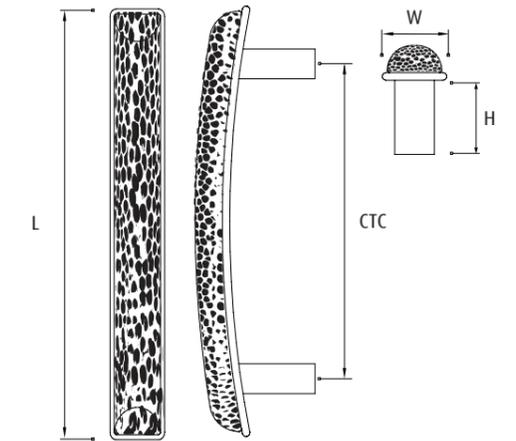
For customized sizes, please contact our representative.

HAZRAT



# DIMENSIONS & SPECIFICATIONS

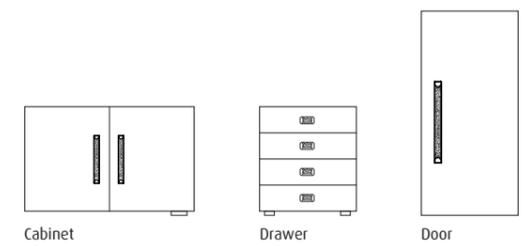
HAZRAT



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
HA900	900	254	20	26
HA1200	1200	203	20	26
HA1600	1600	152	18	22
HA1800	1800	127	18	22
HA2200	2200	101	15	19
HA2400	2400	76	15	19



To view the complete **HAZRAT** series, please visit [www.hold-design.com](http://www.hold-design.com)





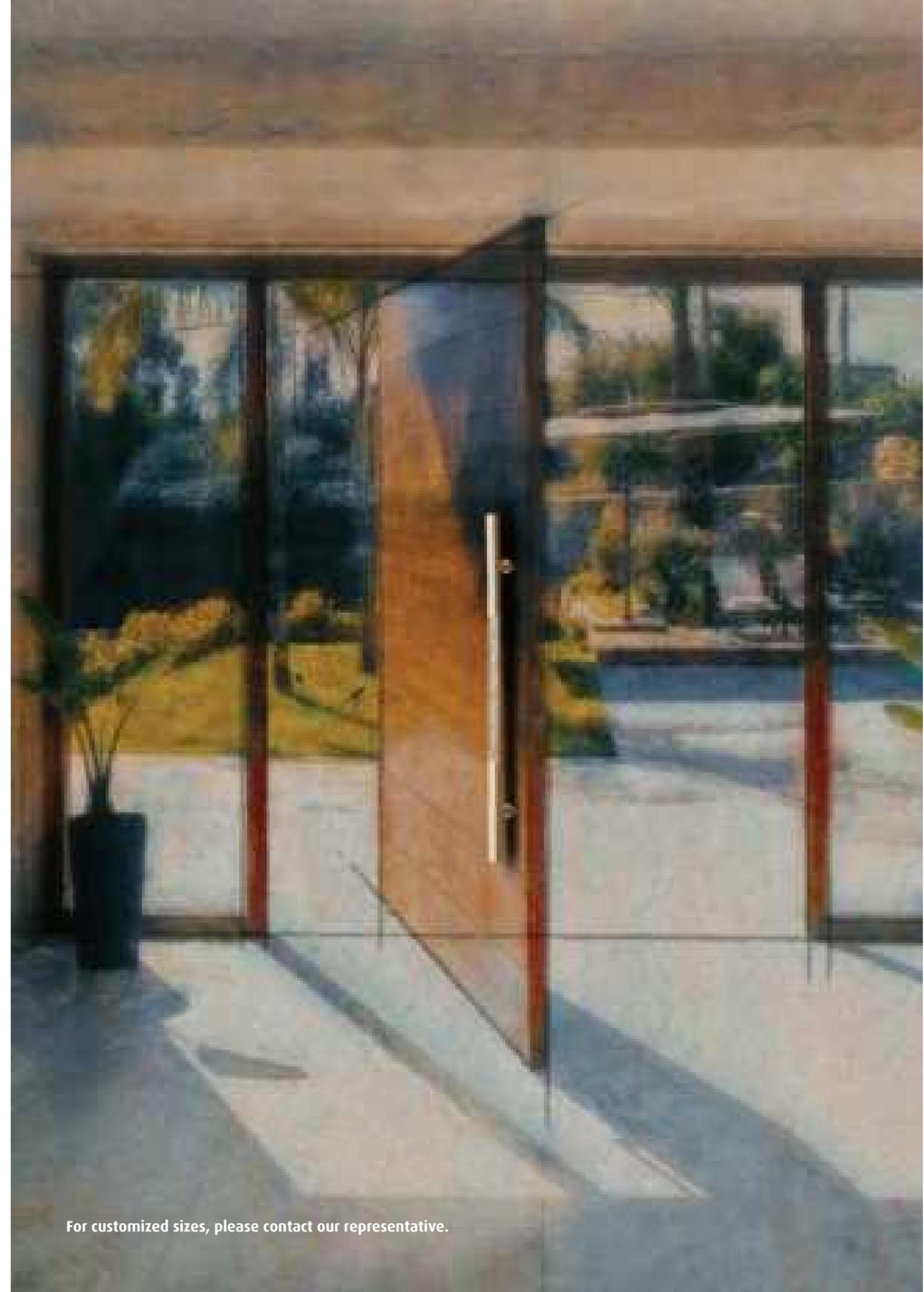
## SALAB

"SALAB" is a stylish door handle with boundless elegance. This sleek and sophisticated handle design, with shimmering art of craftsmanship is the perfect example of timeless form with a modern twist.

This exclusive furniture handle can be customized in many finishes and textures.

*Princeton  
chic*





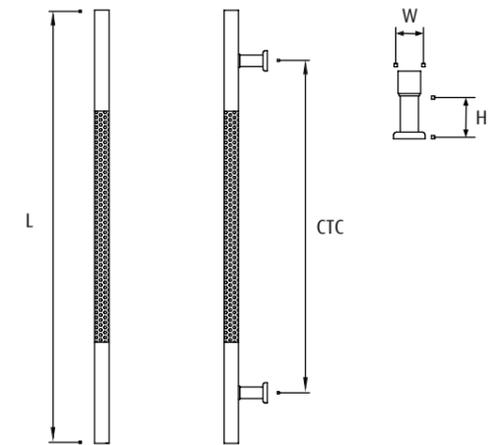
For customized sizes, please contact our representative.

SALAB



# DIMENSIONS & SPECIFICATIONS

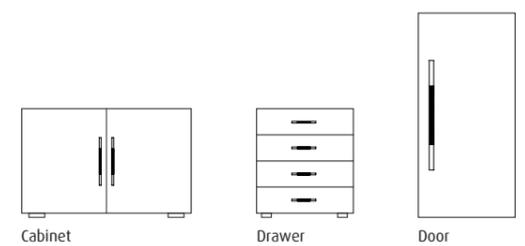
SALAB

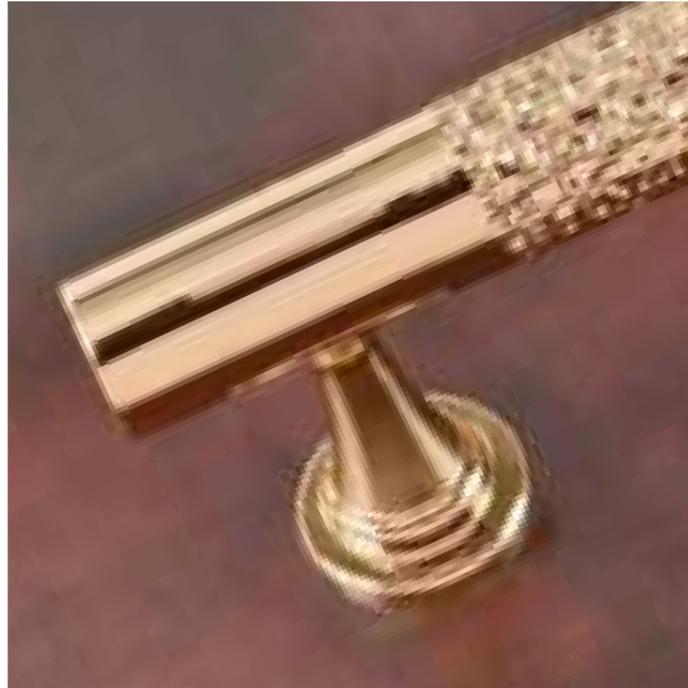


ITEMS	LENGTH	CTC	HEIGHT	WIDTH
SA900	900	450	20	10
SA1200	1200	230	20	10
SA1600	1600	150	20	10
SA1800	1800	95	20	10
SA2200	2200			
SA2400	2400			



To view the complete **SALAB** series, please visit [www.hold-design.com](http://www.hold-design.com)





## SIRAAT

Geometrically resembling a crystallized cylinder, "SIRAAT" upholds a fantastic design, and with its exquisite manufacturing methods it incorporates beauty into the soul of its emplacement, A process through finest material and passion combined together to form a legacy of timeless masterpiece.

This series is available in many finishes and textures to suit your taste and individuality.

*Unalloyed indulgence*





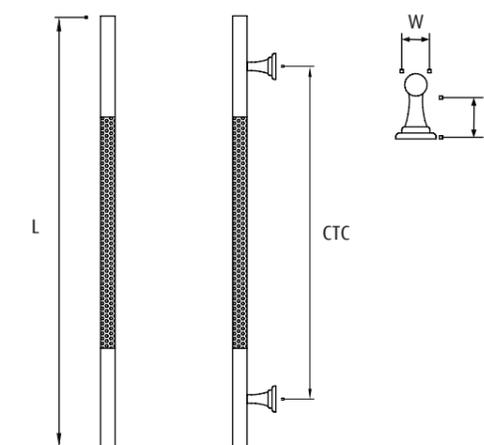
For customized sizes, please contact our representative.

SIRAAT



## DIMENSIONS & SPECIFICATIONS

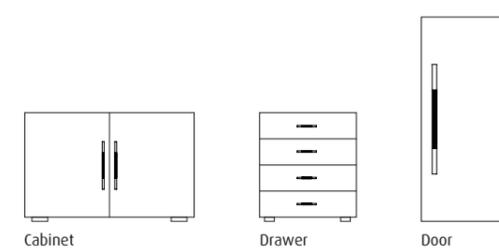
SIRAAT



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
SA900	900	450	20	10
SA1200	1200	230	20	10
SA1600	200	150	20	10
SA1800	125	95	20	10
SA2200				
SA2400				



To view the complete **SIRAAT** series, please visit [www.hold-design.com](http://www.hold-design.com)





## **MUSIRA**

The elegant and classic design celebrates the beauty and art by providing a high class atmosphere for doors, cupboards, sideboards and cabinets.

Musira offers a traditional and assertive appeal to any space concept of singularity in design emerging as a representation of art and luxury.

*Blissfully  
picturesque*





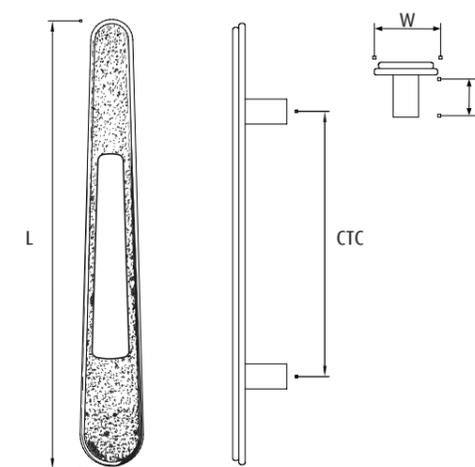
For customized sizes, please contact our representative.

MUSIRA



## DIMENSIONS & SPECIFICATIONS

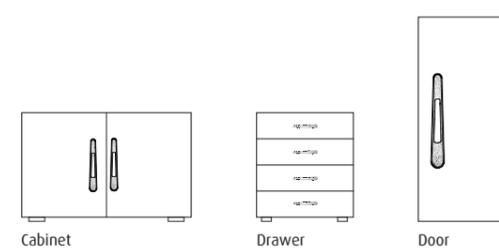
MUSIRA



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
MU900	900	254	25	42
MU1200	1200	203	25	38
MU1600	1600	152	20	34
MU1800	1800	127	20	30
MU2200	2200	101	18	26
MU2400	2400	76	18	22



To view the complete **MUSIRA** series, please visit [www.hold-design.com](http://www.hold-design.com)





## ANAQA

"ANAQA" is a modern pull bar collection that is inspired by art nouveau to create a harmonious synthesis between innovation and tradition.

The fluidic design portrays organic shape and element redesigned for rewarding you to experience sensual ambiance.

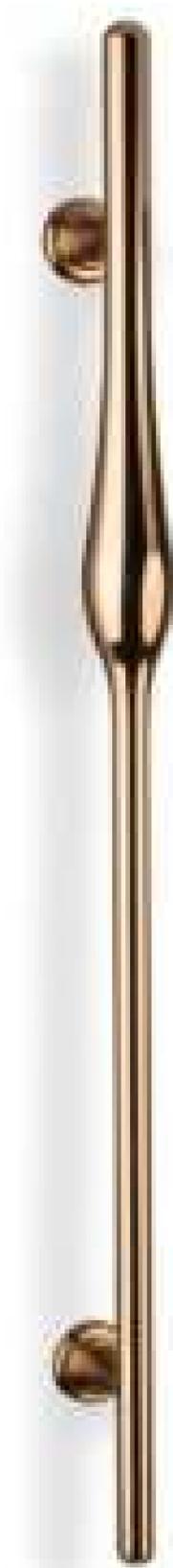
*Inaudibly  
descriptive*





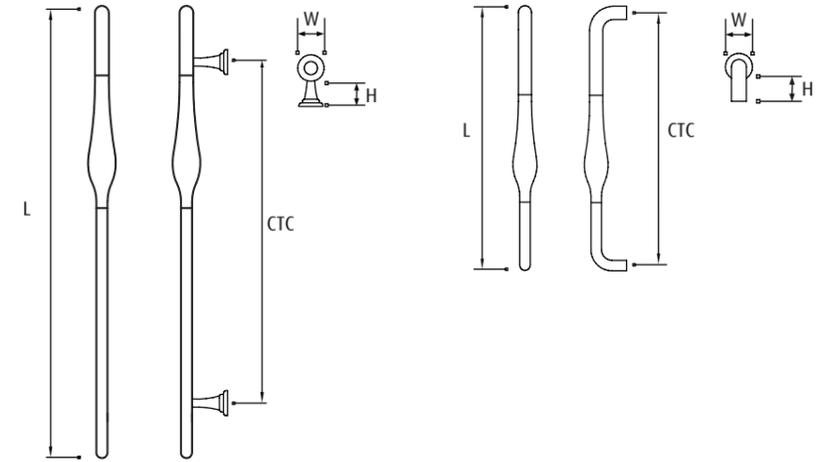
For customized sizes, please contact our representative.

ANAQA



ANAQA

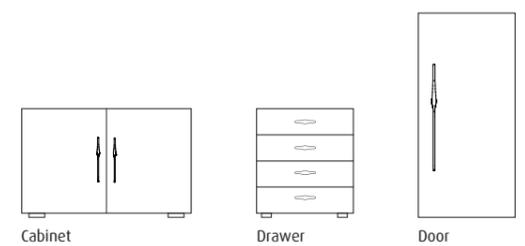
## DIMENSIONS & SPECIFICATIONS



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
AN900	900	680	24	30
AN1200	1200	450	24	30
AN1600	1600	245	24	36
AN1800	1800	150	20	12
AN2200	2200	-	18	17
AN2400	2400	121	18	17



To view the complete **ANAQA** series, please visit [www.hold-design.com](http://www.hold-design.com)





## AMIRIA

"AMIRIA" combines continental and modern appeal with excellent ergonomics and aesthetic features. The door handle design perfectly fits into the shape of your hand thanks to the streamlined silhouettes making it a perfect masterpiece.

*Ingeniously  
tantalizing*





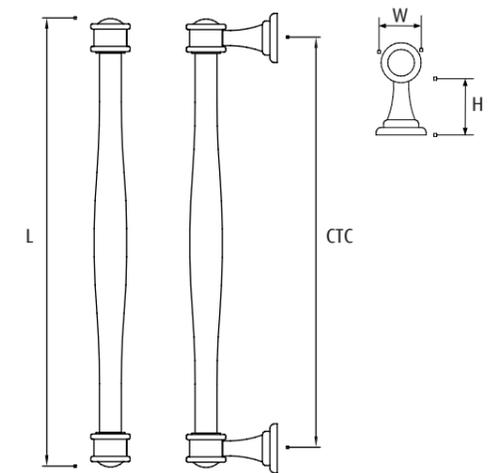
For customized sizes, please contact our representative.

AMIRIA



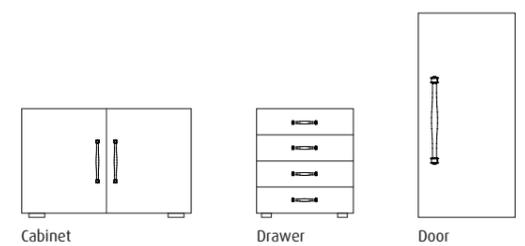
## DIMENSIONS & SPECIFICATIONS

AMIRIA



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
AM900	900	586	44	21
AM1200	1200	284	44	18
AM1600	1600	187	33	15
AM1800	1800	150	33	15
AM2200	2200			
AM2400	2400			

To view the complete **AMIRIA** series, please visit [www.hold-design.com](http://www.hold-design.com)





## IZRAR

The "IZRAR" door hardware series is a technical marvel influenced by conventional and minimalistic design. Offering you an exceptional and magnificent accessory while keeping it lucid, making it an ideal match to enrich your ideas and contemporary design.

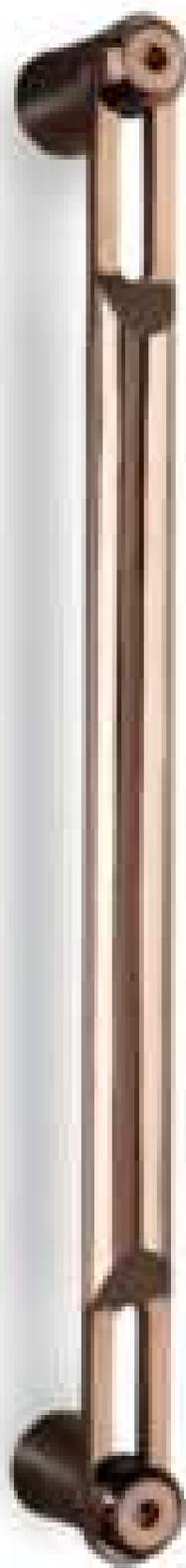
*Quaint & delightful*





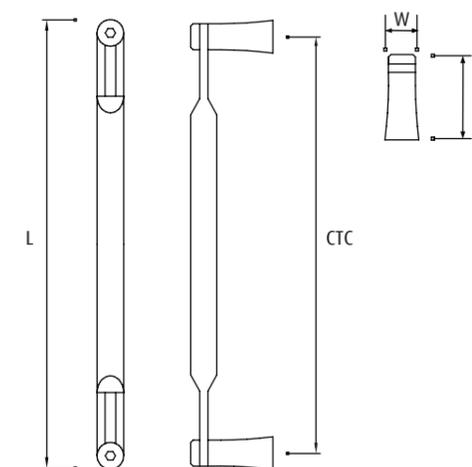
For customized sizes, please contact our representative.

IZRAR



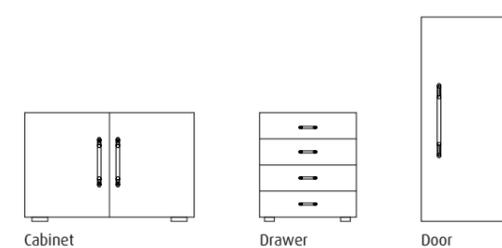
## DIMENSIONS & SPECIFICATIONS

IZRAR



ITEMS	LENGTH	CTC	HEIGHT	WIDTH
IZ900	900	254	25	16
IZ1200	1200	203	25	16
IZ1600	1600	152	20	12
IZ1800	1800	127	20	12
IZ2200	2200	101	18	10
IZ2400	2400	76	18	10

To view the complete **IZRAR** series, please visit [www.hold-design.com](http://www.hold-design.com)





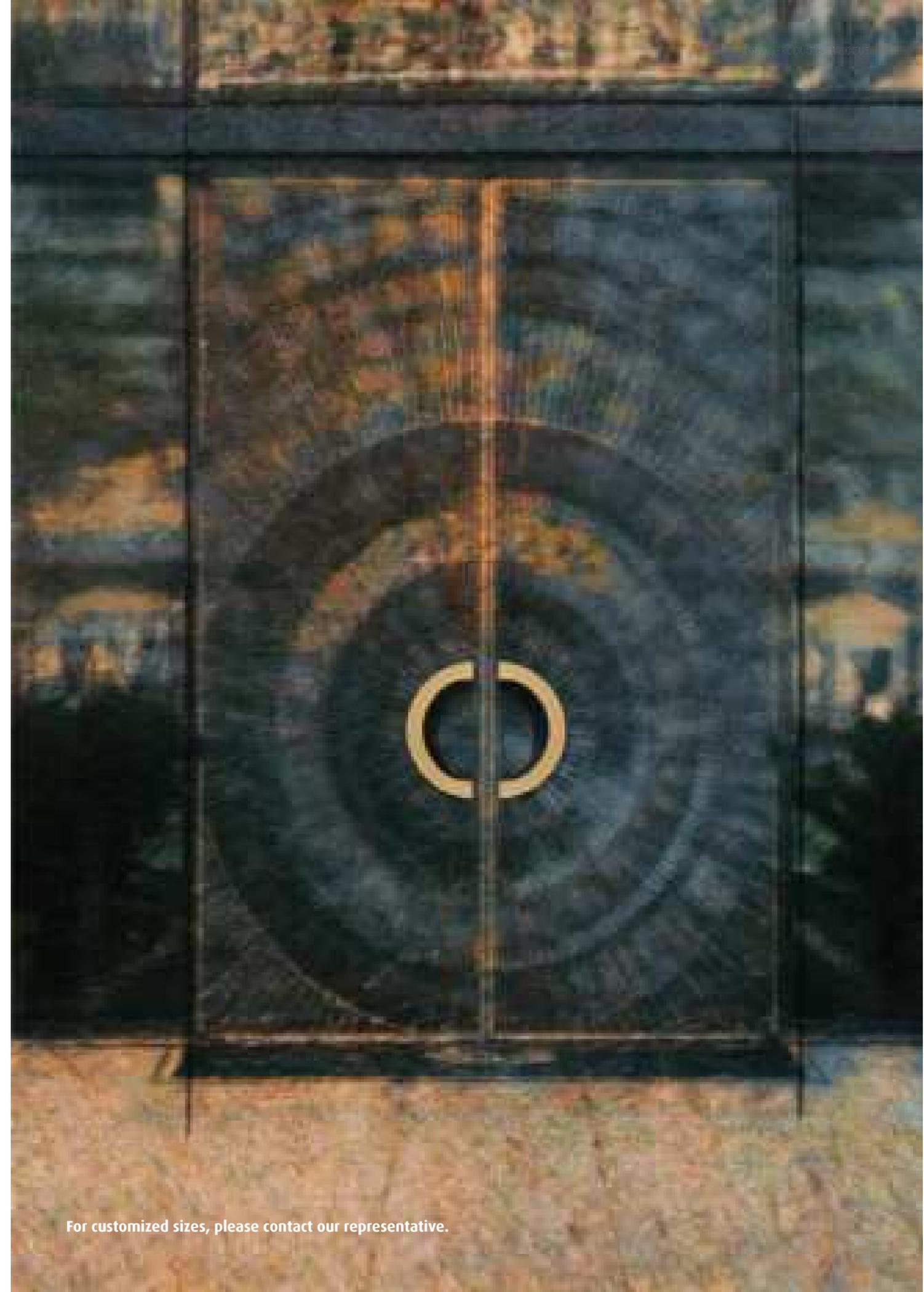
## DAERAH

Takes its identity from concentric circles as if it's created by a drop in a pool of gold. The stunning handle embodies luxury, elegance and perfect finishing touch to your doors and cabinets.

Crafted to discover new essence of beauty and to imprint once in a millennium conception.

*Opulently delineated*



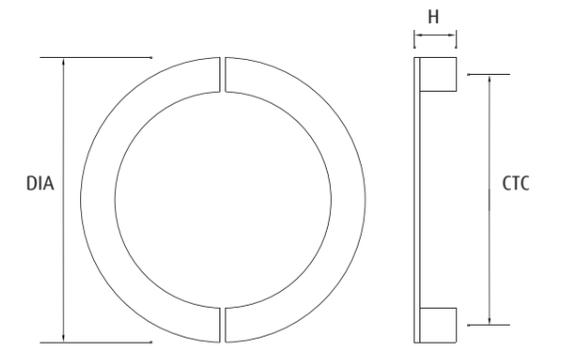


For customized sizes, please contact our representative.

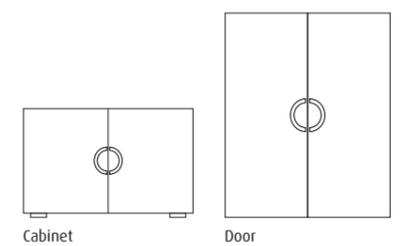
DAERAH

DAERAH

# DIMENSIONS & SPECIFICATIONS



ITEMS	DIAMETER	CTC	HIGHT
DA200-01	200	178	30
DA140-01	140	120	30



To view the complete **DAERAH** series, please visit [www.hold-design.com](http://www.hold-design.com)



## **—NUR**

The "NUR" series derives its name from light. It is a strong interplay between light and reflection.

This solid round shaped door handle collection exudes strength and stimulates the positivity due to its cosmic texture.

*Unquestionably  
eccentric*



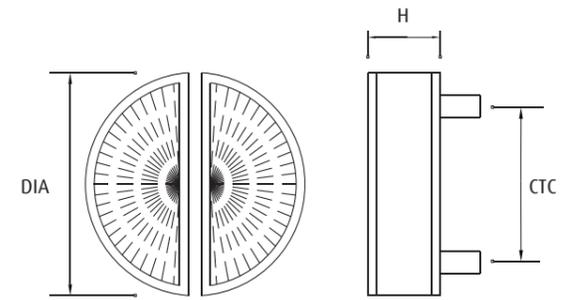


For customized sizes, please contact our representative.

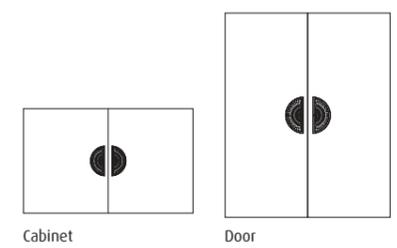
NUR

NUR

# DIMENSIONS & SPECIFICATIONS



ITEMS	DIAMETER	CTC	HIGHT
NR200	200	150	30
NR100	100	70	30



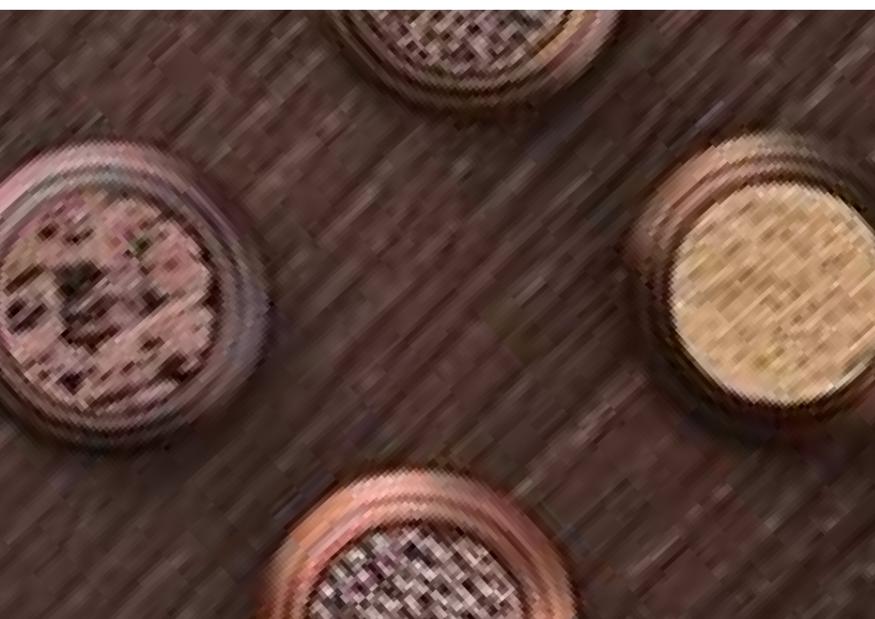


# KNOB

## DOOR & CABINETS

A “KNOB” might be a small piece of hardware but apparently it is one of the most beautiful ornaments for all those who admire and appreciate the finer things in décor. The use of door knobs is pretty vital to ensure safety and enhance the interiors.

The first “KNOB” was developed by Osburn Dosey in 1884 and has immensely evolved since then; both in style and functionality.



## AZRAR

We passionately work on designs and manufacture hand-made door knobs to complement our customer's personality and style with wide range of finishes and textures, to blend and to create a soul soothing, inimitable artwork for a perfect home.

You pick and choose the combination of your choice, we tailor the product to suit your concept and desires.

*Instinctively  
engaging*



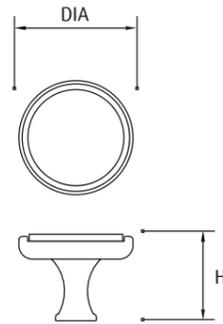
AZRAR



**AZ001**

Diameter : 50 mm

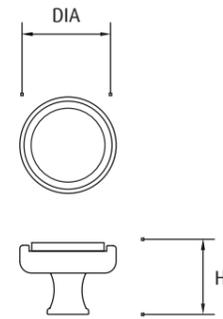
Height : 37 mm



**AZ002**

Diameter : 35 mm

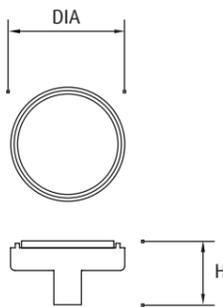
Height : 25 mm



**AZ003**

Diameter : 50 mm

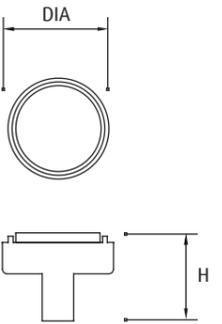
Height : 27 mm



**AZ004**

Diameter : 35 mm

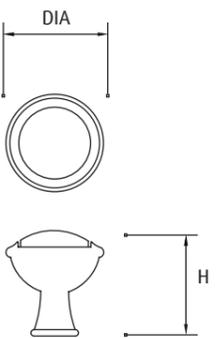
Height : 27 mm



**AZ005**

Diameter : 38 mm

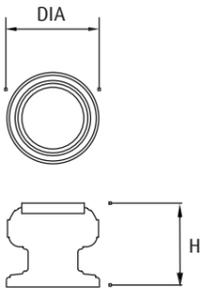
Height : 42 mm



**AZ006**

Diameter : 34 mm

Height : 30 mm

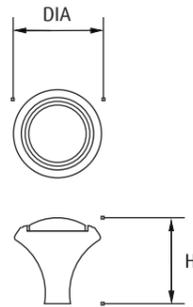


AZRAR

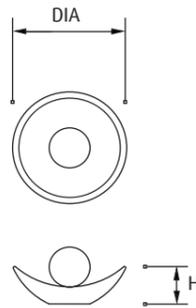
AZRAR



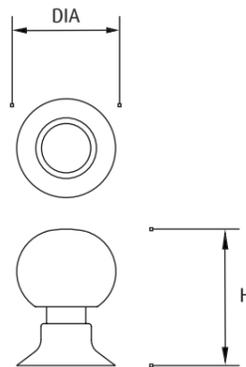
**AZ007**  
Diameter : 34 mm  
Height : 33 mm



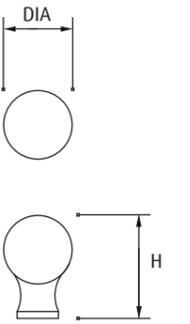
**AZ008**  
Diameter : 42 mm  
Height : 14 mm



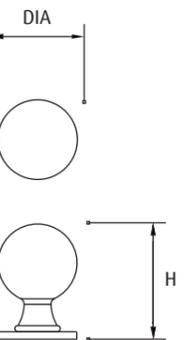
**AZ009**  
Diameter : 35 mm  
Height : 48 mm



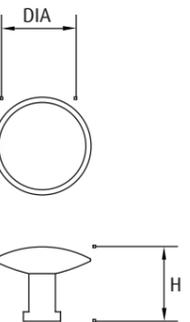
**AZ010**  
Diameter : 30 mm  
Height : 45 mm



**AZ011**  
Diameter : 32 mm  
Height : 45 mm



**AZ012**  
Diameter : 37 mm  
Height : 28 mm



AZRAR



# BATHROOM

## EQUIPMENT & ACCESSORIES

Using trundling & hammer methodology, we design and manufacture gorgeous handcrafted bathroom equipment in high-grade material and allied metals to compliment the ornamentation of your pampering and delightful bathrooms.



## — SARAH

The "SARAH" bathroom equipment series is an elegant interplay of light and reflections.

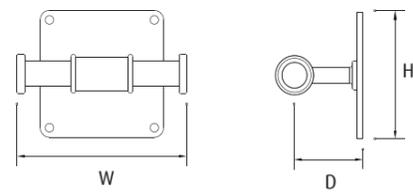
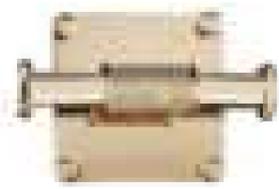
Its curvaceous, dynamic and crystallized shimmer with a strong aesthetic impact is curated to enhance the beauty of your luxurious bathroom.

Handcrafted in high grade material, the series is available in numerous PVD finishes to suit your taste.

*Instinctively  
engaging*

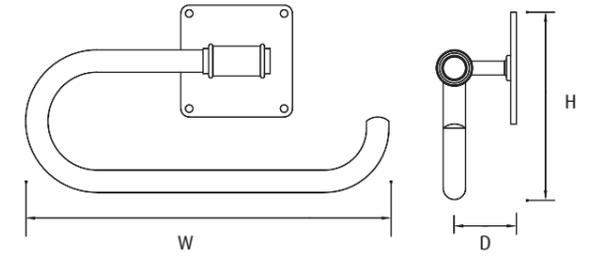
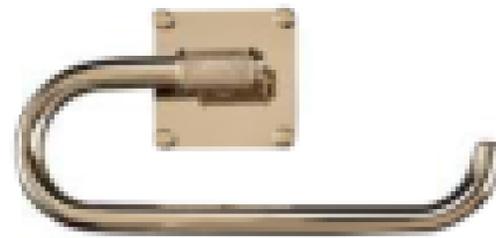


SARAH

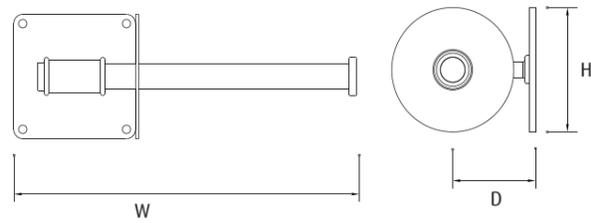
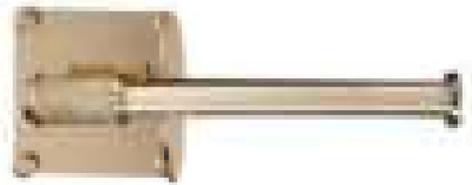


ITEMS	WIDTH	HEIGHT	DEPTH
SH01.010-30	110	80	45

SARAH



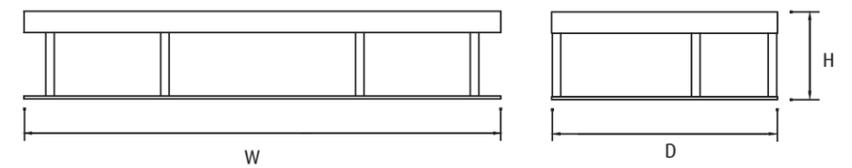
ITEMS	WIDTH	HEIGHT	DEPTH
SH01.002-30	260	135	45



ITEMS	WIDTH	HEIGHT	DEPTH
SH01.011-30	225	80	54



ITEMS	WIDTH	HEIGHT	DEPTH
SH01.404-30	470	80	54



ITEMS	WIDTH	HEIGHT	DEPTH
SH01.002-30	338	62	160



## FERROT

The "FERROT" series draws its primary inspiration from the Brazilian Mahogany – Wood & strings texture.

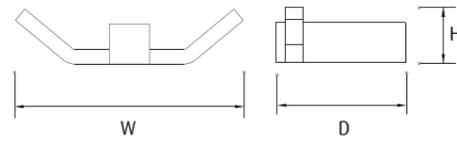
Its PVD coloured hold is inventively hammered to give it dark wood coarseness with jagged threads floating through, which is artistically combined with gold colour PVD coated bars.

The combination provides delicate features to your lavish bathroom.

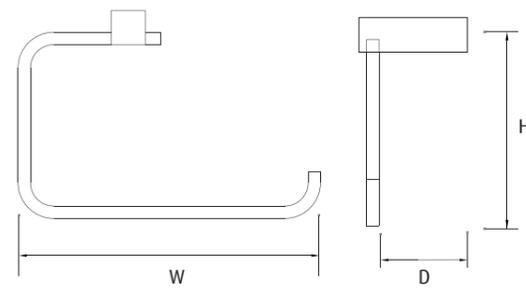
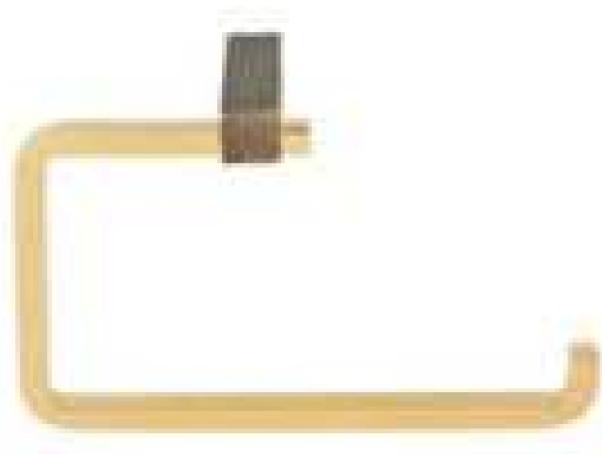
*Natural  
assassin*



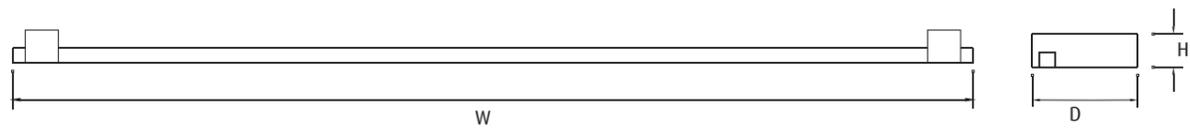
FERROT



ITEMS	WIDTH	HEIGHT	DEPTH
FR02.010-30	125	30	70

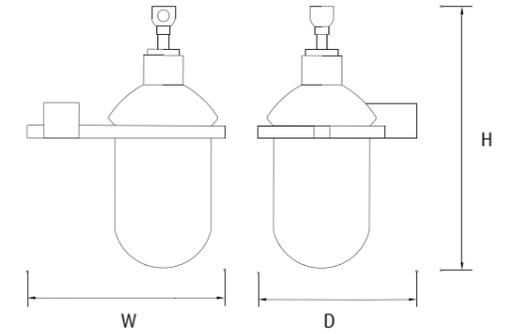


ITEMS	WIDTH	HEIGHT	DEPTH
FR02.001-30	194	135	70

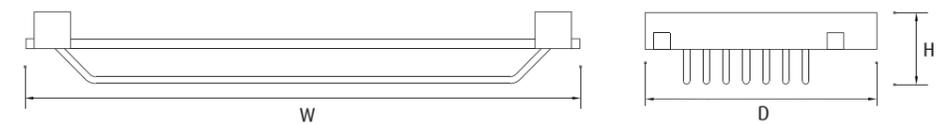


ITEMS	WIDTH	HEIGHT	DEPTH
FR02.604-30	638	22	70

FERROT



ITEMS	WIDTH	HEIGHT	DEPTH
FR02.013-30	124	95	70



ITEMS	WIDTH	HEIGHT	DEPTH
FR02.021-30	338	62	160

# Research & Development

"HOLD" passionately mixes art with material to produce the most inspirational door handles, cabinet and door holders and knobs, and exotic bathroom accessories in high-grade material. Our decorative hardware product line embodies unmatched innovativeness and the highest level of dexterousness.



## CONCEPT

Idea Generation

Our R&D team is relentlessly researching and developing future generation ideas and products. Being ahead of time, our R&D personnel are largely inspired by future market trends and continually strive to develop the products around human aspirations.



## RESEARCH

Assess Market

By intensively coordinating with the sales and marketing team, our R&D department assesses the customer behavior and the changing trends of the market. This enables them to collaborate efficiently with the production department to tailor innovative products and solutions accordingly.



## ANALYSIS

Business Analysis

This exercise is carried out cohesively between our R&D team, the management, production department, and sales and marketing division. From production to profitability, every aspect is minutely analyzed much before reaching out to the end user.



## DEVELOP

Product Development

Our R&D team is well aligned with our production division to manufacture world-class handcrafted products for our affluent customer base. At every level of production, the quality management system is well adhered to, to maintain the grace and recognition of HOLD.



## LAUNCH

Product Launch

To ensure the successful launch of our products, a proper marketing plan is chalked out, followed by sales training, distribution plan and marketing collaterals and setting up of the pre launch date.



CANADA

Representatives for Middle East & Africa