



  
**SOPHIA**<sup>®</sup>



SPECIALISTS IN  
**CUSTOM-MADE  
CURTAINS**

FOR HOTEL AND HOME PROJECTS



 [sophiahomedecoration.com](https://sophiahomedecoration.com)

# OUR STORY

## 21 years of experience

in window treatments, with premium curtain and sheer collections.

In 2004, we founded Sophia — a unique concept in Romania: dedicated stores for luxury custom-made curtains and drapes, designed to transform interiors into refined and harmonious spaces. From our first store in Iași, Sophia has evolved into a national and international network.

Today, we operate 30 franchise stores across Romania, one international location in Miami, Florida (USA), and a newly opened franchise in Antwerp, Belgium.

Our operations are supported by three in-house production workshops and a team of over 60 skilled professionals. We regularly participate in leading international design fairs in Milan and New York. These experiences have inspired us to develop exclusive collections and collaborate with architects and designers worldwide.



## OUR MISSION

To offer premium collections of curtains and drapes, exclusive furniture pieces, and high-end window treatment services, transforming every space — from five-star hotels to private residences and heritage institutions — into an authentic expression of refined taste.

We are grateful to our franchise partners for their trust and for being part of Sophia's success story.

*Anamaria Georgescu, Founder*

# WHO WE WORK WITH



## HOTEL PROJECTS

For hotels, restaurants, and cafés, we provide fire-retardant fabrics, custom-made furniture, and complete interior design concepts.



## HOME PROJECTS

Houses, villas, and apartments, where we bring elegance through curtains, sheers, and premium window treatment services.



## INSTITUTIONS

Museums and heritage institutions, preserving and enhancing textile heritage





# RESTAURANT PROJECTS

Over  
230 projects  
Restaurants & Cafés  
Bistros  
Lounges






Hotels Portfolio

Curtains & Draperies | Roller Blinds | Blinds | Curtain Tracks & Fixing Systems | Tables | Chairs | Banquettes | Table Linen | Table Runners | Placemats | Lighting Fixtures



# HOTEL PROJECTS

Over  
150 projects

Hotels &  
Guesthouses



Hotels Portfolio




Soft Furnishings | Curtains & Draperies | Curtain Tracks & Fixing Systems | Bedspreads | Decorative Cushions  
Bed Runners | Carpets | Upholstery Fabrics | Custom Upholstered Armchairs | Reupholstery | Selected Furniture Pieces

**SOPHIA**<sup>®</sup>

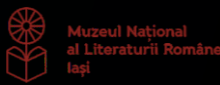
## INSTITUTIONAL PROJECTS

Over  
30 projects

Theatres  
Museums  
Embassies



Museum Portfolio



Curtains & Draperies | Sheer Curtains | Blinds | Decorative Side Panels | Pelmet | Valances | Decorative Top Treatments | Curtain Tracks & Fixing Systems



## HOME PROJECTS

Over  
50.000 projects

Apartments  
Private houses  
Private terraces



Home Portfolio



Soft Furnishings | Curtains & Draperies  
Bed Runners | Carpets

| Roman Blinds | Upholstery  
Fabrics



| Curtain Tracks, Electric Rails & Decorative Poles | Bedspreads | Decorative Cushions  
Custom Upholstered Pieces | Reupholstery | Custom-made Furniture



## HOW WE WORK WITH OUR CLIENTS

We offer a complete, end-to-end service, managing every step of the process — from initial consultation and fabric selection to measurements, production, and professional installation.

A seamless experience designed to deliver exceptional results, without the hassle.



### STEP 1

Consultation  
on fabric selection.



### STEP 2

Measurements and  
personalized design.



### STEP 3

Fast in-house production  
in our 3 workshops, with 60  
skilled tailors.



### STEP 4



Professional installation  
at your location.



## OUR PRODUCTS

We cover all textile needs, from window treatments to bed and table linens, designing and producing each element with attention to detail to create a cohesive, well-considered result.

### FOR WINDOW

Curtains | Sheers | Upholstery  
Fire-retardant fabrics, M1 certified  | Blackout  | Dimout  
Custom printed drapes, upon request



### FOR BED

Bed linens | Bedspreads | Runners  
Decorative pillows | Duvets  
Personalized items  
with logo embroidery



### FOR TABLE

Tablecloths | Runners | Napkins  
personalized with logo embroidery  
Chair covers





## OUR SERVICES

### B2C

Home projects

Free 2-hour consultation  
(at home or online)

Custom tailoring  
On-site installation

Upholstery

Worldwide delivery



Online Consultancy | On-Site Consultancy | Site Measurements | Tailored Quotations | Professional Installation | Final Steaming | Dressing & Arranging | On-Site Finishing



## OUR SERVICES

### B2B

Hotel projects

### Business opportunities

Sophia Ambassador

Microfranchise

Franchise (national and international)

### Partnership

Are you an architect or designer?

Be our partner!



Join **SOPHIA** as an ambassador and business partner

### AMBASSADOR

From €1.990



Do you enjoy networking?  
For €1,990, you can join Sophia and earn commissions on sales, with access to premium samples, digital tools, and real-time stock in the app.



### MICROFRANCHISE

From €5.000



Already have a showroom? Add Sophia as a premium brand and increase your sales effortlessly. You sell, we handle production and delivery.



### FRANCHISE

From €22.700



Open a premium showroom within a network of 31 locations and receive full support, from training to production and delivery.



## FRANCHISES - Europe



### Romania

Alba Iulia | Baia Mare  
Botoșani | Brăila | Buzău  
București | Cluj-Napoca  
Constanța | Craiova  
Focșani | Oradea  
Pașcani | Pitești Ploiești  
Roman | Sibiu  
Târgu Jiu | Vâlcea  
Vatra Dornei | Timișoara



Belgium   
ANTWERP *coming soon*

## FRANCHISE - USA Miami, Florida



Miami, Florida  
219 N Federal Highway  
Hallandale Beach

In 2022,  
we opened  
our first  
international  
franchise.





Do you want to decorate your hotel, home or museum  
with custom-made curtains and sheers?

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## Follow us

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