

Meet

MELANIE STEIN

Managing member
of EuroCasa JHB



EuroCasa JHB has been a leader in top-of-the-range Italian-designed furniture, wardrobes and kitchens for more than 20 years. Melanie Stein made the transition from information technology (IT) to design management in a company that makes investment design the pathway to sophisticated living.

Have you always been involved in some aspect of design?

Originally I worked in corporate business as an IT analyst and project manager before moving to a more client-focused role. In 2010 my brother (and business partner) bought EuroCasa JHB, and I found my passion and niche in the design management side of the company. This way I get to use my analytical, creative and people skills in a job I love.

What is EuroCasa JHB's standout offering? We offer a vast selection, which allows us to please any home owner. Our Febal Casa range with its class and quality is our top seller and includes kitchens, wardrobes and furniture. Our Rossana range of luxury kitchens is a boutique offering for an exceptional home, offering unique finishes like burnished brass and other metal doors.

The company refreshed its look last year. What changes have you made to keep pace in a rapidly evolving market?

After 20 years we wanted to refresh and modernise our look a bit. We are still the same, just "newer". Our European association with our Italian partners keeps us firmly up to date with all the newest international trends. We are fortunate to have a wonderful relationship that allows us to permanently evolve with them as they rely on us to take their products into the African market.



Is there a possibility of collaboration with a local South African partner in the future? We already have a high-end local solution with our own division, BLEND. This allows us to continue to offer good quality luxury design and also satisfy our clients, who have time constraints and don't want to wait for shipping from Europe.

What are the key trends in kitchen and wardrobe design? For kitchens, it is storage and functionality, while also incorporating smart appliances and entertainment areas. Our clients want their kitchens to be smart and homely. Wardrobes have moved from being functional to being a feature of our rooms, with a focus on opulence, glass, lighting and smart storage.

What is your favourite room in your home? Our entertainment area is where we spend the most time as a family or with guests – it's a very comfy room with stacking doors on both sides leading into the English-style garden, which is my utopia. My other favourite place is my wardrobe, but only my best friends are welcome there. 🏠

