

Catalogue 2026

Urbanprime Heritage Atelier

Celebrating the Art of Pakistani Woodcraft
Signature Woodcraft & Furniture Collections 2026

FOUNDER'S NOTE

UrbanPrime Heritage Atelier was born from a belief that has always been very close to my heart that the craftsmanship, creativity, and cultural richness of Pakistan deserve to be seen, valued, and celebrated on a global stage. Growing up in a country filled with extraordinary heritage, I have always admired the incredible talent within our communities. Across Pakistan, from the mountains of the north to the vibrant cities of the plains, artisans have spent generations perfecting their craft. Their hands transform raw wood into art, carving stories into every piece they create. Yet too often, this remarkable talent remains unrecognized beyond our borders.

UrbanPrime was created to change that. This company is not only a business for me it is a journey built on effort, belief, and a deep respect for our culture. Every step has been guided by the desire to create something meaningful: A platform that honors traditional craftsmanship while bringing it into the modern world. Through our collections, we aim to preserve the beauty of traditional carving and cultural inspiration, presenting it in a way that resonates with contemporary living.

My hope is that every piece we create carries not only beauty, but also a story a reminder that Pakistan holds extraordinary talent, creativity, and heritage worth sharing with the world. This is only the beginning of our journey.

FOUNDER'S VISION & MISSION

Rooted in a deep appreciation for Pakistani heritage, the vision and mission of UrbanPrime Heritage Atelier are to preserve the essence of traditional craftsmanship while thoughtfully adapting it for contemporary living. The brand is committed to celebrating the cultural richness and skilled artistry of local craftsmen by creating pieces that seamlessly blend heritage with modern design sensibilities.

Each creation is guided by the purpose of carrying forward a legacy where culture, detail, and craftsmanship come together to form pieces that are not only functional, but deeply meaningful. Through this approach, UrbanPrime seeks to elevate traditional carving and design, presenting it in a way that resonates with evolving lifestyles while maintaining its authenticity.

At its core, the brand aspires to take this heritage beyond borders, allowing the world to experience the depth, elegance, and timeless beauty of Pakistani craftsmanship, while ensuring that these traditions continue to thrive for generations to come.



Founder/ CEO Hadassah Ghouri

ABOUT US

UrbanPrime Heritage Atelier is a design initiative dedicated to celebrating the artistry, culture, and craftsmanship of Pakistan. We believe that furniture is more than a functional object it is a reflection of identity, heritage, and human creativity.

Through thoughtful design and skilled craftsmanship, UrbanPrime brings together traditional techniques and contemporary aesthetics to create pieces that are both timeless and meaningful. Each piece we present is crafted with care, respect for materials, and appreciation for the artisans whose hands shape every detail.

Our purpose is simple yet powerful:
to honor heritage, support craftsmanship, and bring thoughtfully designed furniture into homes and spaces that value authenticity. UrbanPrime Heritage Atelier stands at the intersection of culture and modern living where tradition inspires innovation and craftsmanship becomes a story worth sharing.



OUR STORY

UrbanPrime Heritage Atelier began with a simple realization that Pakistan holds a wealth of extraordinary craftsmanship that often remains unseen by the wider world. Across different regions of the country, generations of artisans have preserved techniques passed down through centuries. From intricate wood carving to hand-finished furniture making, these skills represent not only craftsmanship but cultural heritage.

Yet in an age of mass production, many of these traditions face the risk of being forgotten. UrbanPrime was created to bridge that gap. Our goal is to connect traditional craftsmanship with modern design thinking, creating furniture that respects heritage while serving contemporary lifestyles.

What began as a vision to celebrate artisanship has grown into a platform that brings together culture, design, and purpose. Every collection we introduce carries a story of tradition, patience, and creativity. And every step we take is guided by the belief that meaningful design should honor the people and traditions behind it.





OUR PEOPLE

Behind every UrbanPrime creation are the skilled hands and passionate minds that bring each design to life. Our artisans, designers, and collaborators form the heart of what we do. Many of the craftsmen we work with come from families who have practiced their craft for generations.

Their knowledge is not learned from textbooks but from years of experience, patience, and dedication. At UrbanPrime, we believe that craftsmanship deserves recognition and respect. We are committed to working ethically with artisans, supporting their skills, and ensuring that their work continues to thrive in a changing world.

Our team combines traditional expertise with modern design perspectives, creating furniture that carries both heritage and innovation. Together, we share a common purpose: to create objects that are not only beautiful, but meaningful.



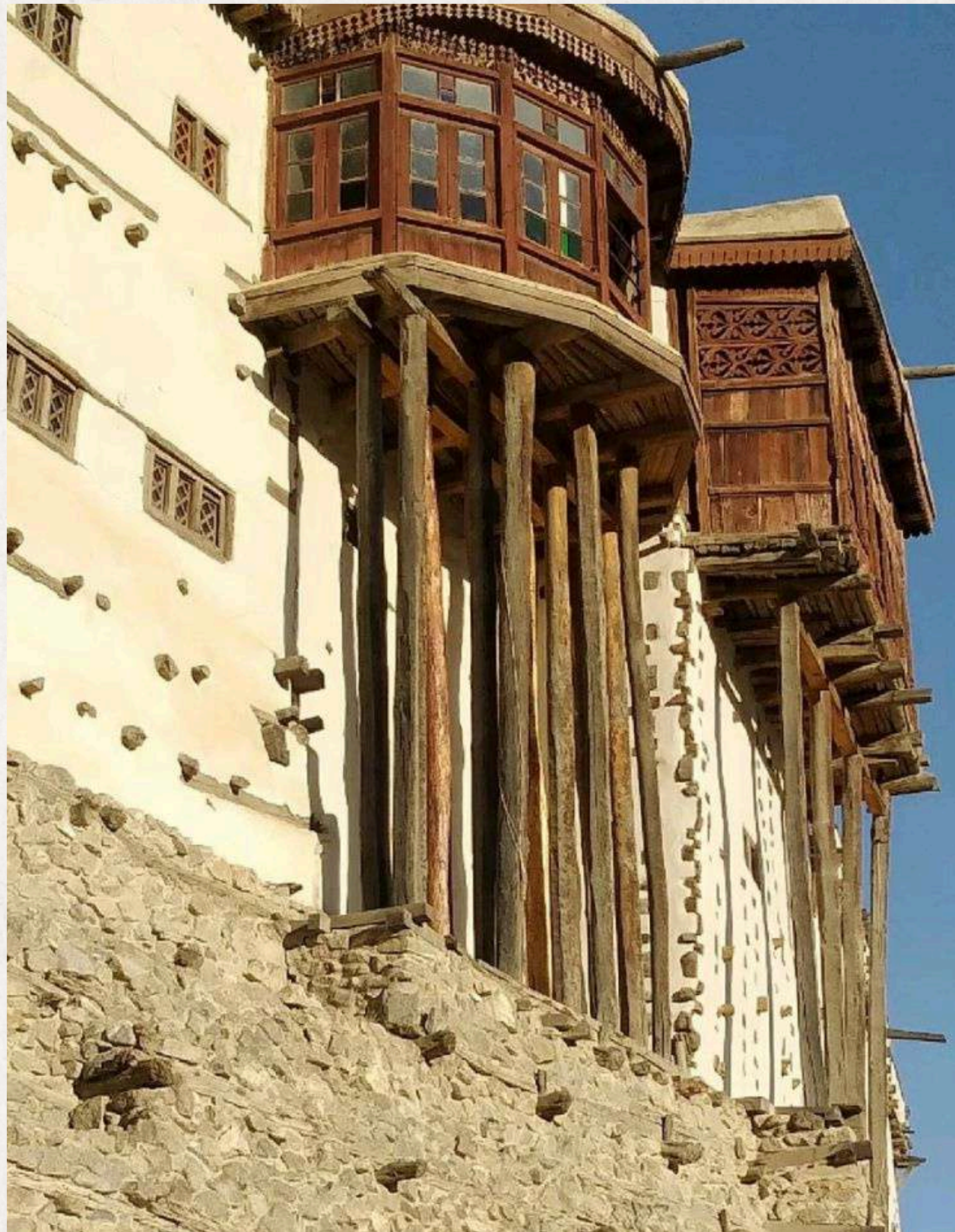
THE CRAFTSMANSHIP PROCESS

Every UrbanPrime piece begins with a vision and a respect for materials. Our process starts with carefully selected timber and design concepts that balance tradition with modern functionality. Skilled artisans then shape, carve, and assemble each element using techniques refined over generations.

From carving and sanding to polishing and finishing, every stage is carried out with patience, precision, and dedication.

At UrbanPrime Heritage Atelier, craftsmanship is not simply a method of production it is a philosophy. Each piece reflects the time, care, and skill of the hands that create it, ensuring furniture that is both enduring and meaningful.

A NATION OF CRAFTS



Pakistan is home to a rich and diverse heritage of craftsmanship shaped by centuries of culture, tradition, and skilled artistry. Across its regions, artisans have developed unique design languages that reflect their history, environment, and identity. In the valleys of Kashmir, craftsmen are renowned for their intricate walnut wood carvings, transforming timber into elegant furniture and architectural details. In the northern regions, including Hunza, traditional wooden homes and historic forts stand as powerful examples of enduring craftsmanship. Similarly, in Khyber Pakhtunkhwa, beautifully carved wooden mosques, doors, and pillars reflect generations of master artisans who have preserved their craft with dedication.

Further south in Sindh, vibrant Ajrak patterns and bold artistic traditions express the region's rich cultural identity. In Punjab, woven charpai and baithak traditions reflect a culture built around warmth, hospitality, and community. These crafts are more than decorative arts they are living expressions of heritage. UrbanPrime Heritage Atelier draws inspiration from this cultural richness, bringing together traditional artistry and contemporary design to create furniture that celebrates the spirit of Pakistani craftsmanship while connecting it with modern living.

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CHINNAR THE KASHMIRI WALNUT COLLECTION



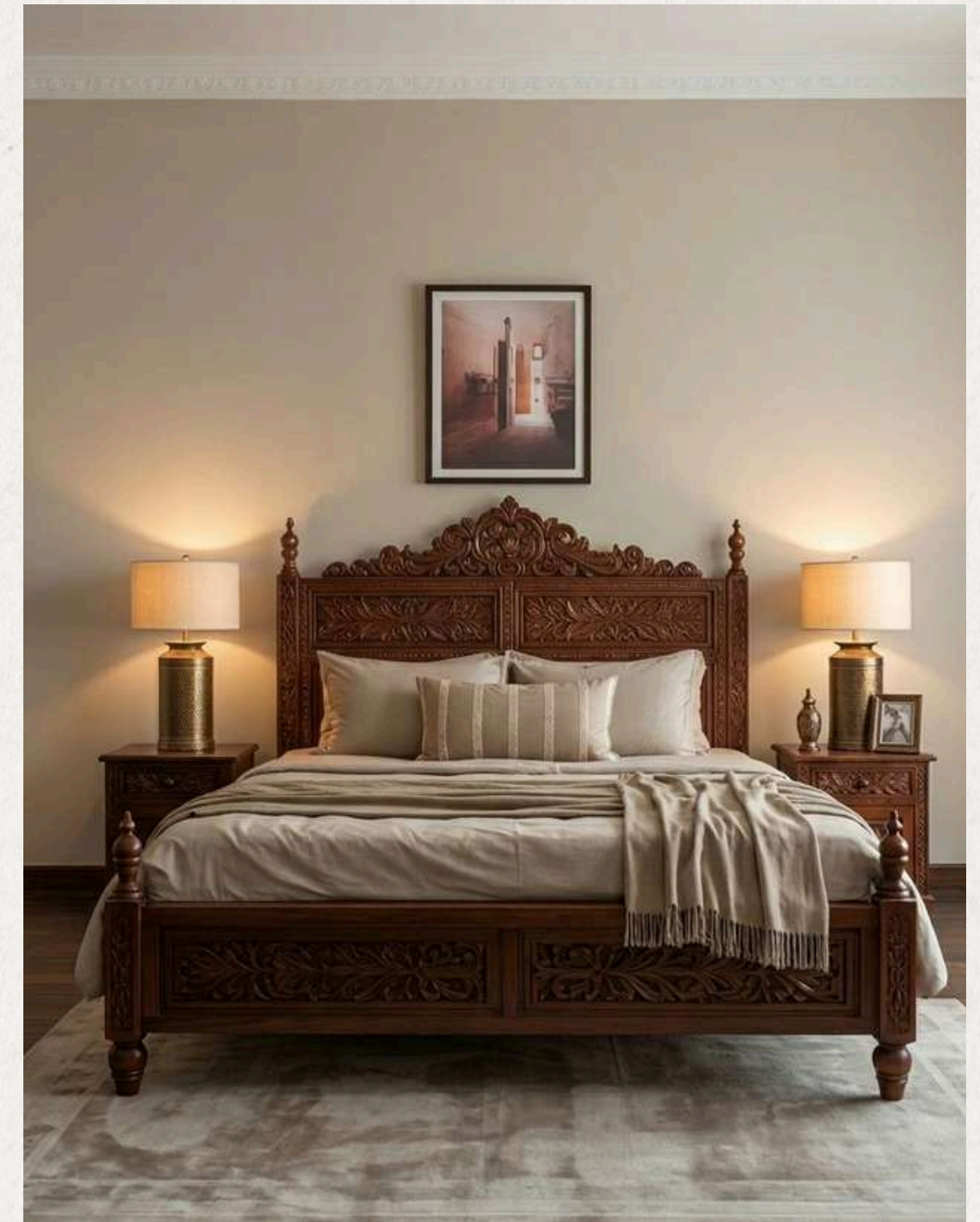
Inspired by the majestic Chinar trees and the timeless carving traditions of Kashmir, the Chinar Collection celebrates the beauty of walnut wood and the artistry of skilled craftsmen. Known for its rich texture and durability, Kashmiri walnut has long been valued for creating elegant furniture that carries both heritage and refinement. This collection reflects the grace, patience, and precision that define traditional Kashmiri wood carving, reimagined for contemporary living spaces

The Chinar Collection Includes (3 designs per category):

- **Bedroom Sets:** Bed with matching vanity, cupboard, and showcase
- **Dining Sets:** Dining tables with seating options for 6, 8, or 12 chairs
- **Seating:** Curved armchairs, easy chairs, lounge sofas, and single bedroom sofas
- **Tables & Swing:** Coffee tables, centre tables, and traditional wooden swing
- **Mirrors:** Full-length carved walnut mirrors

Each piece embodies the elegance, precision, and craftsmanship of Kashmir, bringing cultural heritage into contemporary homes.

BEDROOM SET



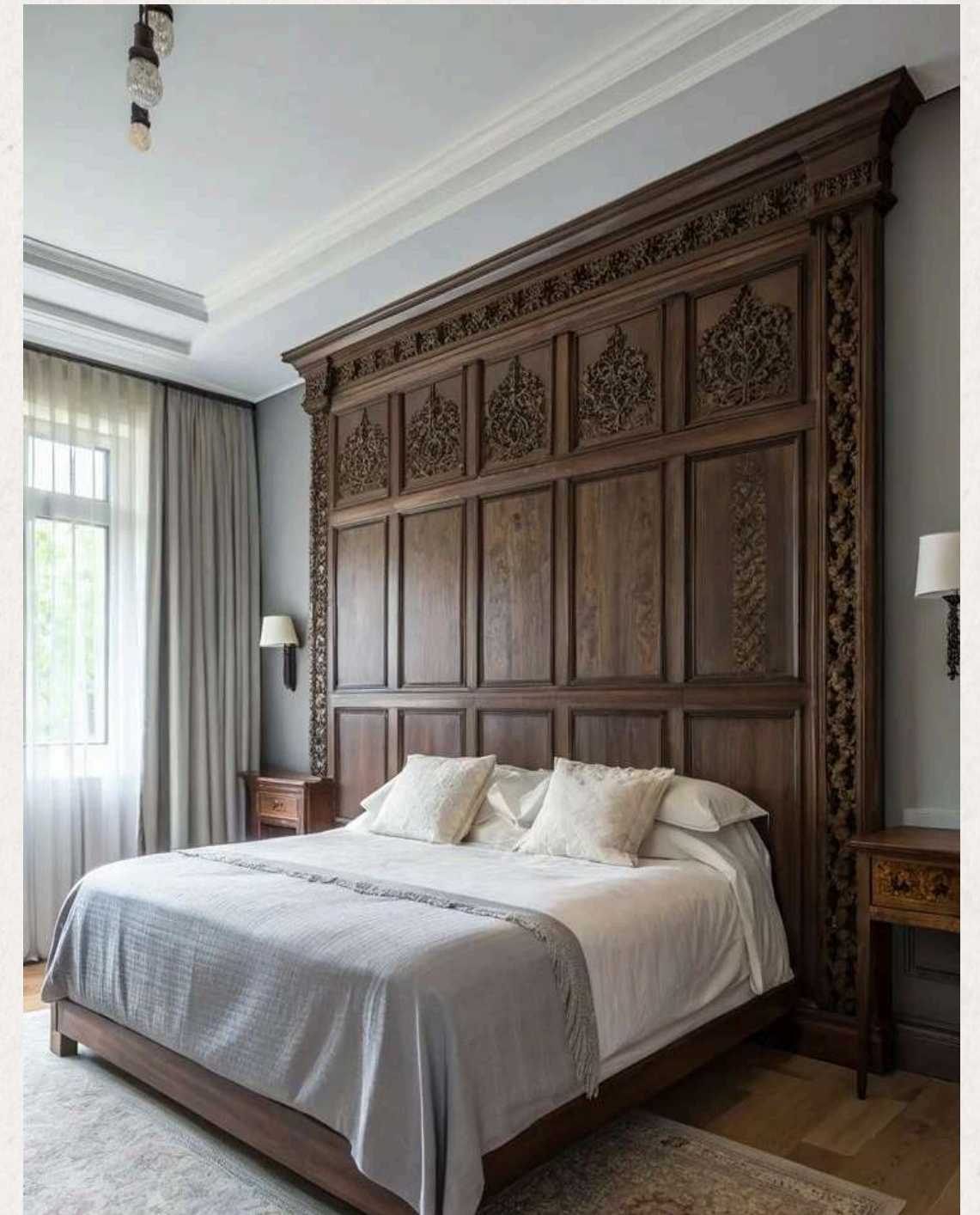
VANITY TABLE



SHOWCASE



BEDROOM SET



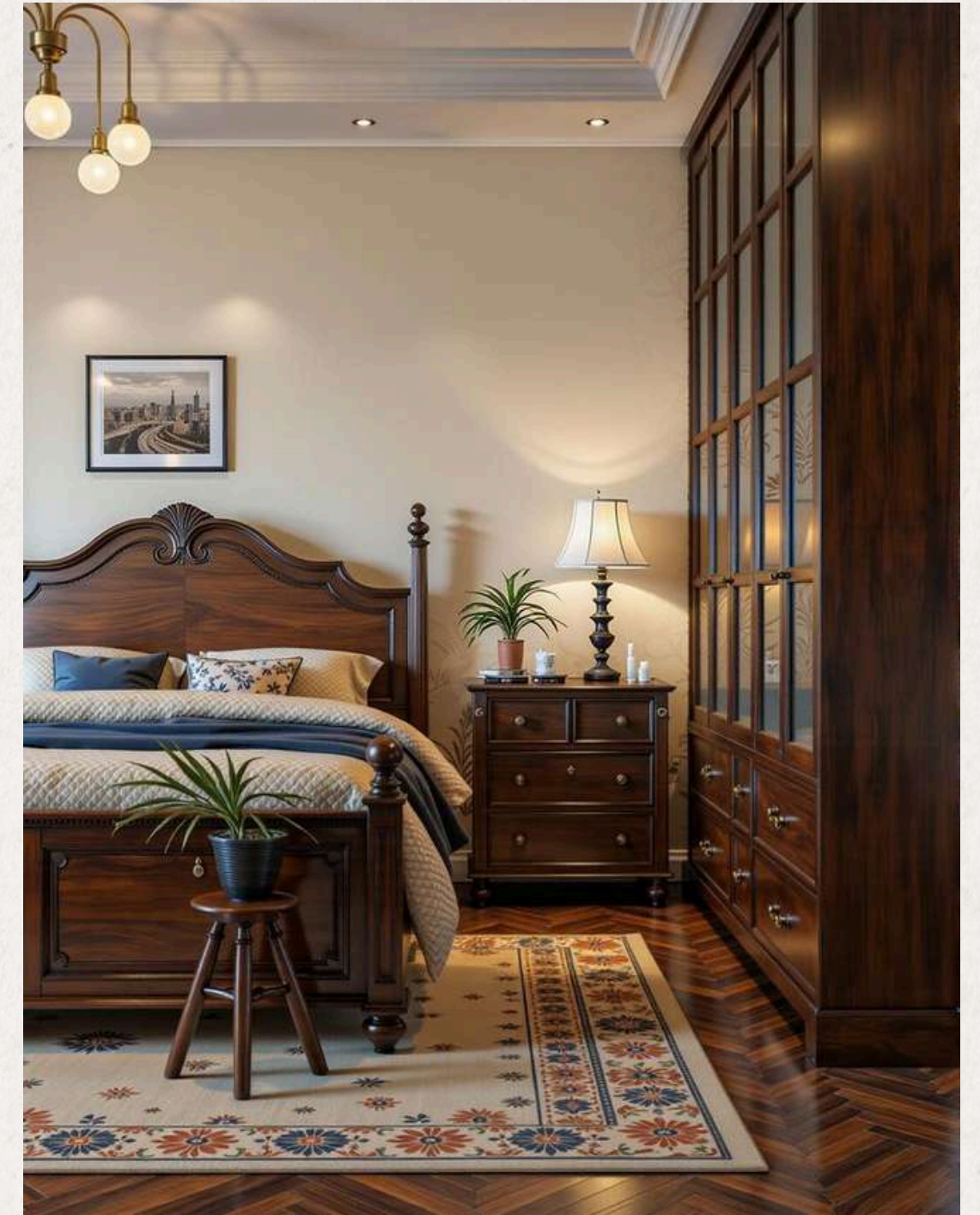
VANITY TABLE



SHOWCASE



BEDROOM SET



VANITY TABLE



SHOWCASE



DINNING SET



DINNING SET



DINNING SET



CURVED ARMCHAIRS



CURVED ARMCHAIRS



CURVED ARMCHAIRS



EASY CHAIRS



LOUNGE SOFA SET



SEATING LOUNGE SOFA SET



LOUNGE SOFA SET



BEDROOM SOFA



BEDROOM SOFA



BEDROOM SOFA



COFFEE TABLES



CENTRE TABLES



JHULA



JHULA



JHULA



TRADITIONAL MIRROR



TRADITIONAL MIRROR



TRADITIONAL MIRROR



KOHISTAN THE NORTHERN HERITAG COLLECTION



Inspired by the rugged landscapes and traditional woodcraft of northern Pakistan, the Kohistan Collection celebrates rustic elegance and handcrafted artistry. Each piece showcases the natural beauty of solid wood combined with detailed carving, reflecting the heritage and spirit of the region.

The Kohistan Collection Includes (3 designs per category):

- **Sofa Sets:** Including 3-seater, 2-seater, and a traditional wooden bench
- **Solid Wooden Benches:** Handcrafted designs showcasing natural wood texture
- **Bedroom Sets:** Traditional beds with matching cupboard, vanity table, showcase
- **Console Tables:** Rustic console designs with optional mirrors

The Kohistan Collection embodies warmth, authenticity, and the timeless craftsmanship of northern Pakistan, bringing rustic charm into modern homes.

BEDROOM SET



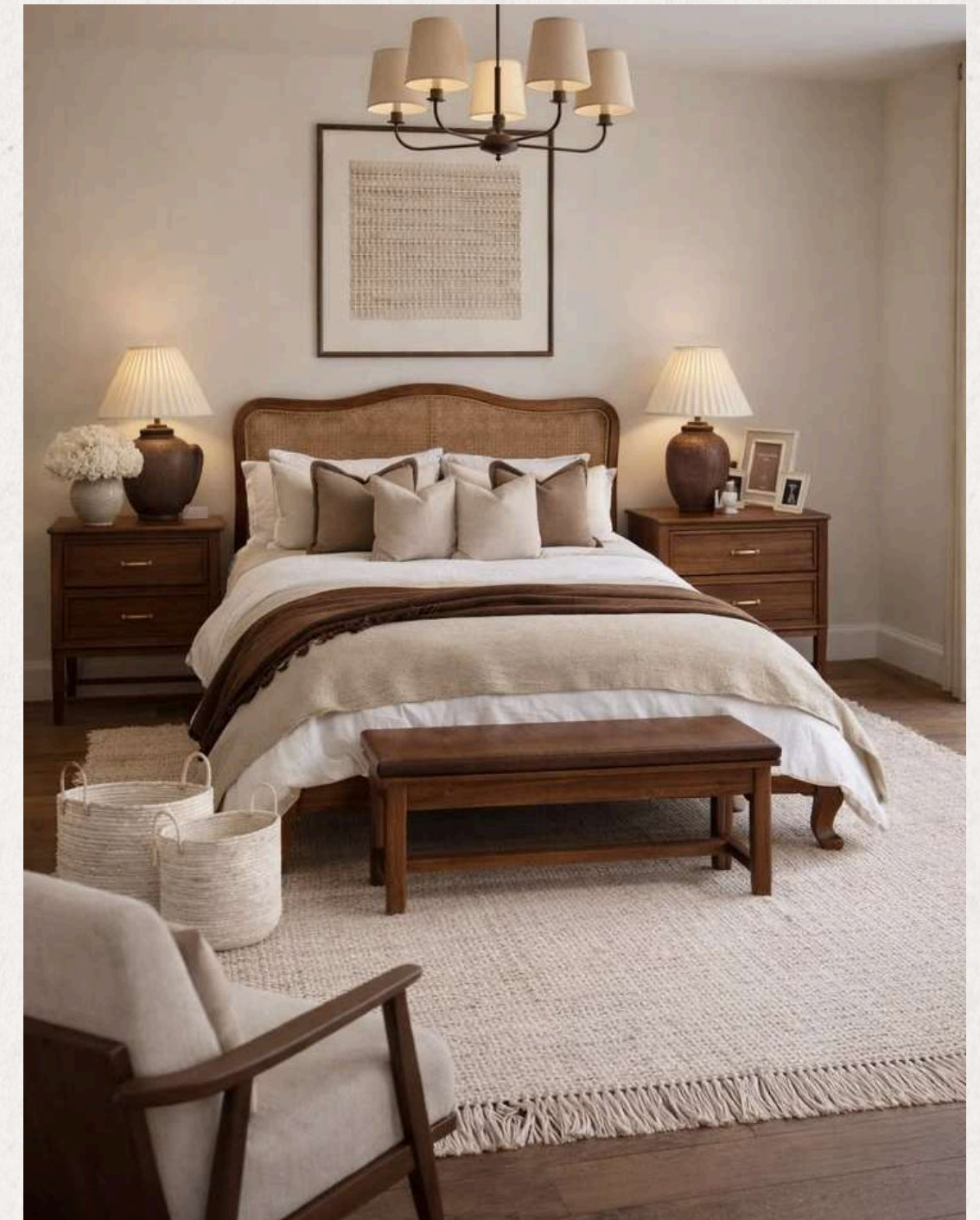
VANITY TABLE



SHOWCASE



BEDROOM SET



VANITY TABLE



SHOWCASE



BEDROOM SET



VANITY TABLE



SHOWCASE



SOFA SET WITH BENCH



SOFA SET WITH BENCH



SOFA SET WITH BENCH



CONSOLE TABLE



CONSOLE TABLE



CONSOLE TABLE



WOODEN CHEST



WOODEN CHEST



WOODEN CHEST



AJRAK THE SINDHI HERITAGE COLLECTION



Celebrating the vibrant artistry and patterns of Sindh, the Ajark Collection brings traditional handcraft into contemporary seating and living spaces. Each piece reflects the region's rich heritage, combining bold designs with skilled woodwork to create furniture that is both cultural and functional.

The Sindhi Collection Includes (3 designs per category):

- **Traditional Sofa Benches:** Hand-carved benches with upholstered Diwan-style seating
- **Wooden Sofa Sets:** Heritage-inspired designs for living spaces
- **Handcrafted Wooden Chests:** Decorative storage pieces reflecting Sindhi artistry
- **Bedroom Sets:** Beds with matching cupboard, vanity table, and showcase
- **Coffee & Centre Tables:** Designed to complement traditional seating areas
- **Ajrak Design Cushions:** Adding color, pattern, and cultural character

The Ajark Collection transforms seating and bedroom areas into vibrant, heritage-inspired spaces while honoring the artistry and cultural traditions of Sindh.

SOFA SET



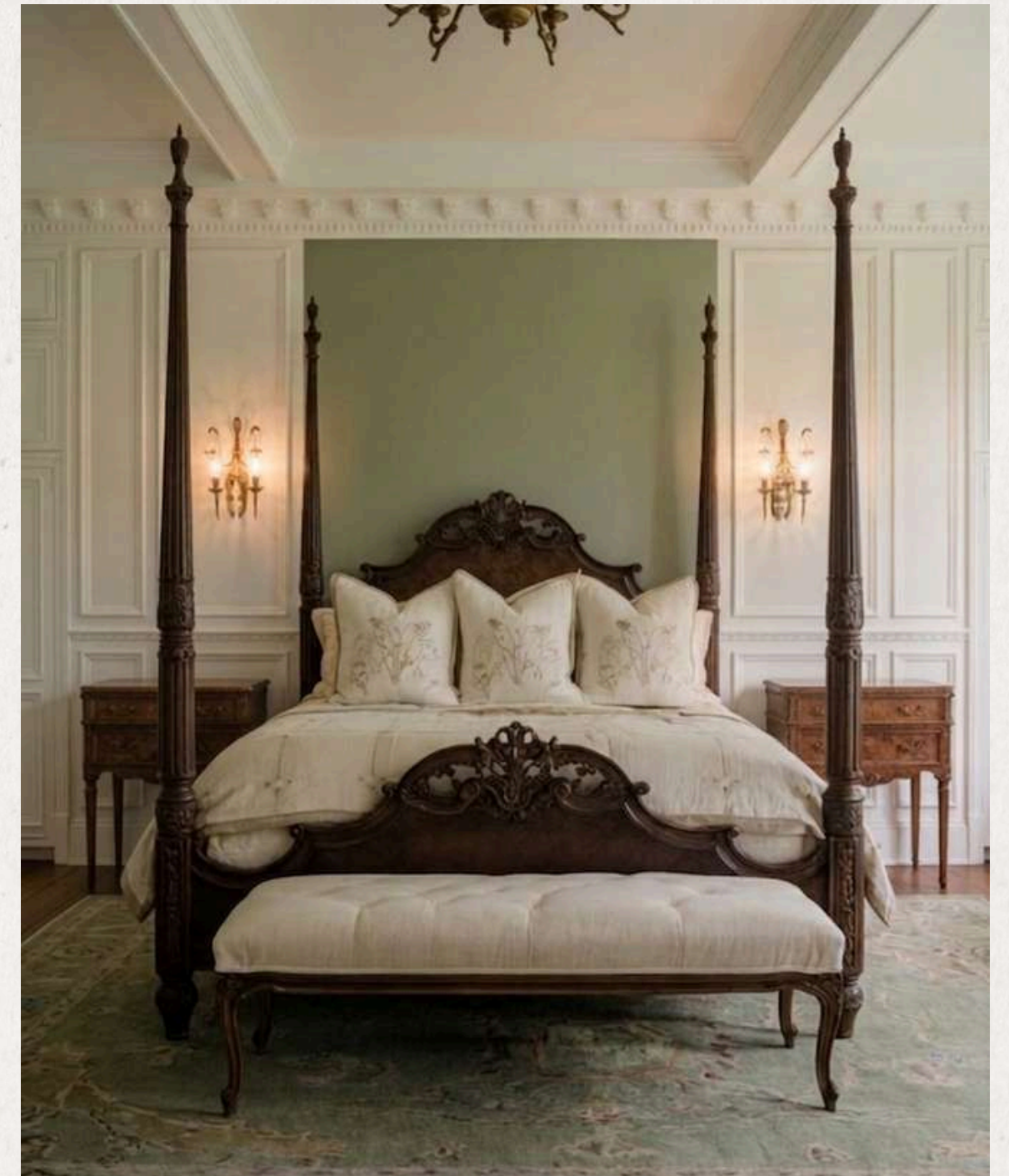
SOFA SET



SOFA SET



BEDROOM SET



VANITY TABLE



SHOWCASE



BEDROOM SET



VANITY TABLE



SHOWCASE



BEDROOM SETS



VANITY TABLE



SHOWCASE



COFFEE TABLES



CENTRE TABLES



AJRAK CUSHIONS



RIWAAAYAT THE PUNJAB HERITAGE COLLECTION



Celebrating the vibrant artistry and patterns of Sindh, the Ajark Collection brings traditional handcraft into contemporary seating and living spaces. Each piece reflects the region's rich heritage, combining bold designs with skilled woodworking to create furniture that is both cultural and functional.

The Riwaayat Collection Includes (3 designs per category):

- **Charpai-Inspired Beds:** Traditional woven-style beds adapted for contemporary interiors with matching vanity table
- **Baithak Seating Sets:** Low seating arrangements inspired by classic Punjabi gatherings
- **Wooden Benches:** Simple yet elegant handcrafted bench designs
- **Dining Sets:** Solid wood dining tables designed for family-style gatherings
- **Coffee & Centre Tables:** Functional tables that complement traditional seating spaces
- **Decorative Mirrors:** Wooden framed mirrors reflecting rustic Punjabi aesthetics

The Ajark Collection transforms seating and bedroom areas into vibrant, heritage-inspired spaces while honoring the artistry and cultural traditions of Sindh.

BEDROOM SET



VANITY TABLE



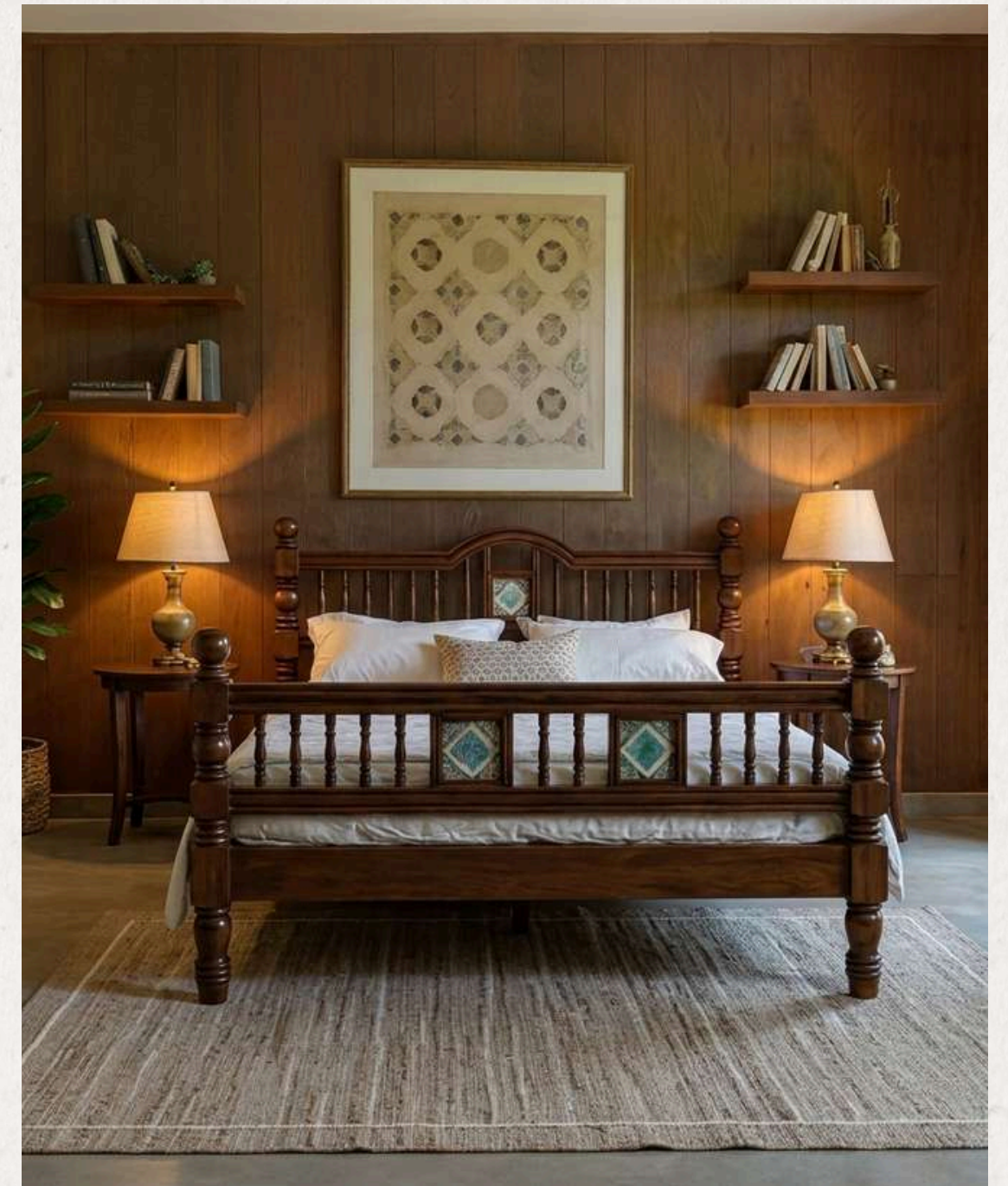
BEDROOM SET



VANITY TABLE



BEDROOM SET



VANITY TABLE



CHARPAI



BAITHAK SEATING SETS



WOODEN BENCH



WOODEN BENCH



WOODEN BENCH



DINNING SET



DINNING SET



DINNING SET



TRADITIONAL MIRROR



TRADITIONAL MIRROR



TRADITIONAL MIRROR



FANKAAR THE PAKISTANI HERITAGE COLLECTION



Inspired by the bold creativity and artistic spirit of Pakistan, the Fankar Collection celebrates traditional folk art through hand-painted furniture and decorative pieces. Drawing influence from truck art, Kalamkari motifs, and vibrant cultural patterns, each piece reflects fearless color, storytelling, and the craftsmanship of skilled artisans.

The Fankar Collection Includes (3 designs per category):

- **Truck Art Coffee Tables:** Hand-painted tables inspired by Pakistan's iconic truck art
- **Hand-Painted Storage:** Decorative chests, cabinet boxes, and artisan trunks
- **Artistic Consoles:** Kalamkari and truck art consoles with or without mirrors
- **Artisan Sideboards:** Storage pieces featuring traditional painted patterns
- **Decorative Wooden Pieces:** Handcrafted trucks, trays, chess and ludo boards
- **Sculptural Mirrors:** Kalamkari-inspired artistic mirror designs

The Fankar Collection transforms furniture into living art, bringing the vibrant colors and cultural creativity of Pakistan into modern interiors.

TRUCK ART COFFEE TABLES



HAND-PAINTED STORAGE



HAND-PAINTED STORAGE



HAND-PAINTED STORAGE



ARTISTIC CONSOLE



ARTISTIC CONSOLE



ARTISTIC CONSOLE



ARTISAN SIDEBOARDS



ARTISAN SIDEBOARDS



ARTISAN SIDEBOARDS



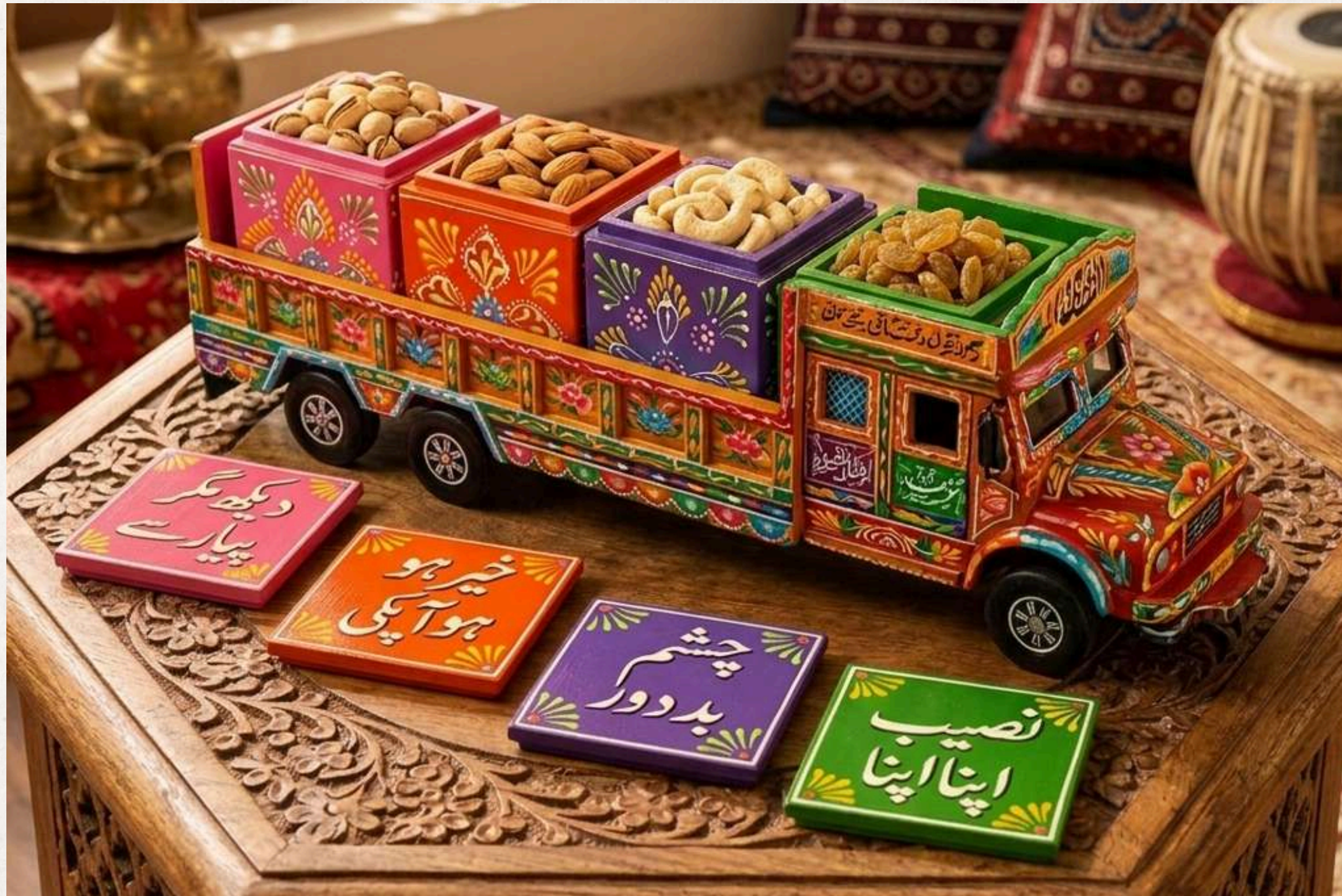
DECORATIVE WOODEN PIECES



DECORATIVE WOODEN PIECE



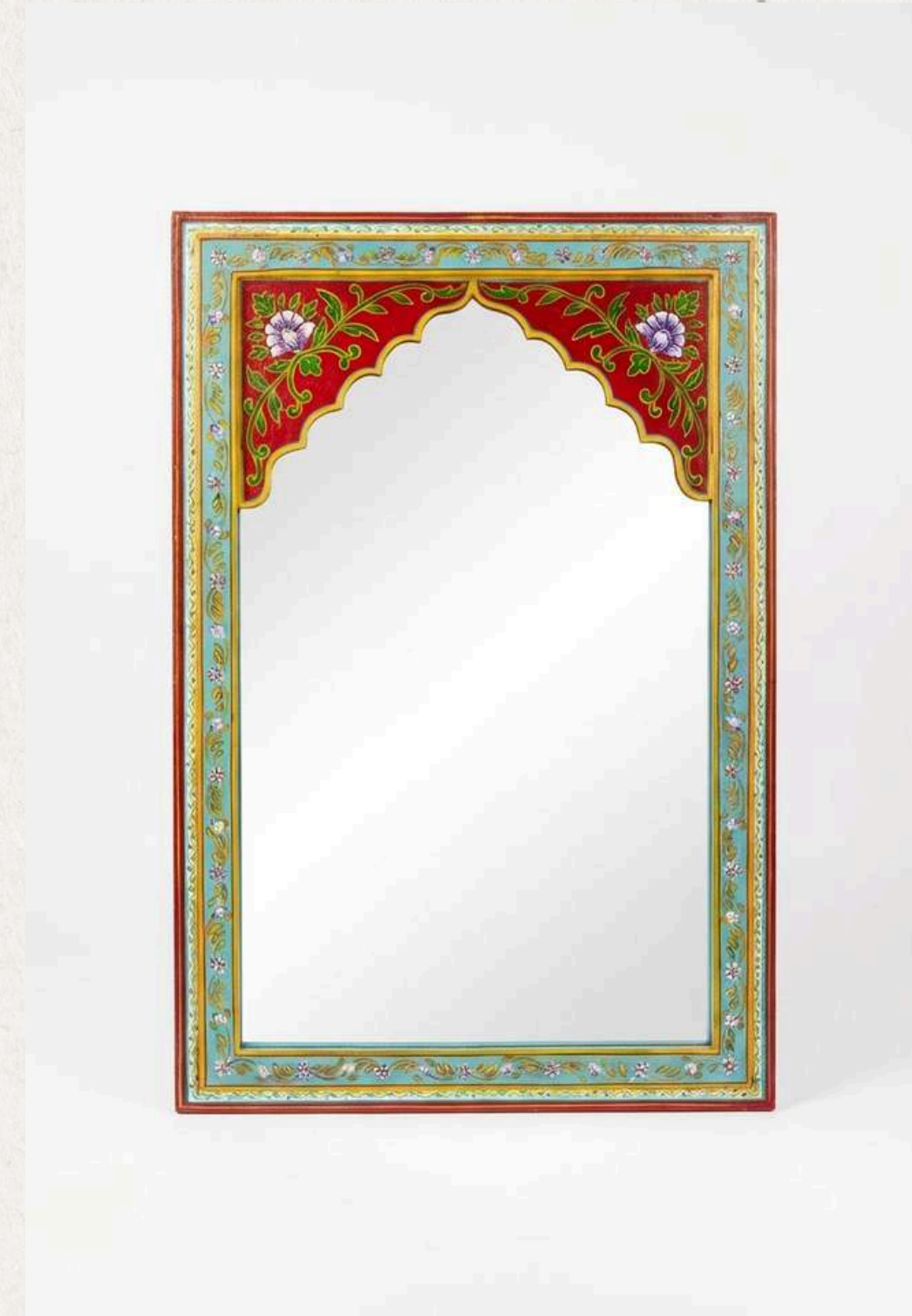
DECORATIVE WOODEN PIECE



SCULPTURAL MIRROR



SCULPTURAL MIRROR



SCULPTURAL MIRROR



DASTAK THE ENTRYWAY COLLECTION



The Dastak Collection is inspired by the idea that every doorway marks the beginning of a space and a story. Combining craftsmanship with thoughtful design, this collection presents entrance doors that balance strength, aesthetics, and architectural character. Each category in the Dastak Collection offers three distinct design options, allowing flexibility for different architectural styles.

The Dastak Collection Includes (3 design per category):

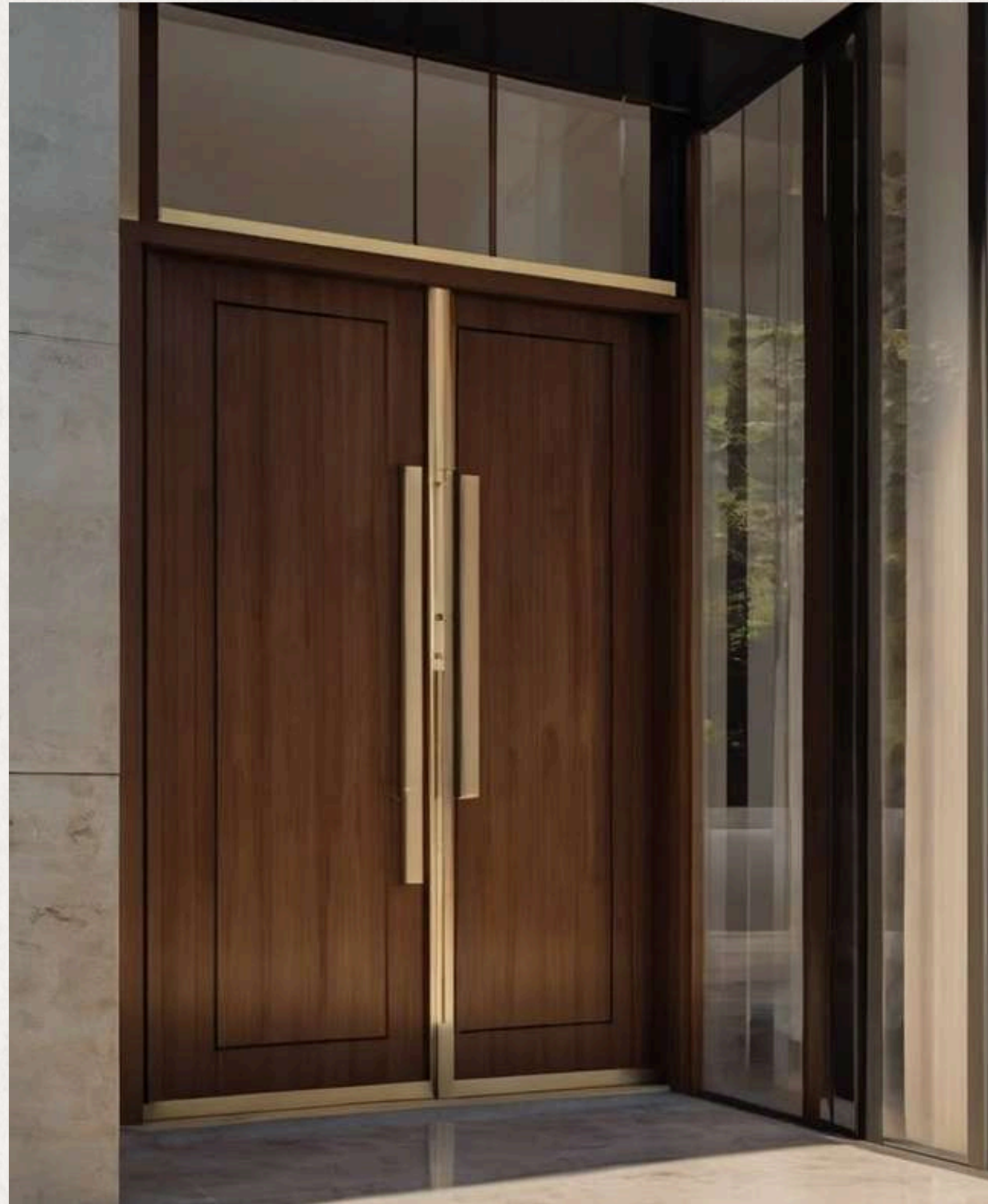
- **Solid Carved Main Doors:** Richly detailed wooden entrances that highlight traditional craftsmanship
- **Modern Panel Doors:** Clean, structured designs suited for contemporary homes
- **Geometric Design Doors:** Artistic patterns that add a modern architectural statement
- **Heritage Carved Doors:** Inspired by classic South Asian carving traditions
- **Double Entrance Doors:** Grand doorways designed for spacious entrances
- **Minimal Flush Doors:** Simple, refined doors for modern interiors

The Dastak Collection blends heritage and modern design to create entrances that leave a lasting first impression.

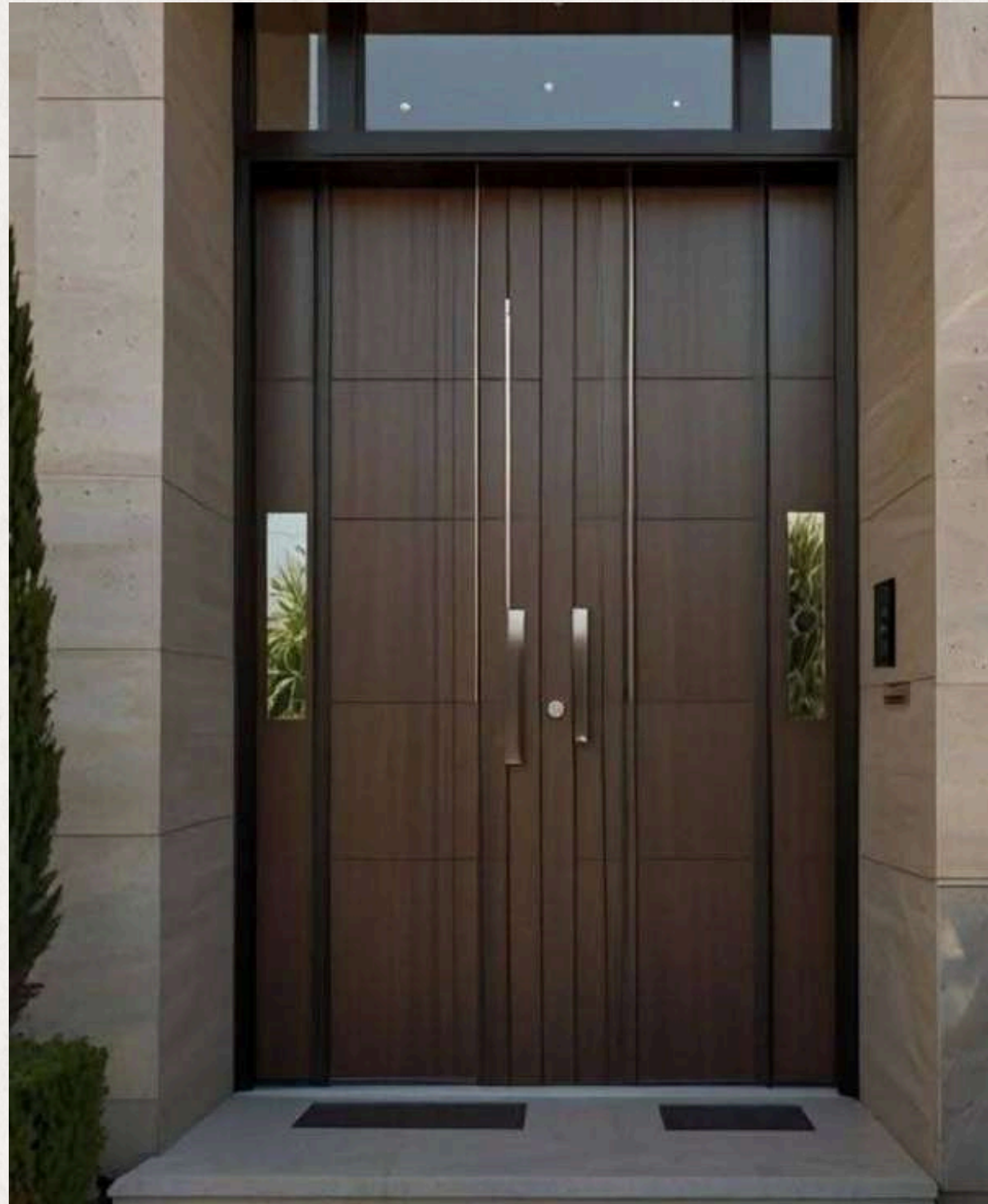
MODERN PANEL DOOR



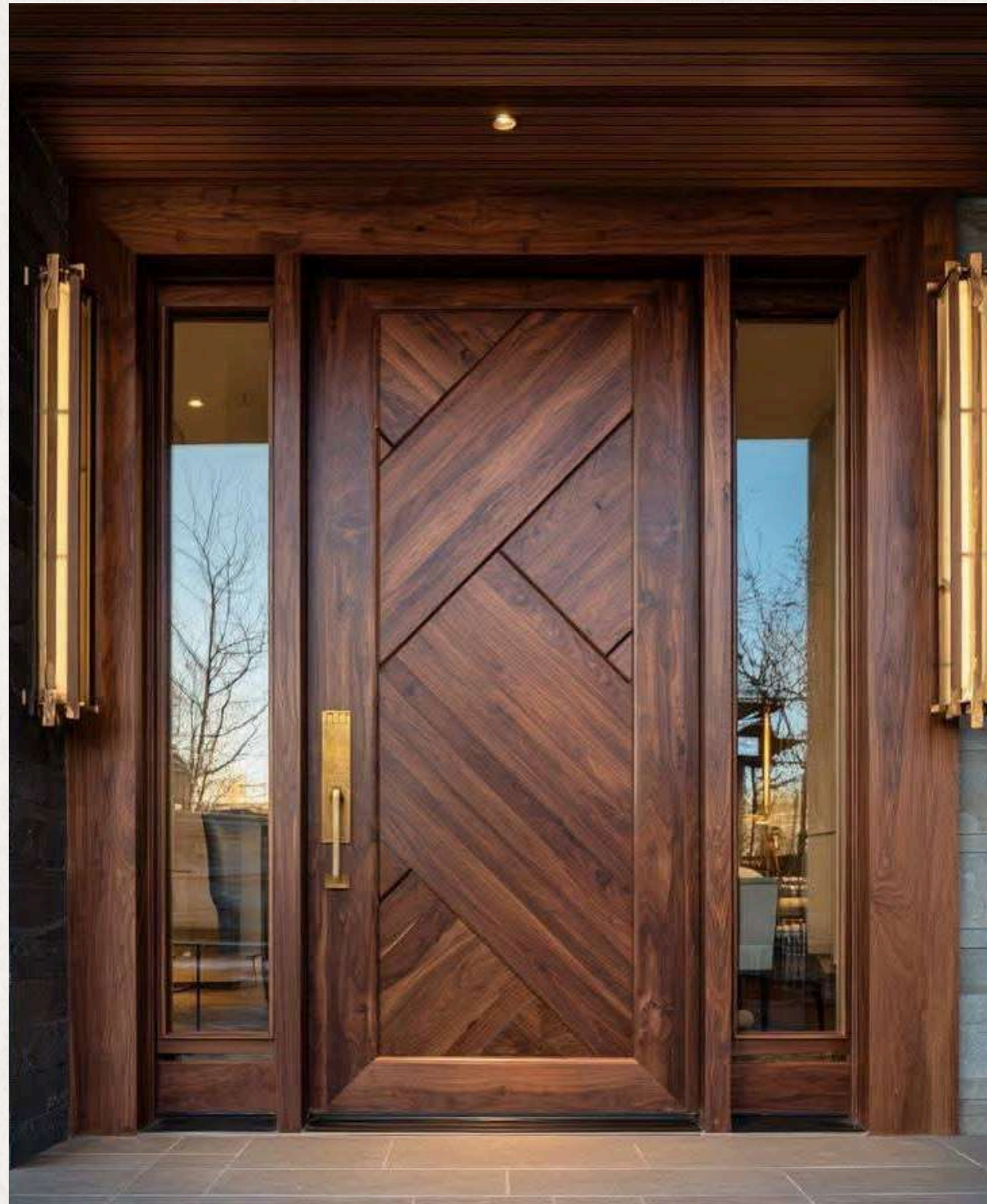
MODERN PANEL DOOR



MODERN PANEL DOOR



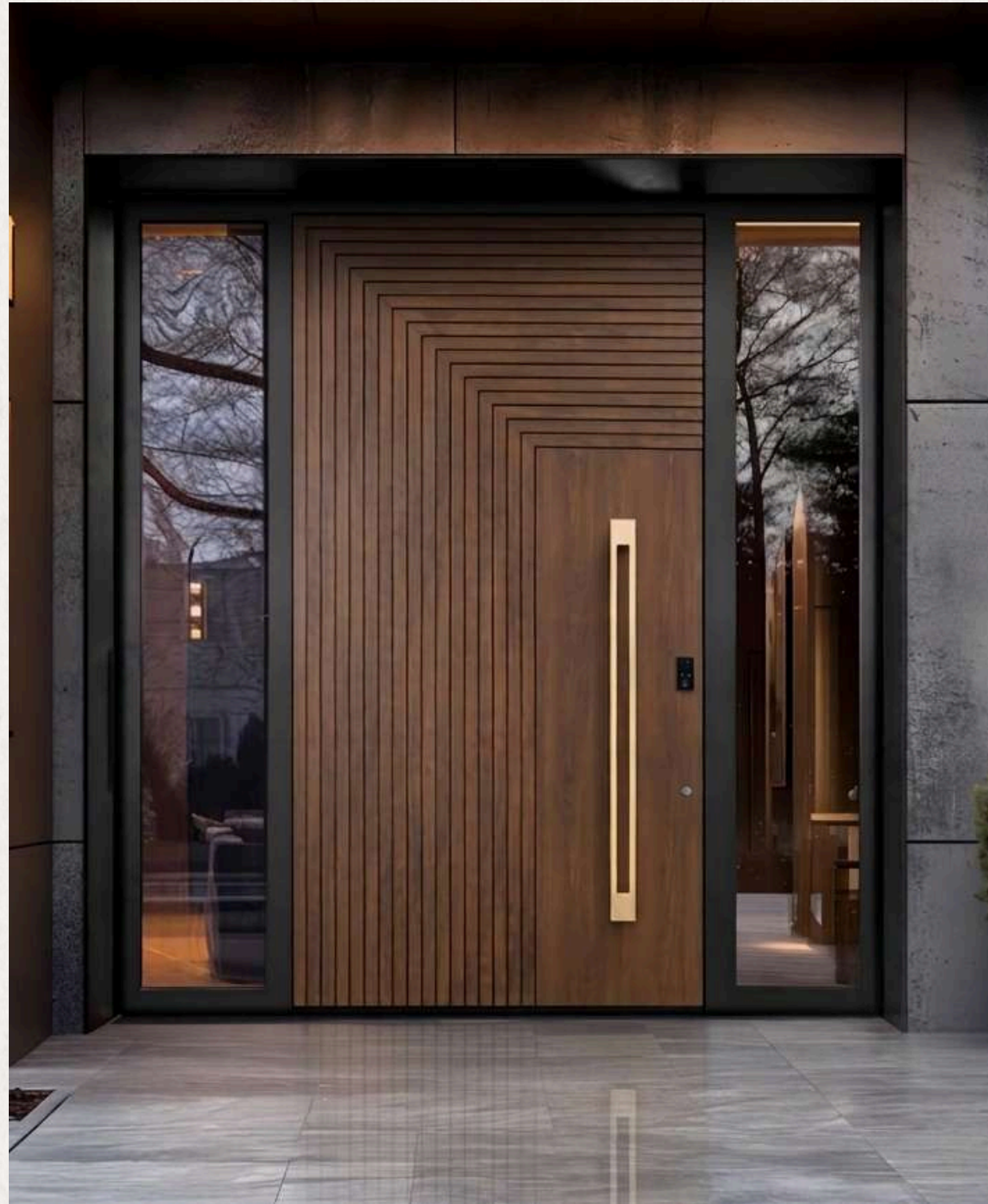
GEOMETRIC DESIGN DOOR



GEOMETRIC DESIGN DOOR



GEOMETRIC DESIGN DOOR



HERITAGE CARVED DOOR



HERITAGE CARVED DOOR



HERITAGE CARVED DOOR



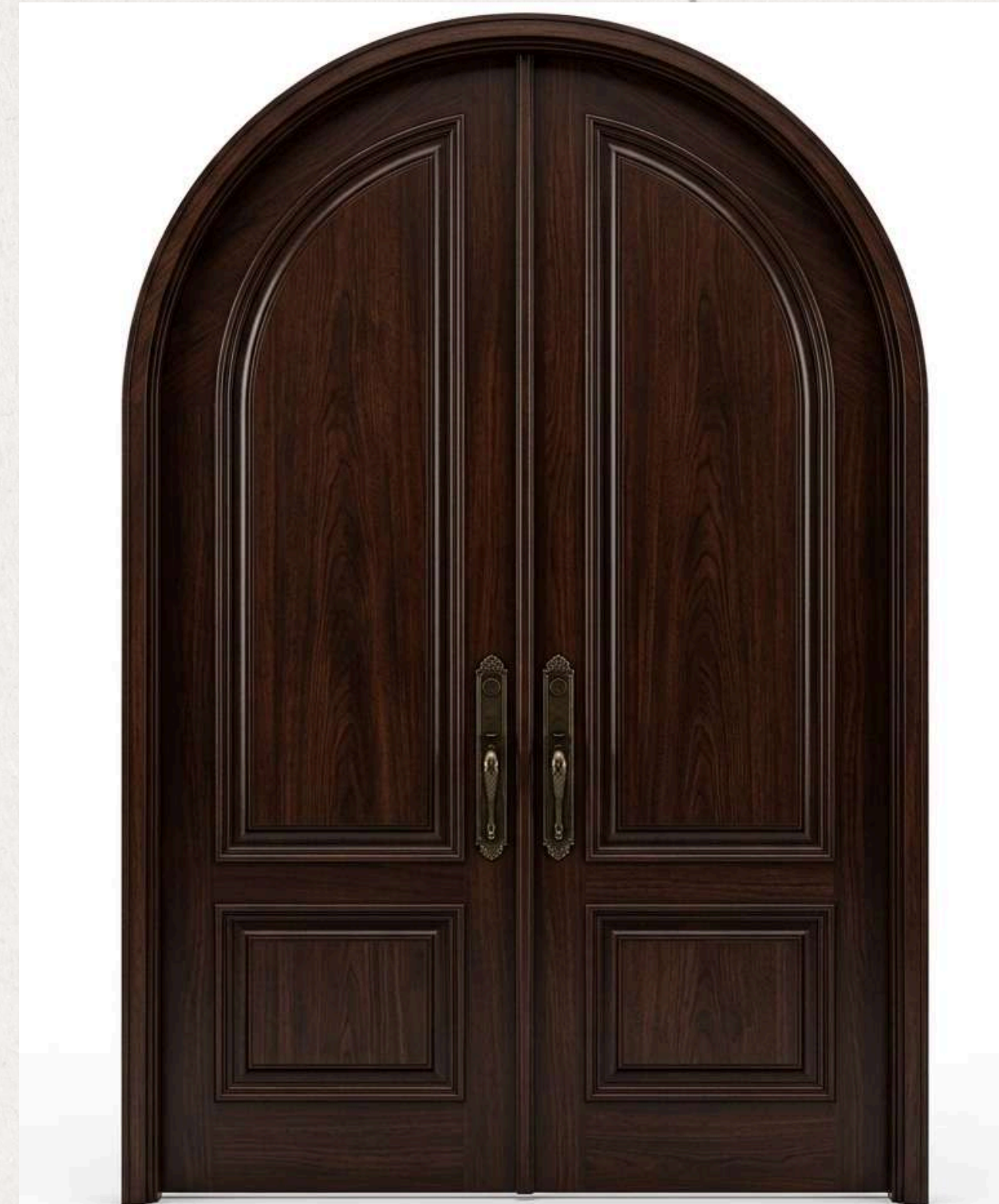
DOUBLE ENTRANCE DOOR



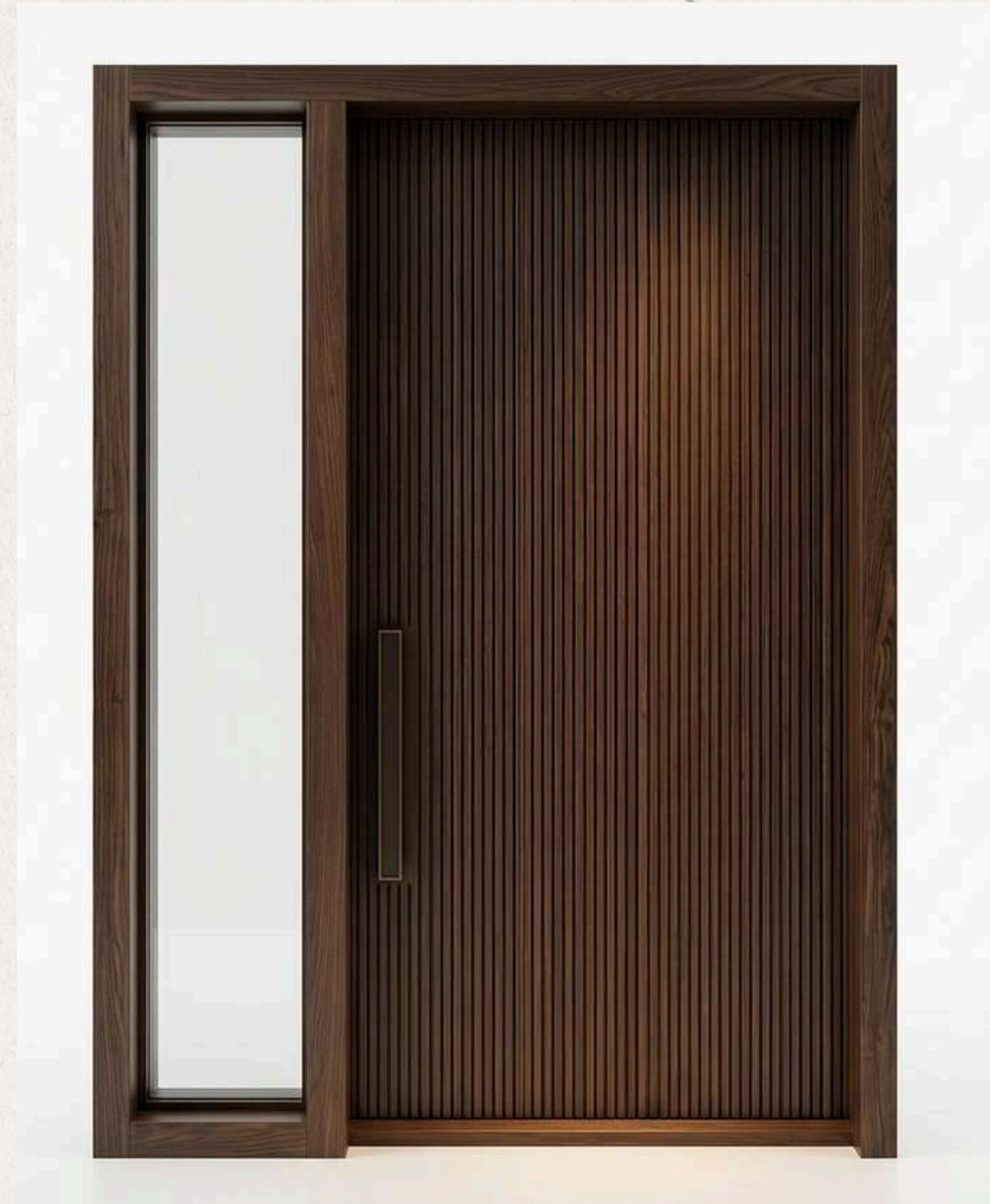
DOUBLE ENTRANCE DOOR



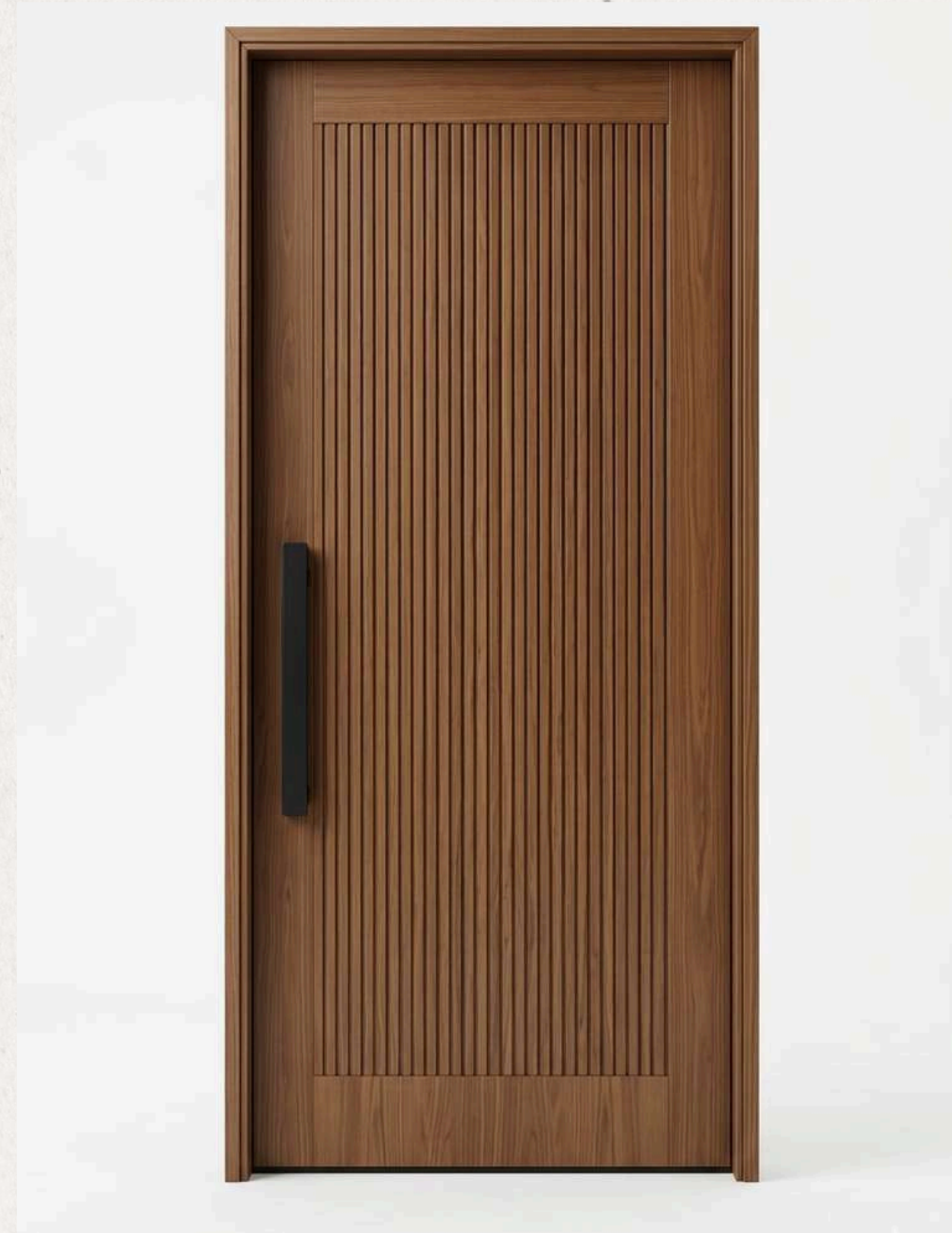
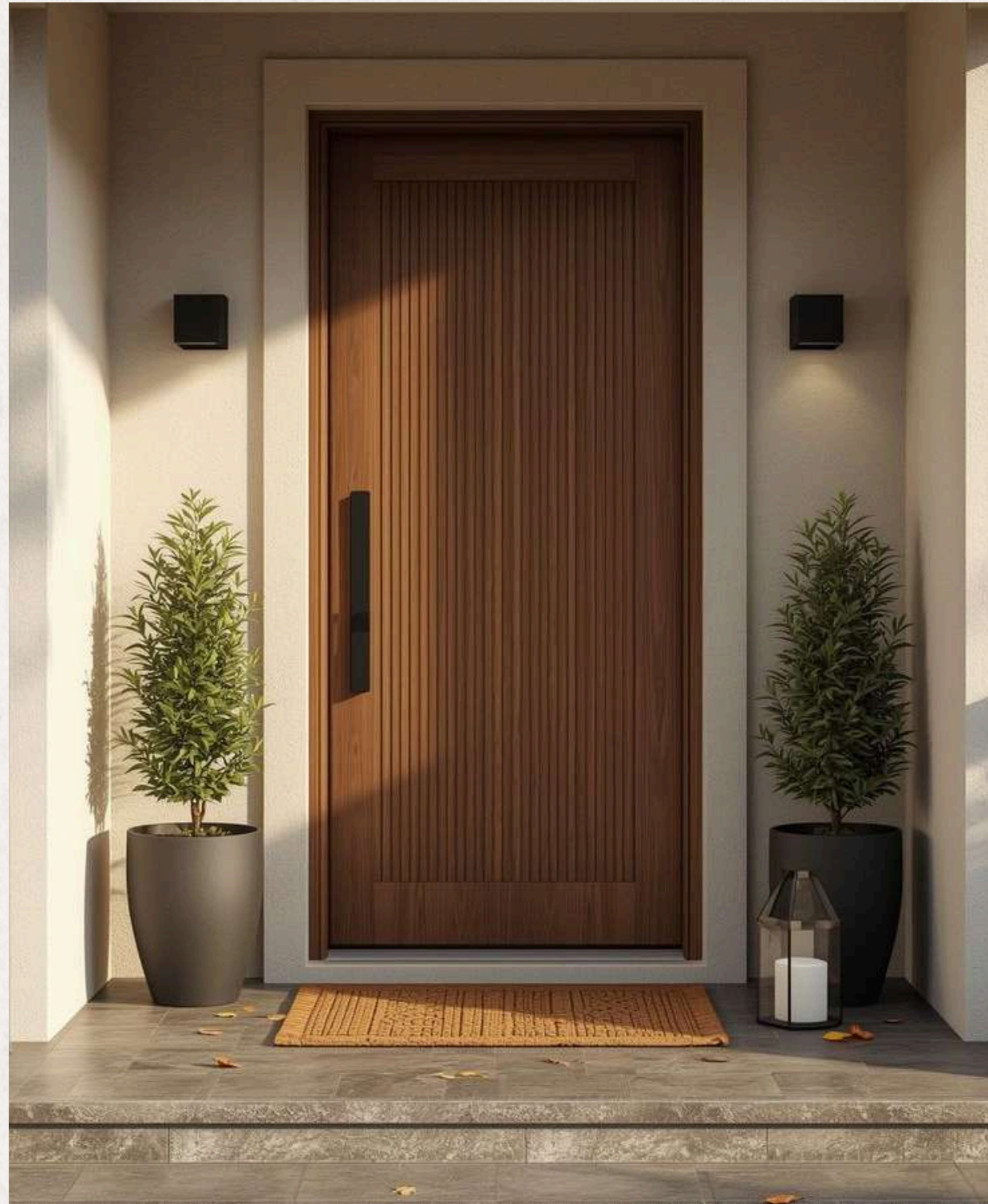
DOUBLE ENTRANCE DOOR



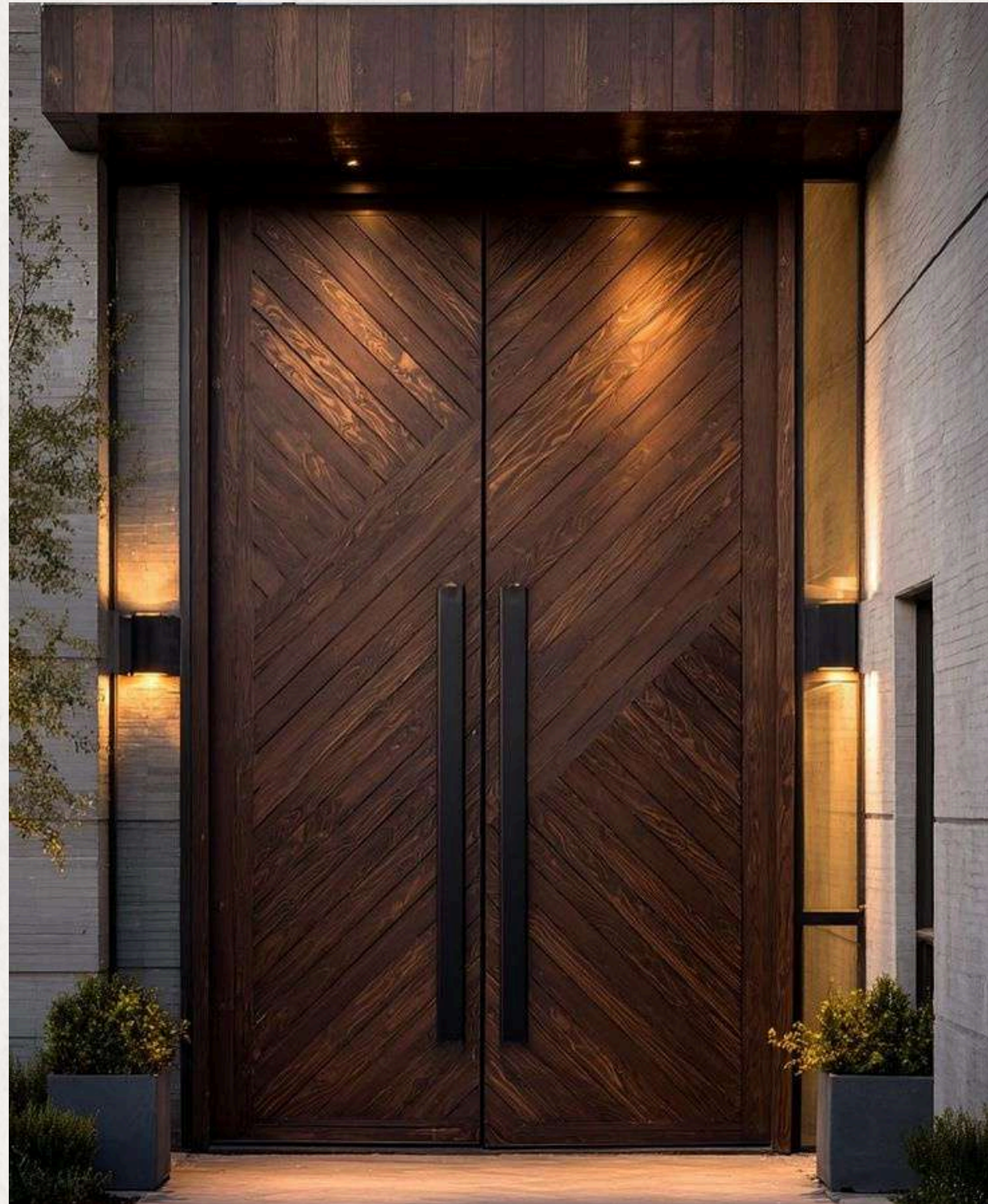
MINIMAL FLUSH DOOR



MINIMAL FLUSH DOOR



MINIMAL FLUSH DOOR



BARAKAH SACRED SPACES COLLECTION



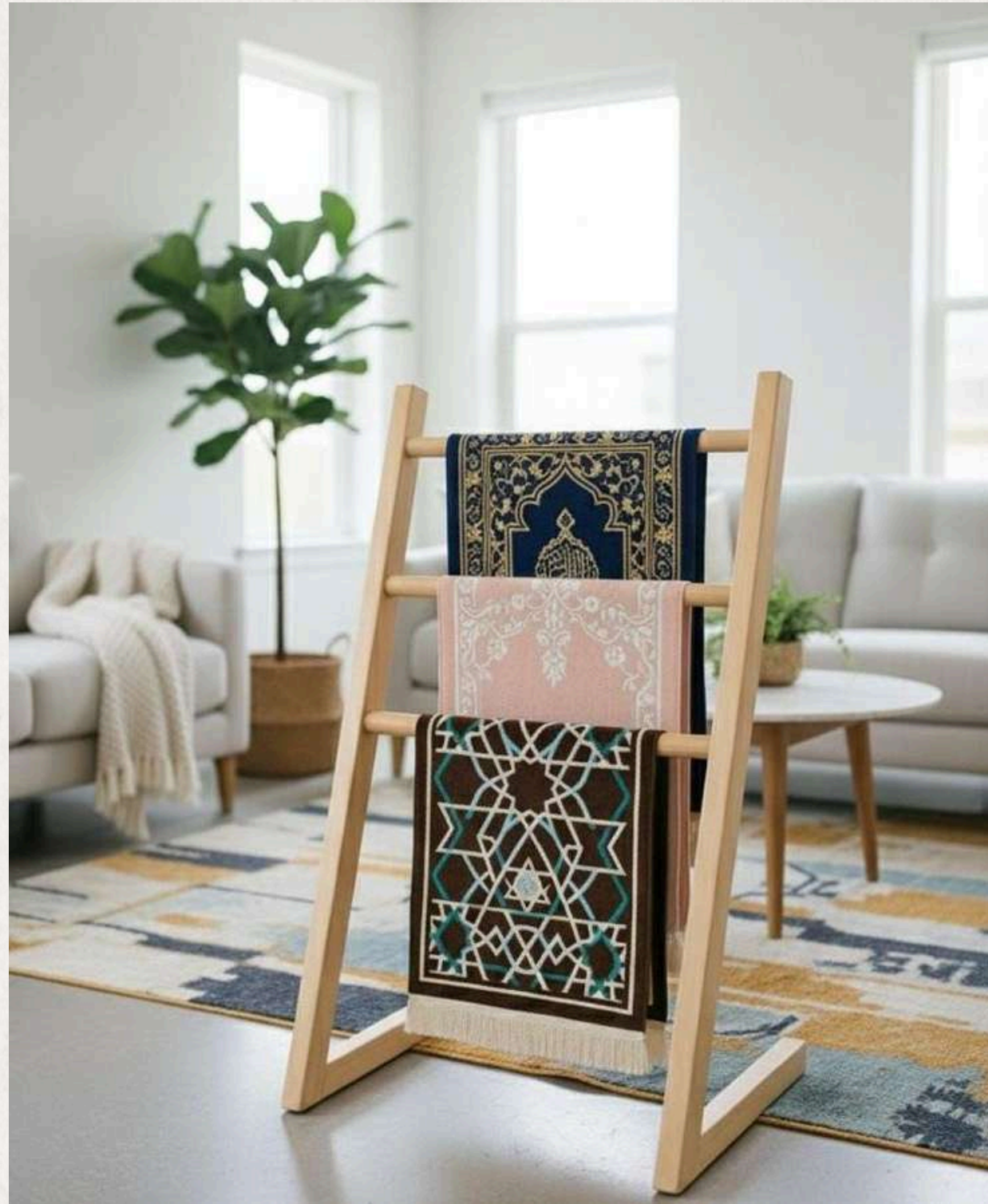
The Barakah Collection is designed to bring serenity, beauty, and organization to personal prayer spaces. Rooted in simplicity and spiritual respect, each piece is thoughtfully crafted to support moments of reflection and devotion.

The Barakah Collection Includes (3 designs per category):

- **Prayer Mat Stands:** Wooden stands for neatly storing prayer mats
- **Wooden Rehel:** Handcrafted Qur'an stand designs
- **Holy Qur'an Storage Boxes:** Strong wooden boxes for respectful storage

The Barakah Collection helps create peaceful and dignified spaces dedicated to faith and reflection.

PRAYER MAT STAND



PRAYER MAT STAND



PRAYER MAT STAND



WOODEN REHEL



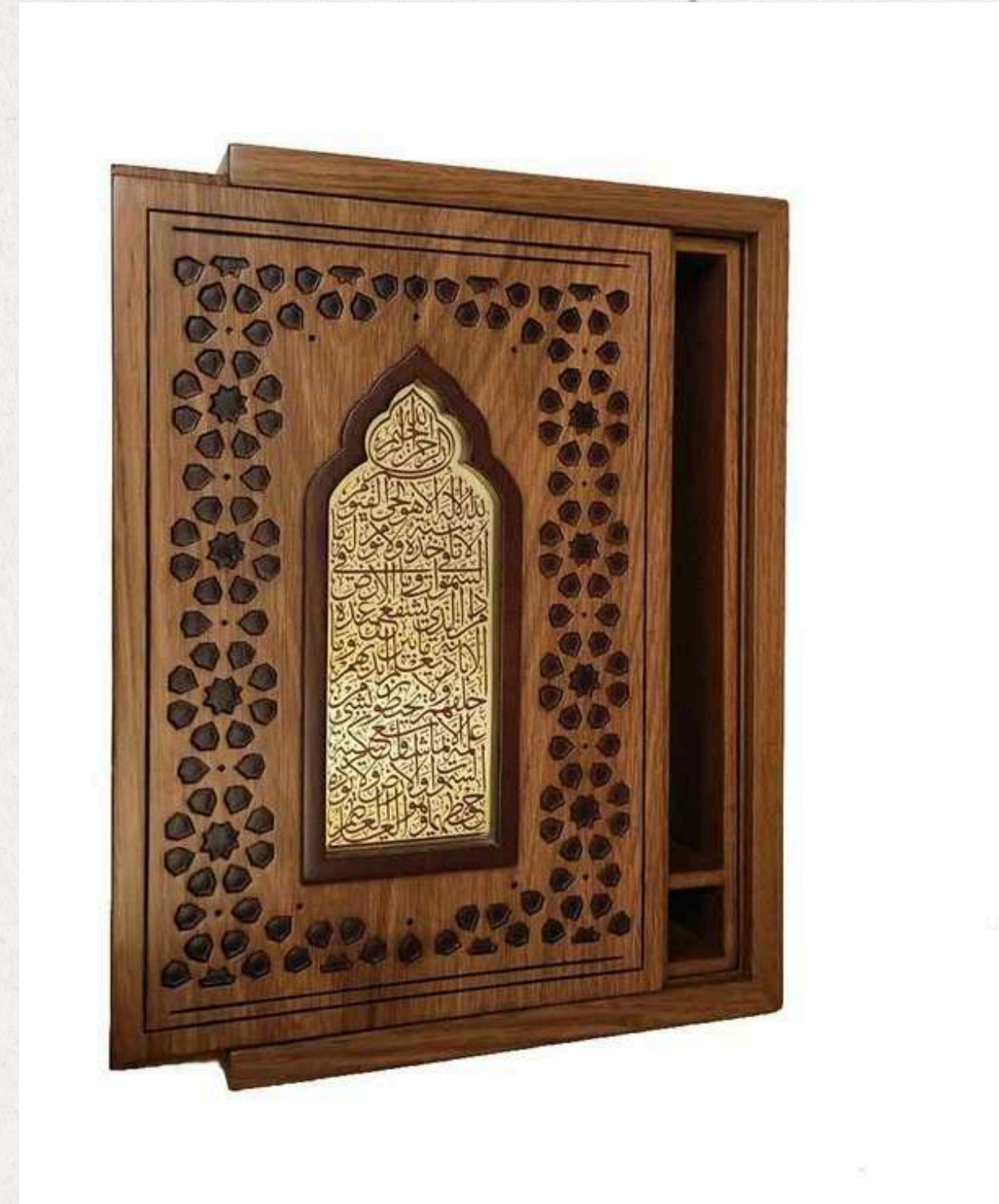
WOODEN REHEL



WOODEN REHEL



HOLY QUR'AN STORAGE BOX



HOLY QUR'AN STORAGE BOX



HOLY QUR'AN STORAGE BOX



ÉCLAT THE MODERN URBAN COLLECTION



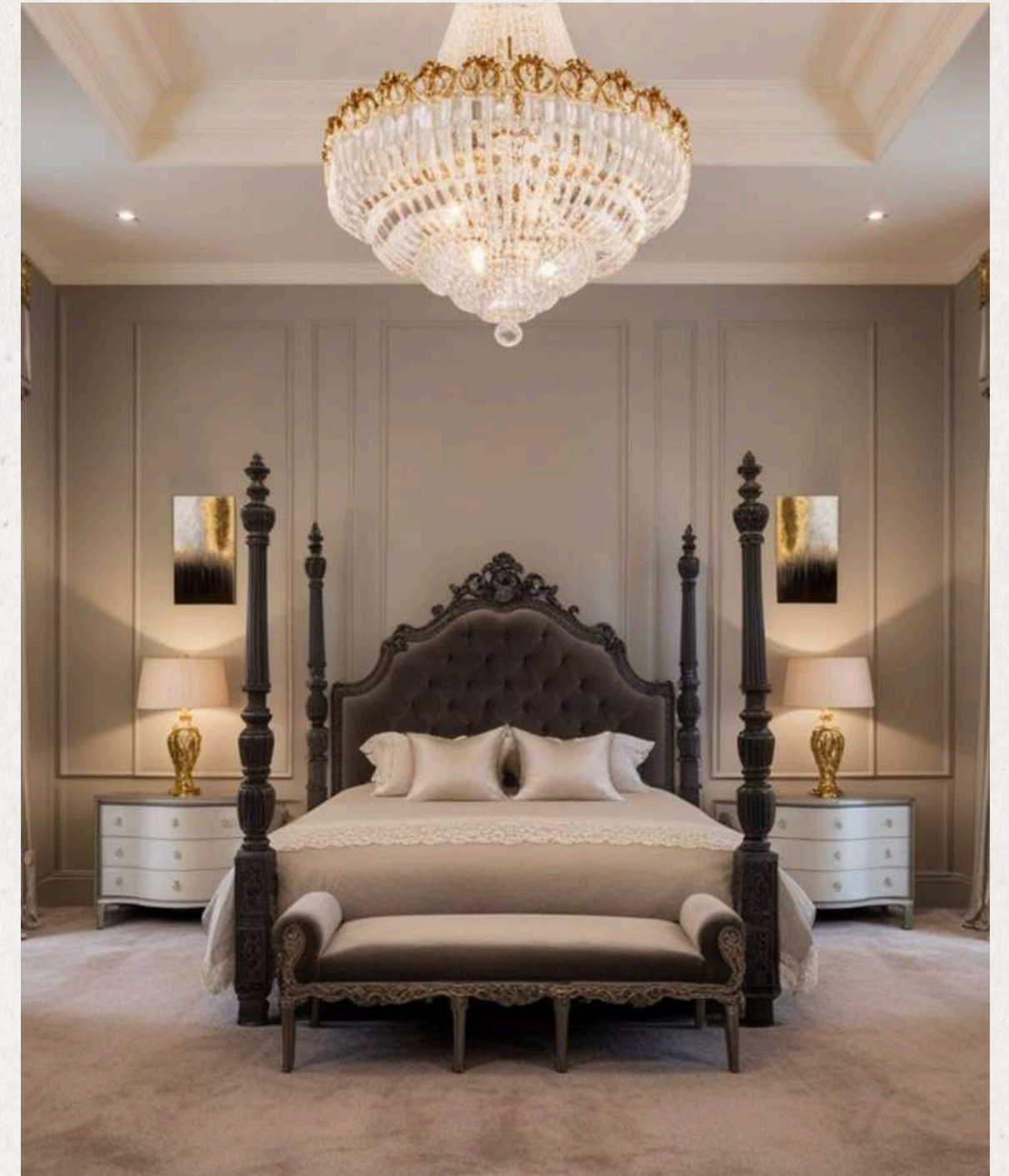
The Éclat Collection reflects refined simplicity and contemporary elegance. Designed for modern homes and urban interiors, each piece combines clean lines, balanced proportions, and sophisticated materials to create furniture that is both stylish and functional.

The Éclat Collection Includes (3 designs per category):

- **Bedroom Sets:** Contemporary beds with matching storage and vanity units
- **Dining Sets:** Modern dining tables designed for stylish gatherings
- **TV & Dining Consoles:** Sleek consoles for living and dining spaces
- **Lounge Sofa Sets:** Comfortable and elegant seating for modern lounges
- **Single Bedroom Sofas:** Contemporary accent seating pieces
- **Coffee & Centre Tables:** Stylish tables that complete modern interiors

The Éclat Collection brings modern sophistication and understated luxury into everyday living spaces.

BEDROOM SET



VANITY TABLE



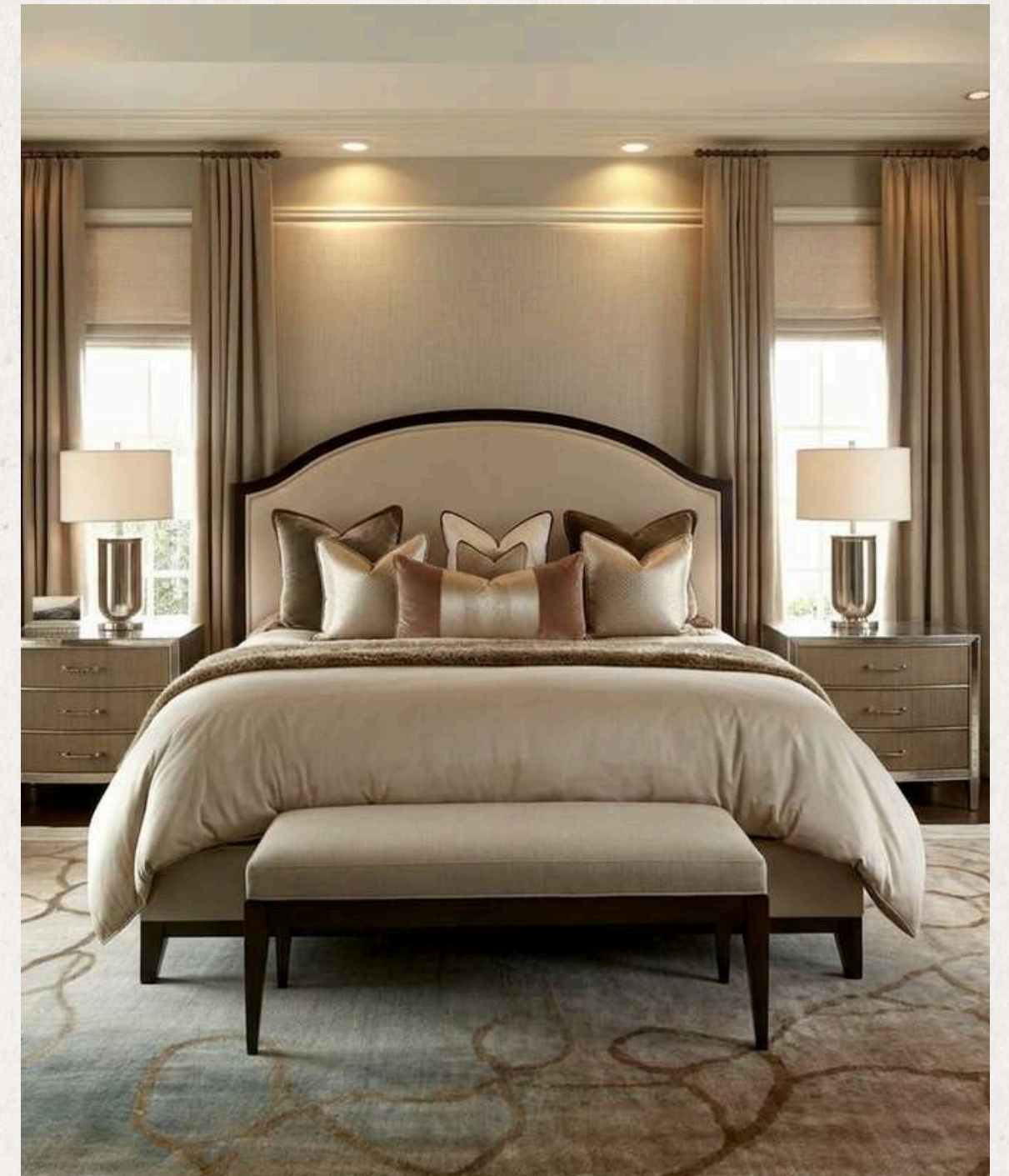
BEDROOM SET



VANITY TABLE



BEDROOM SET



VANITY TABLE



DINNING SET



DINNING SET



DINNING SET



TV CONSOLE



TV CONSOLE



TV CONSOLE



LOUNGE SOFA SET



LOUNGE SOFA SET



LOUNGE SOFA SET



BEDROOM SOFA



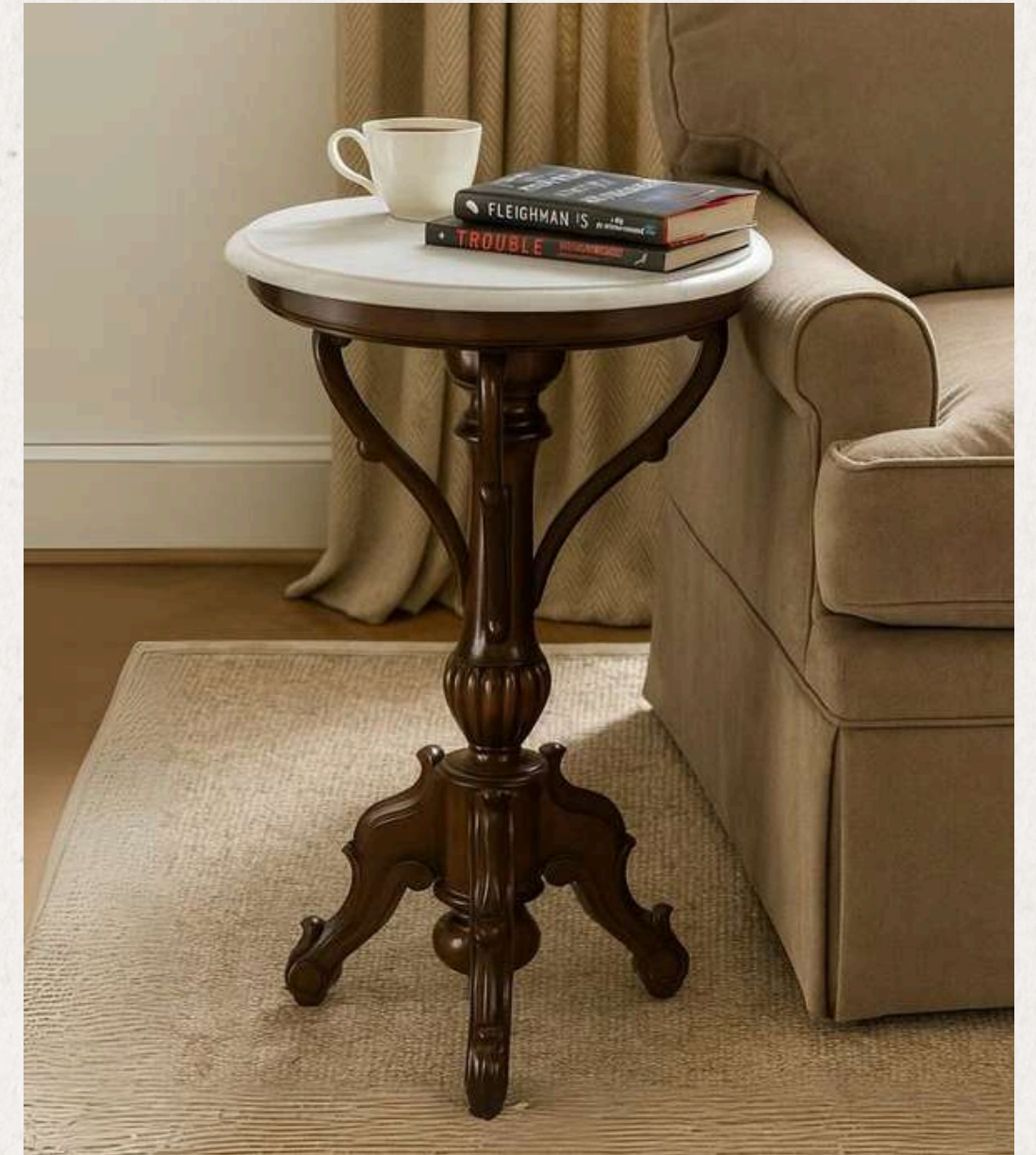
BEDROOM SOFA



BEDROOM SOFA



COFFEE TABLES



CENTRE TABLES



AURION CORPORATE OFFICE COLLECTION



The Aurion Collection is designed to elevate professional workspaces with refined design and functional elegance. Combining modern craftsmanship with ergonomic comfort, each piece supports productivity while reflecting a strong corporate presence.

The Aurion Collection Includes (3 designs per category)

- **Executive Office Desks:** Professional desk designs for leadership workspaces
- **Conference Tables:** Meeting tables designed for collaboration and discussions
- **Storage Cabinets:** Organized storage solutions for office essentials
- **Corporate Style Sofas:** Elegant seating for office lounges and reception areas

The Aurion Collection creates work environments that balance professionalism, comfort, and contemporary design.

EXECUTIVE OFFICE DESK



EXECUTIVE OFFICE DESK



EXECUTIVE OFFICE DESK



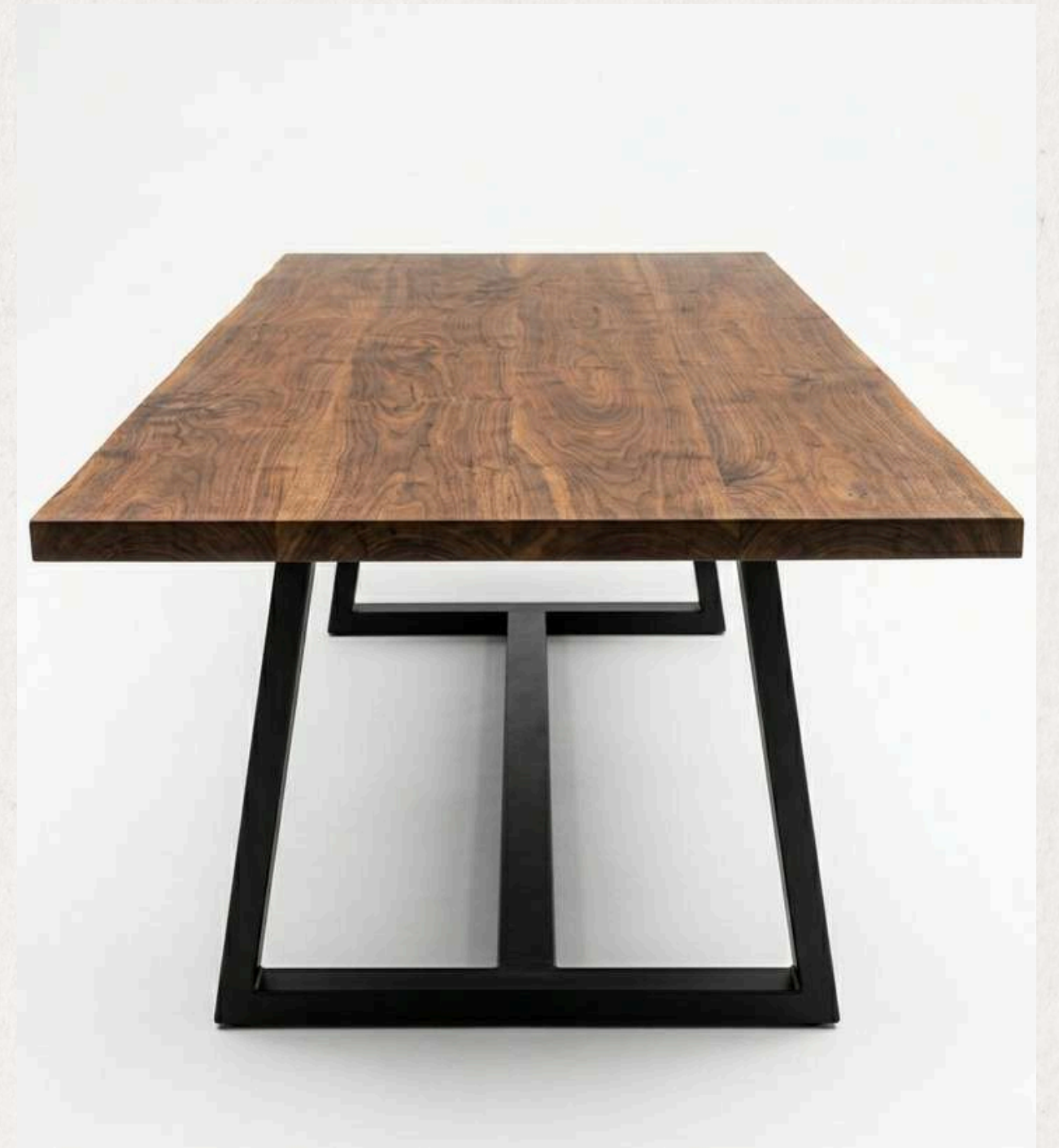
CONFERENCE TABLE



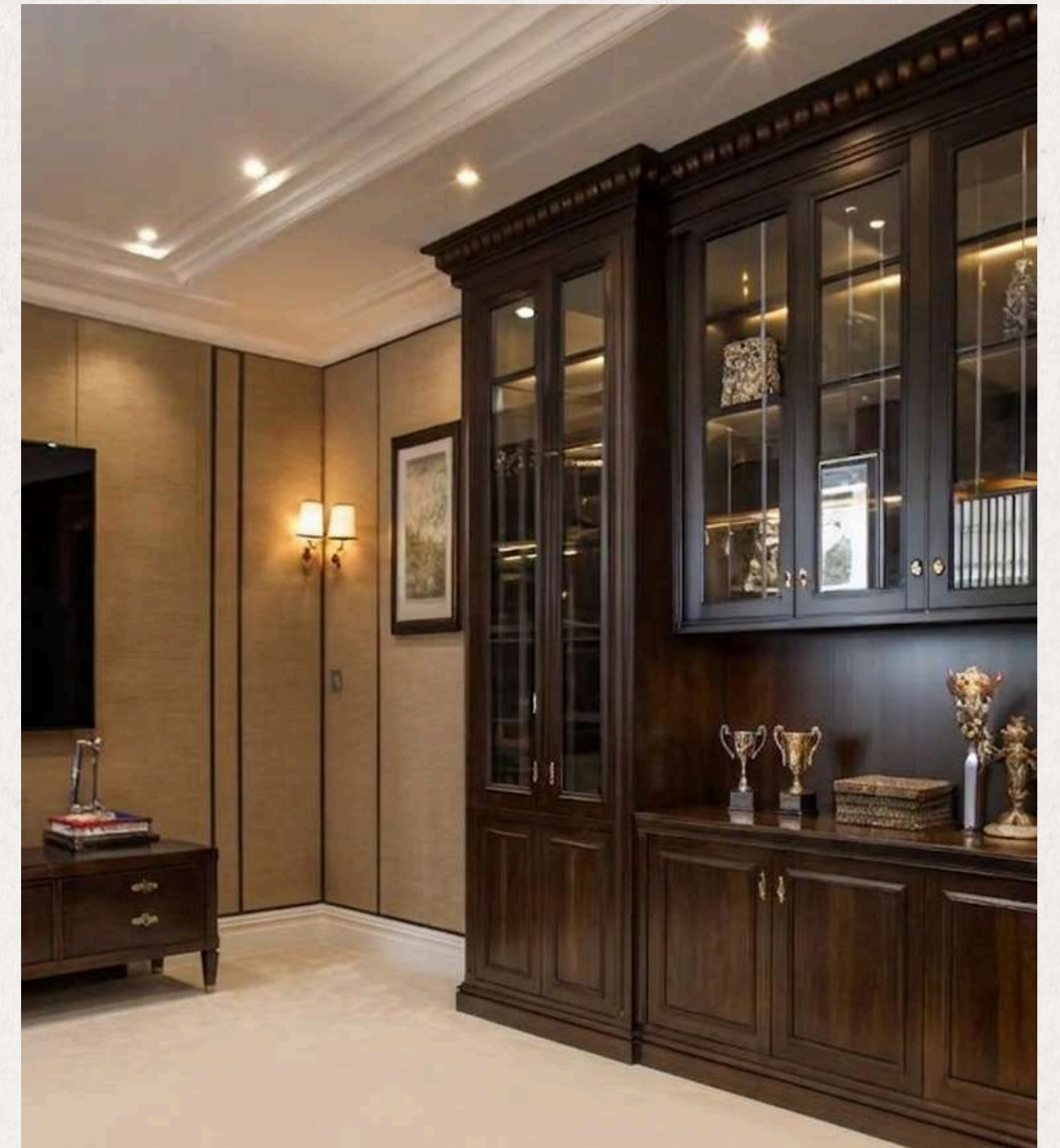
CONFERENCE TABLE



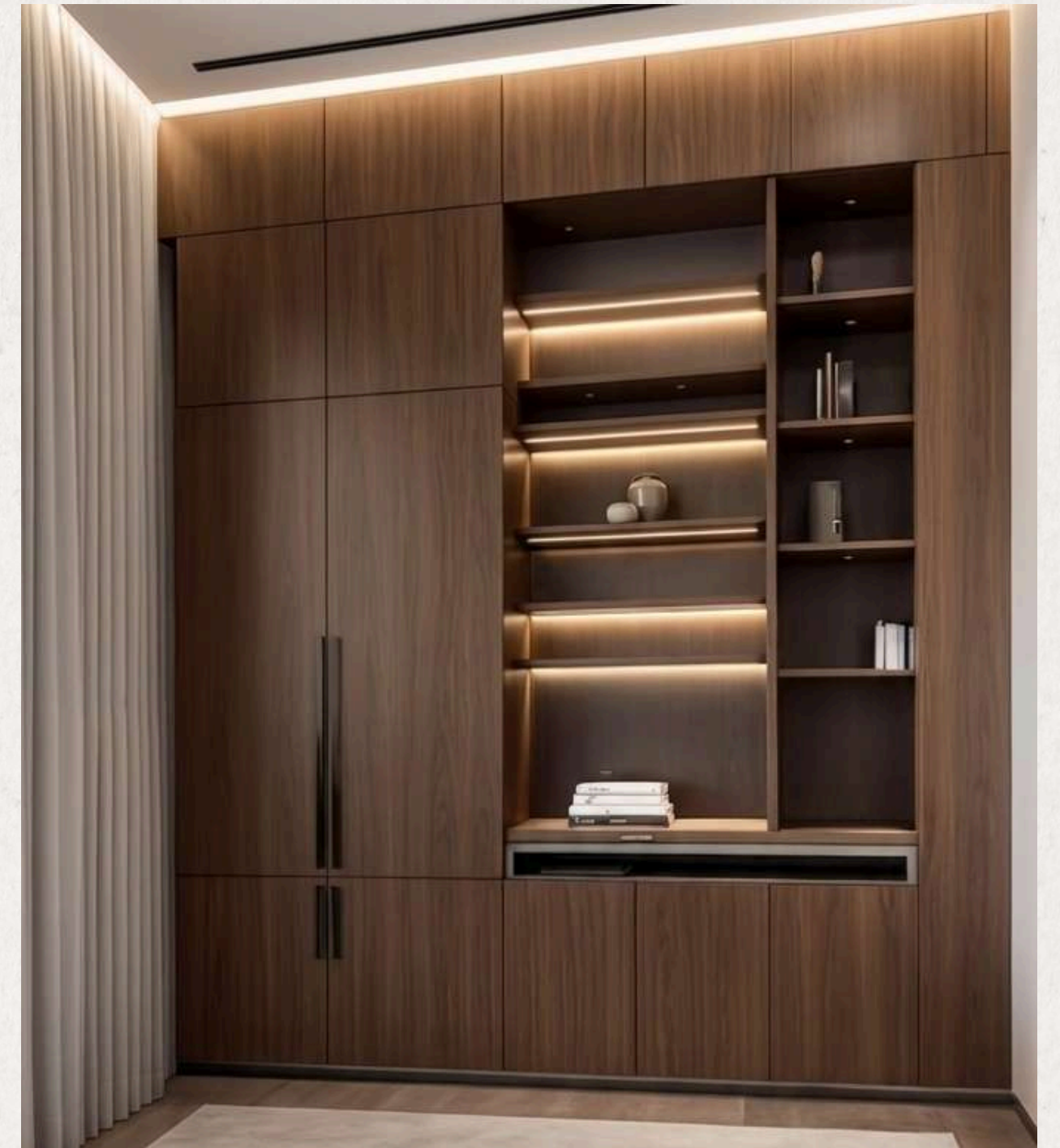
CONFERENCE TABLE



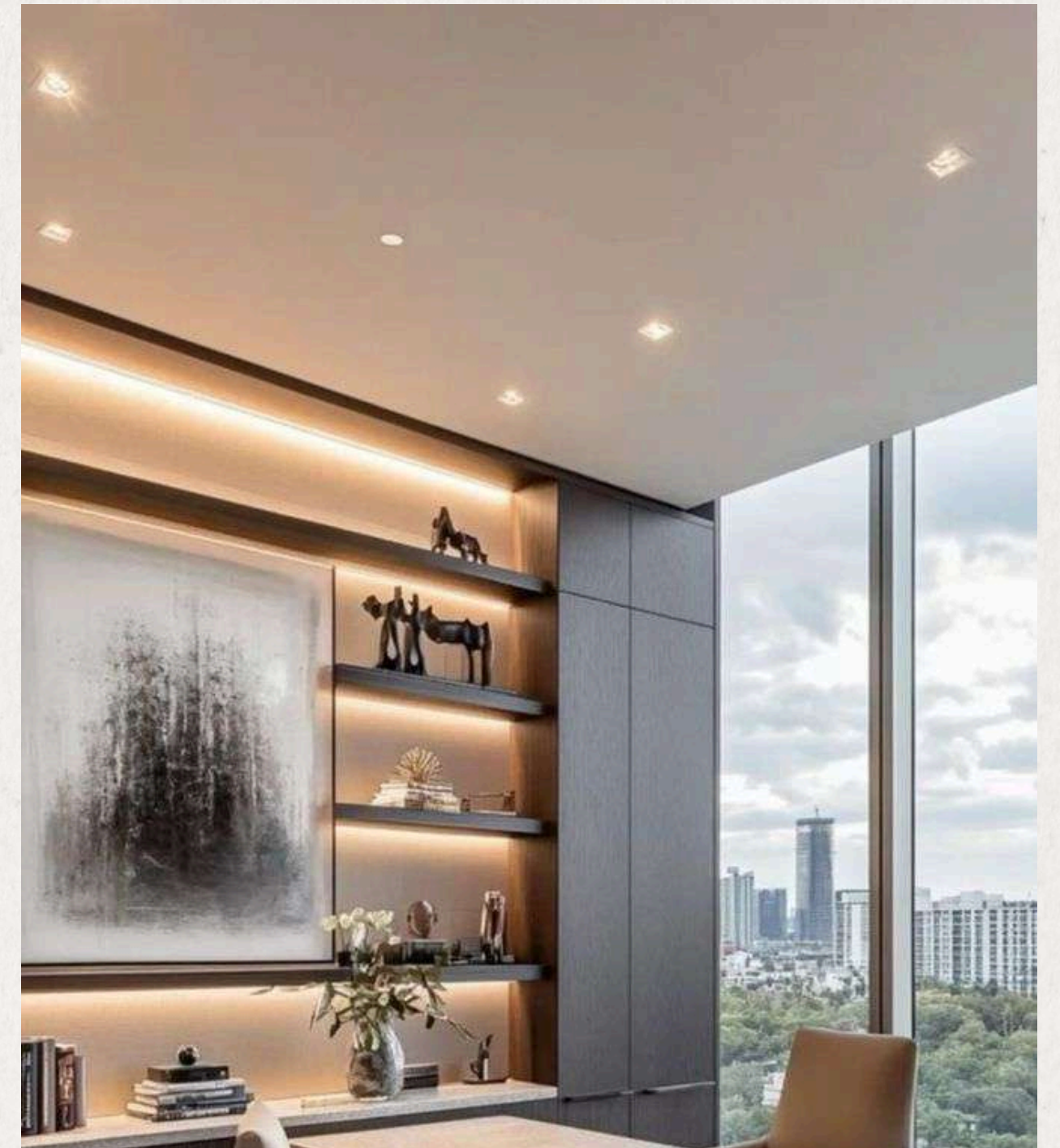
STORAGE CABINETS



STORAGE CABINETS



STORAGE CABINETS



CORPORATE STYLE SOFA



CORPORATE STYLE SOFA



CORPORATE STYLE SOFA



MODULO MODULAR LIVING COLLECTION



The Modulo Collection is designed for flexibility, functionality, and modern living. Each piece focuses on maximizing space while maintaining elegance and practicality, making it ideal for both residential and professional interiors.

The Modulo Collection Includes (3 designs per category):

- **Walk-In Wardrobes:** Customizable storage solutions for clothing and accessories
- **Kitchen Cabinets & Pantry Units:** Efficient and stylish kitchen organization
- **TV Wall Units:** Sleek designs for entertainment and media spaces
- **Display Cabinets:** Showcasing décor, art, and collectibles
- **Study Storage Units:** Functional solutions for books, stationery, and workspace organization
- **Office Storage Systems:** Modular units for professional offices

The Modulo Collection combines contemporary design with practical versatility, creating organized and visually harmonious spaces.

WALK-IN WARDROBE



WALK-IN WARDROBE



WALK-IN WARDROBE



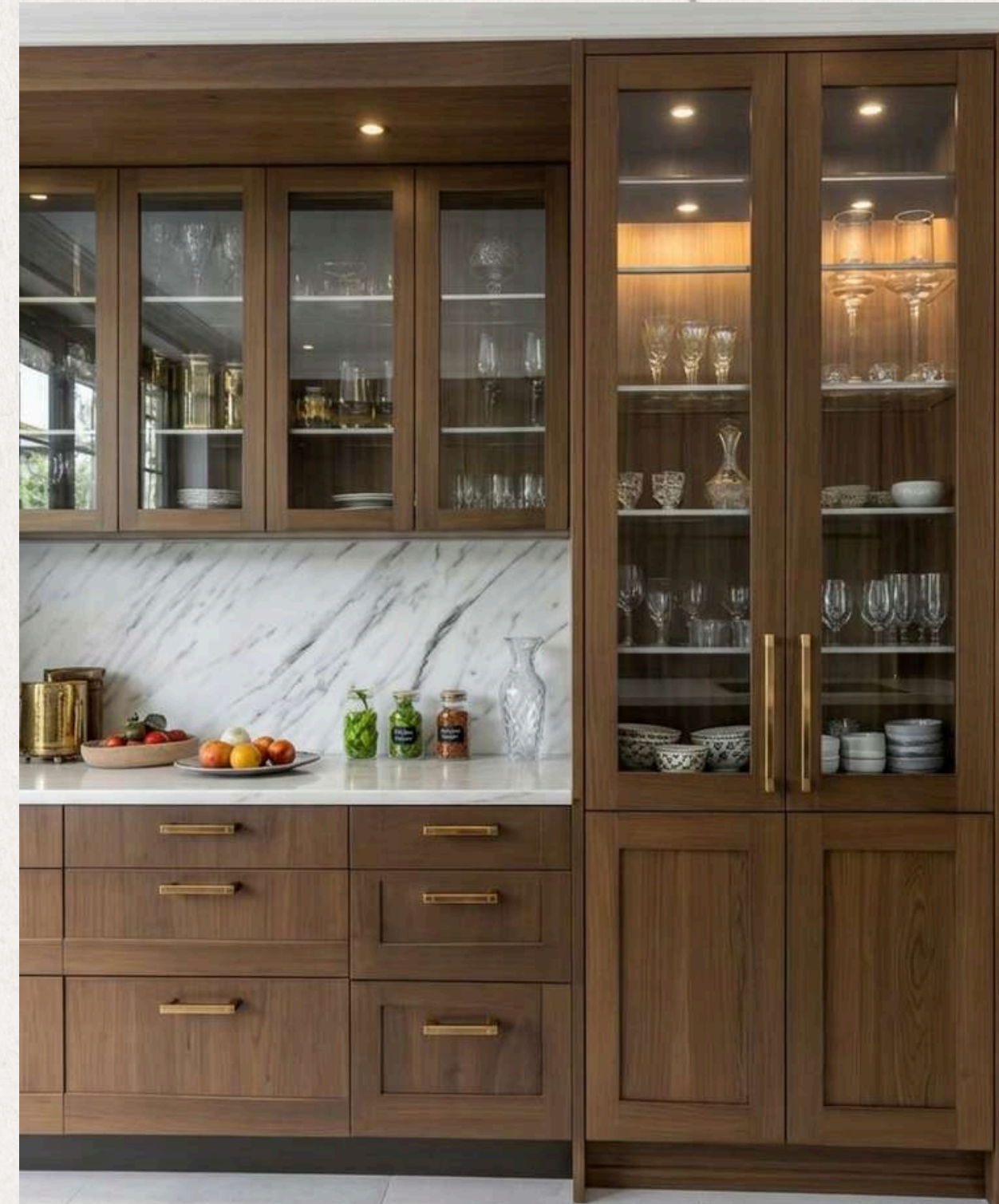
KITCHEN CABINET & PANTRY UNIT



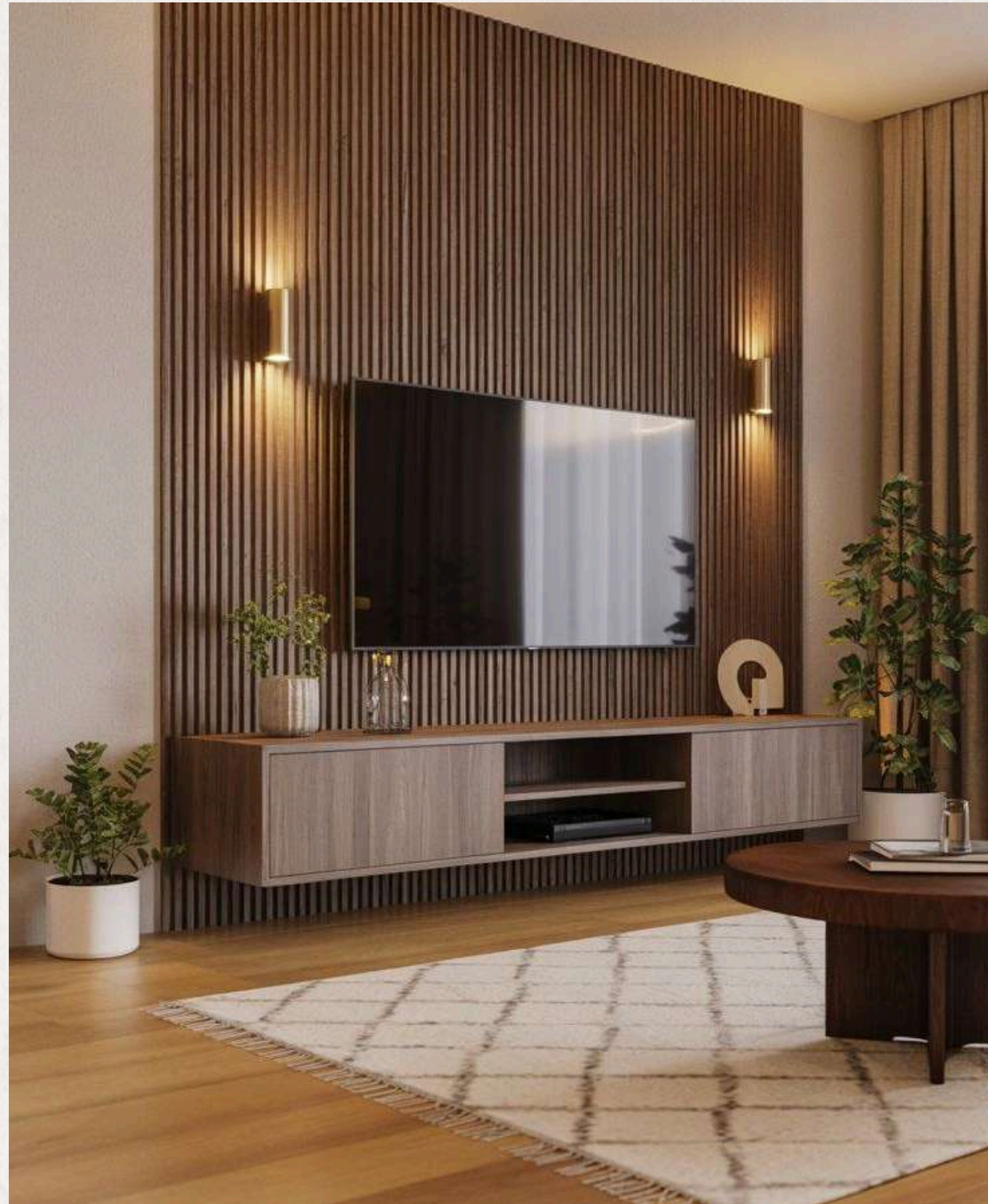
KITCHEN CABINET & PANTRY UNIT



KITCHEN CABINET & PANTRY UNIT



TV WALL UNIT



TV WALL UNIT



TV WALL UNIT



DISPLAY CABINET



DISPLAY CABINET



DISPLAY CABINET



STUDY STORAGE UNIT



STUDY STORAGE UNIT



STUDY STORAGE UNIT



OFFICE STORAGE SYSTEM



OFFICE STORAGE SYSTEM



OFFICE STORAGE SYSTEM



LITTLE HAVEN CHILDREN'S FURNITURE COLLECTION



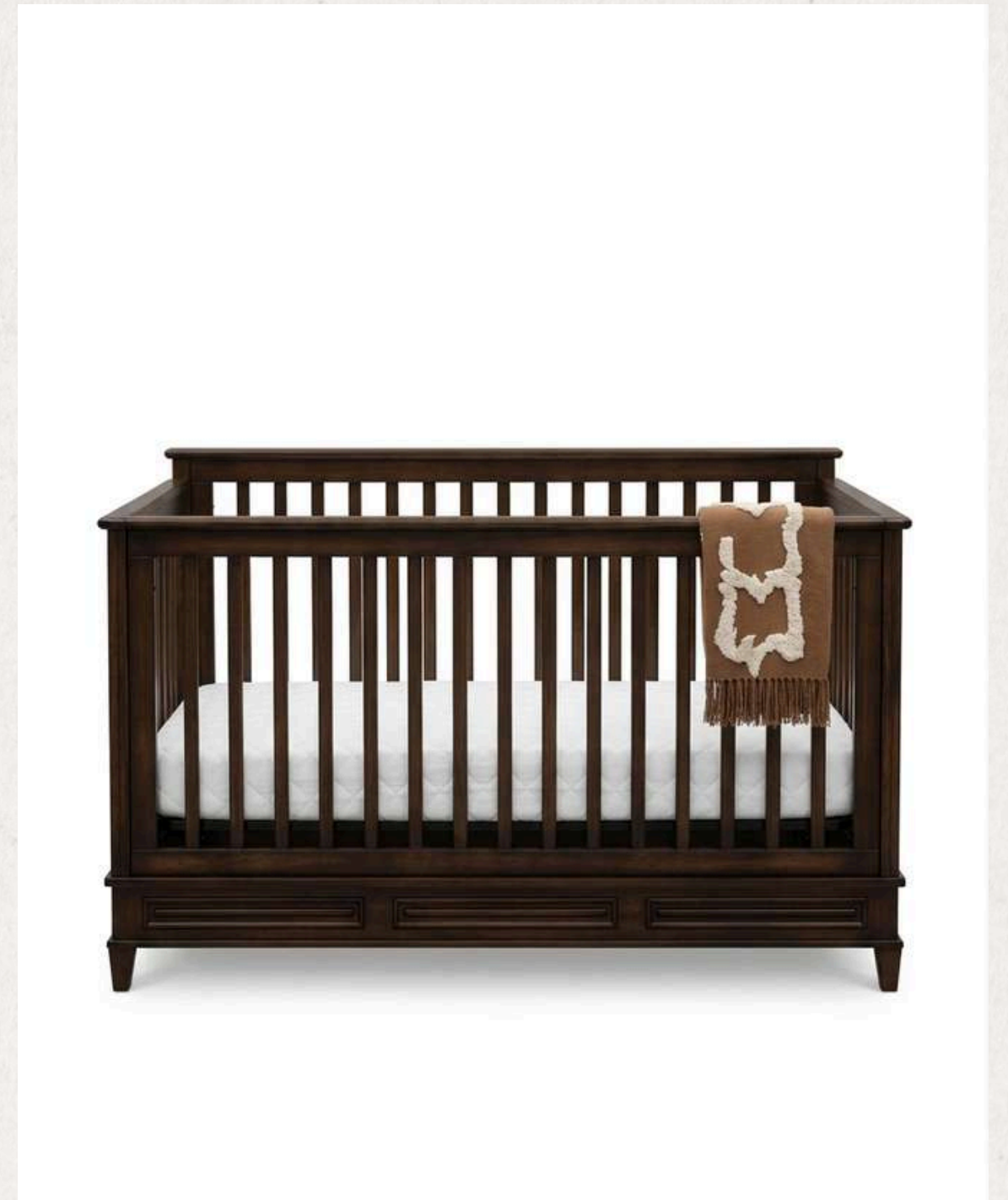
The Little Haven Collection is designed to create safe, comfortable, and playful spaces for children. Combining durability with thoughtful design, each piece supports growth, learning, and restful sleep while adding charm to kids' rooms.

The Little Haven Collection Includes (3 designs per category):

- **Baby Cots / Cribs:** Safe and cozy sleeping solutions for infants
- **Toddler Beds:** Fun and functional designs for growing children
- **Double Beds (Bunk/Loft Style):** Space-saving and versatile options
- **Kids Study Desks & Chairs:** Ergonomic setups to encourage learning
- **Kids Room Consoles & Changing Tables:** Practical furniture for organization and care

The Little Haven Collection blends functionality, safety, and style to create joyful and organized spaces for children of all ages.

BABY COT & CRIB



BABY COT & CRIB



BABY COT & CRIB



TODDLER BED



TODDLER BED



TODDLER BED



DOUBLE BED BUNK/LOFT STYLE



DOUBLE BED BUNK/LOFT STYLE



DOUBLE BED BUNK/LOFT STYLE



KID'S STUDY DESK & CHAIRS



KID'S STUDY DESK & CHAIRS



KID'S STUDY DESK & CHAIRS



KID'S ROOM CONSOLE & CHANGING TABLE



KID'S ROOM CONSOLE & CHANGING TABLE



KID'S ROOM CONSOLE & CHANGING TABLE



BESPOKE CRAFTED FOR YOU



Every space has its own story, and sometimes the perfect piece of furniture begins with your own inspiration. Through our Bespoke service, UrbanPrime Heritage Atelier offers fully customized furniture tailored to your needs and vision.

Whether you bring a reference image, a design idea, or a specific requirement for your space, our team works closely with you to transform it into a beautifully crafted piece.

From concept to creation, each design is developed with attention to detail, quality materials, and the expertise of skilled artisans. With Bespoke, your inspiration becomes a one-of-a-kind piece crafted just for you.

OUR SIGNATURE MATERIALS



Indian Rosewood
(Sheesham)



Walnut (Akhrot)



Teak (Sagwan)



Oak (Batool)



Cedrus (deodar)



Acacia (Kikar)

At UrbanPrime Heritage Atelier, we use only high-quality, carefully selected woods to craft furniture that is not just beautiful, but built to last. Every piece reflects durability, strength, and timeless design. We also offer wood customization based on your preference, ensuring your furniture is truly personal and perfectly suited to your space.



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