



**Claudio
Faria**

Claudio Faria Arrests Attention Through Ornare: A Narrative of Design Mastery

In the ever-evolving world of luxury design, one name stands out—Claudio Faria. His arresting craftsmanship and visionary designs have redefined the landscape of sophisticated living, leaving an indelible mark on the design community. Let's delve into the fascinating journey of Claudio Faria and his role in propelling Ornare to new heights. However, it's worth noting that his work shows how Claudio Faria arrests people's attention through Ornare's changing design rules that have created new standards and changed the way people think about sophisticated living in the design world.



Setting the Stage for Ornare's US Venture

While studying international relations at the University of São Paulo, Faria envisioned building a Brazilian brand abroad. Ornare, already a significant player in Brazil for kitchens, closets, and bedrooms, became his chosen canvas. In 2007, he established Ornare's first US showroom in the burgeoning Miami Design District, laying the foundation for what would become a compelling success story.





Ornare's Growth and Influence in Miami

Anticipating the district's potential and inspired by Craig Robins' vision, Faria's gamble paid off. Ornare Miami, initially a team of three, has now flourished into a workforce of over 35, contributing significantly to the recognition of the Design District. Faria's leadership not only elevated Ornare's status but also played a pivotal role in establishing the district as a center for the design industry.

Expanding Horizons

Maintaining an unwavering passion, his goal is to bring Ornare's quality and service to new heights in the US market. Under his leadership, Ornare is set to open two new stores—one in Palm Beach in the first half of 2023 and another in Naples by 2024. These expansions signify not just the growth of a brand but a commitment to the culture of community outreach that Ornare embodies.





Reference Links

<https://www.tumblr.com/claudiofaria/744718150314213376/claudio-faria-arrests-attention-through-ornare-a?source=share>

<https://www.miamidesigndistrict.net/blog/entries/530/ornare-celebrates-10-years-in-the-miami-design-district/>