



PIONEER DESIGNS

2021 Collection



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Introduction

Pioneer Designs is a 3rd generation supplier of high end quality furniture for the South African market.

After laying down it's roots at 1 Pioneer Street in 1963, Pioneer Upholsterers, as it was then known, became one of the largest suppliers of hand carved furniture and

designer lounge suites in the country.

As the knowledge and expertise filtered down through the generations, Pioneer Upholsterers evolved and grew while still maintaining those same high standards and quality that was always held close to heart.



WHERE QUALITY IS NEVER
A SECOND GUESS





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Our fully upholstered designs are constantly evolving. We work with all major fabric houses in South Africa including Sullies Exclusive Fabrics, U&G, Hertex Fabrics, Textile Studio and Home Fabrics so you will never be short on choice.

Our frames are all manufactured according to the highest quality standards with SABS approved structural pine with strict attention to detail by our experienced staff compliment.



Couches

Abby Curved

The Curved Abby couch is one of the most eye-catching designs of 2021. Designed to complete the formal lounge, it can be used to compliment and highlight a number of different colours and tones of any room. The Abby uses fibre filled seat cushions available in 3 division and 4 division versions. If requested, we'd be happy to finish up the set with a single seater chair.





Clarkson

The Clarkson has been a beloved part of our best selling catalogue for over 20 years. The soft padded arms targets those customers who aim to maximise comfort with their purchase. Multi layered foams on both the seats and back cushions provide a firm yet soft experience. The Clarkson is extremely versatile in its configuration and is available as a single chair, 2 division, 3 division, daybed corner, full 90 degree and wedge corner.

Amahle

A mahle is the Zulu word for beauty which is fitting for the first of our premium headrest designs. It makes use of fibre filled back cushions and high gauge threading to maximise both style and comfort. Complete with functional tilting and locking headrests, it challenges modern design trends at every level. The Amahle is available in all configurations from single seater chairs to full U corners.



Athens



The Athens is the first from our budget range of designs. The Athens uses fixed seating and back cushions to save on fabric usage in order to provide the most affordable design without compromising on quality. Due to its simplistic design, it is one of the easiest units to customise to size specifications and is available in all configurations.

Bay Deep

The Bay is our deep seated favorite designed specifically for TV Room settings. Its extremely low and deep foam cushioned seat maximises seating area for lounging and putting your feet up after a long day. Complete with fibre filled back cushions, it's sure to make those marathon TV sessions as relaxing as possible.





Hampton Slanted

The Hampton is another one of our long standing designs that has stood the test of time. It's slanted seat and back cushions ensure that you will never want to leave your seat ever again. The Hampton makes use of multi layered foam seats and fibre filled fixed back cushions. As with the Clarkson, it is extremely versatile and can be made up in all configurations.

Fluted Couch

Fluted designs have become one of the most popular trends in the last few years. We've taken this trend to heart in our Fluted couch. It's padded inside back is sure to appeal to the most stylish of customers while still maintaining the Pioneer standards of comfort. Who knew that straight lines could look so good





Square Chesterfield

They say that diamonds are forever. This is especially true with our Square Chesterfield. We make sure to set our design apart with a wooden base to match solid wooden legs. We don't take any shortcuts with this beauty which maintains perfect pleats throughout

Cinderella

It could be a bit obvious why we call this one the Cinderella. Glass slippers of course! The Cinderella is the epitome of class with 20mm thick perspex legs throughout the entire base of the couch. At first glance you would be forgiven for thinking that it was a floating couch.





Capri

The Capri is our standard, no frills, no fuss modular couch that has become a staple of every furniture catalogue. Loose foam seat and back cushions make it one of the most customisable designs that we have to offer. It may be simple but it is still stamped with the Pioneer Designs quality promise.



Jenni

Following the success of our Fluted couch, we decided to expand on our fluted range with the Jenni. With a higher slanted back, the Jenni brings a bit more shape and ergonomics to the growing trend.





Block

The Block couch is our entry level couch that provides a range of different features for the price. Complete with cupholders as well as a centre console, the Block couch ticks all the boxes for anyone looking for their first couch in their new apartment.

Michael

The Michael is one of our more playful designs envisioned to be the centre piece to waiting rooms accross the country. It's differing patterns across all of the back cushions brings a surprising amount of fun and intrigue to something so simple.





Sue

Sue is one of our oldest designs that has seen a boost in popularity in recent years. The very thin arm and curved accents bring in very slight, yet effective design elements which make it an extremely attractive option in minimalistic homes throughout the country.

Dream

The Dream builds on the success of the Clarkson by following the same design trend of a padded arm to maximise comfort. Couple this with fibre filled cushions and the Dream becomes an instant success.





Chesterfield

What furniture catalogue is complete without the addition of the classic Chesterfield. A tried and tested design that has stood the test of time for centuries.

Occasional Chairs

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Occasional chairs are becoming a main component of every modern home. Gone are the days of the 3, 2, 1 set and occasional chairs are here to stay.

C Tub

C Tubs have become an instant classic in the designer furniture world. Their simplistic design coupled with eye catching fabric options make them a versatile choice for any home setting.





Django Wingback

The Django Wingback is the epitome in class when it comes to occasional chairs. It's tall and over bearing stature demands attention and is fit for a king. In fact, we've named it the Django Wingback because you're sure to see Leonardo Dicaprio sitting in this exact chair in the movie Django Unchained.

Hilton

The Hilton Chair is from our designer range of occasional chairs. It's fluted design and polished legs paints a room with an elegant brush.





Queen Anne Wingback

The Queen Anne wingback is an elegant and sophisticated change from the standard wingback. It uses diamond buttoned upholstery on the inside back and seat as well as hand carved Queen Anne legs to distinguish itself from the norm.

Rubin

The Rubin Chair is our tried and tested occasional chair that has had a place in our catalogue for many years. Its subtle curves never fail to catch the eye. Couple these design aspects with the comfort of a loose cushion and the Rubin Chair will fast become your daily go to.





Scroll Tub

Tub chairs have become a common sight throughout South Africa. We've added a bit of twist to this staple with rounded arms and a diamond buttoned inside back.

Timo Wingback

The Timo Wingback is our answer to the design that has stood the test of time. Wingbacks have been in South African homes for generations and will continue to be a part of the South African market for years to come.





Standard Tub

Tub chairs are fast becoming a classic throughout the world. Their small build makes them popular options for offices and homes alike.

Victoria

The Victoria Diamondback is the epitome of class. There is very few designs that catch the eye more than this. A combination of classically inspired design with some modern touches makes the Victoria Diamondback a must have in any home





Curved Chaise

Chaise loungers are becoming increasingly popular options for living areas throughout the world. Our Curved Diamond Button Chaise uses an elegant ergonomically designed shape to provide the perfect relaxation tool for those long days

Classic Chaise

The Classic Chaise, like the Curved Chaise, has been designed to amplify your relaxation experience. It is the absolute perfect for your Pjyama Lounge.





Variety Ottomans

Ottomans are always useful supporting elements in any room. They don't always need to be those plain, boring square blocks. Why not add some fluted patterns or some storage? The options are endless

Dining Chairs



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We've paid close attention to modern colour and fabric trends and incorporated them into our 2021 range.

All of our dining chairs are manufactured as fully monocoque frames which use solid hardwood components in their design for extra structural rigidity.

Scrollback

The Scrollback dining chair is our entry level offering. Simple and elegant with a pleated scroll to round out the top. The base incorporates a curve to give it a bit more of a designer appeal. Our Scrollback chairs are available as both highback and lowback versions.





Jade Diamond

The Jade Diamond Buttoned dining chair is our most premium offering. They are in a class of their own. Available as a high or low back chair , with or without arms.

Claire

The Claire winged chair is a small beauty with a huge presence. Originally designed as an alternative to the cheaper chinese imports, the Claire quickly became one of our biggest sellers.





Winged

The Winged dining chair is something a little different from the usual. It's tall stature demands attention and it easily becomes the centre of attention in any room

Haami

The Haami chair is one of our wider chairs from our range. It's widened seat makes for comfortable dinner table talks while the low profiled back provides all the style without taking away from other elements in the room





Tub Dining

The Tub dining chair embraces the new trend in dining furniture of smaller, low backed chairs which open up smaller open plan living areas. The Tub dining chair is available with or without arms.

Bedroom Suites



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Every bedroom is different therefore every bedroom needs a bit of a personal touch. Our bedroom suite collection allows for a range of different personalisation options to suite your tastes

Winged Headboard

Our Winged Headboard has been our best selling headboard for over 10 years. It's simplistic design provides an unprecedented level of class and can be matched with a variety of other diamond buttoned elements. Available in standing or mounted versions





Herringbone

Herringbone designs have grown in popularity over the last few years showing themselves in a variety of design elements. Our herringbone bedroom suite capitalises on the success of this trend

Jenni Storage

In smaller homes, storage is one of the main concerns. We've solved that problem in one of the most stylish ways. The Jenni bedroom suite takes advantage of the wasted space underneath the base of the mattress and incorporates a sliding drawer.





Block Headboard

Who knew that squares and rectangles could be so satisfying. The Block headboard is the perfect design to mix and match colours to your hearts content.

Emperors Bench

What better way is there to complete a bedroom suite than with a gorgeous bench at the foot of your bed. Enter, the Emperors Bench. It's diamond buttoned design fits perfectly with our Winged Headboard and Dream Pyjama Chair.





Dream Pyjama

When you think of a warm quiet Sunday morning cuddled up with a good book and a fluffy blanket, you imagine yourself sitting on our Dream Pyjama chair.

www.pioneerdesigns.co.za
011 966 8109
info@pioneerdesigns.co.za
