





Our Story

Established in 1997 in Binh Duong, Craftica (formerly Thien Hong Lacquer Manufacture) brings nearly 30 years of mastery in high-end woodwork and lacquerware to OEM & ODM solutions for premium brands worldwide. From the joinery of each single component to the complete fit-out of a luxury boutique, Craftica extends this craft mastery into retail space – executing fixtures & loose furniture as one integrated bespoke millwork package, held to the exacting standards of prestige clients



1997

Luxury lacquer workshop founded in Binh Duong by Rose Morant - Named Thien Hong.



2011

Joined Openasia Group.



2012

Built modern workshops in the South and North of Vietnam.



2024

Acquired new furniture factory with a skilled workforce of over 400 people and 20+ clients around the globe.



2025

Rebranded as Craftica - a realm of craftsmanship.

Philosophy

Craftica believes making a decent product is not just a skill, but a responsibility. Guided by positive thinking, we pursue excellence through creativity and passion, creating sustainable values that respect people, materials, and time—pieces made to last beyond trends, seamlessly blending master craftsmanship with advanced modern manufacturing system.

Vision

To be a leading handicraft manufacturer in home objects and furniture, using the highest techniques, skills and know-how of woodwork and other traditional craftsmanship.

Mission

To preserve Vietnam's heritage of lacquer craftsmanship while elevating Craftica's architectural woodworking & millwork project expertise.

Key Figures



400+

Craftsmen
& carpenters

**Skilled workforce
with deep craft
heritage**



26.000

Factory Size (sqm)
with 1 lacquer and 1
furniture manufacturing
workshop

**End-to-End
manufacturing
capability**



30+

Global clients: US, UK,
AU, ASIA, ...
export market

**World-wide
trustworthy**



100+

Containers per year

**Proven supply
chain capability**



Tailor Solution

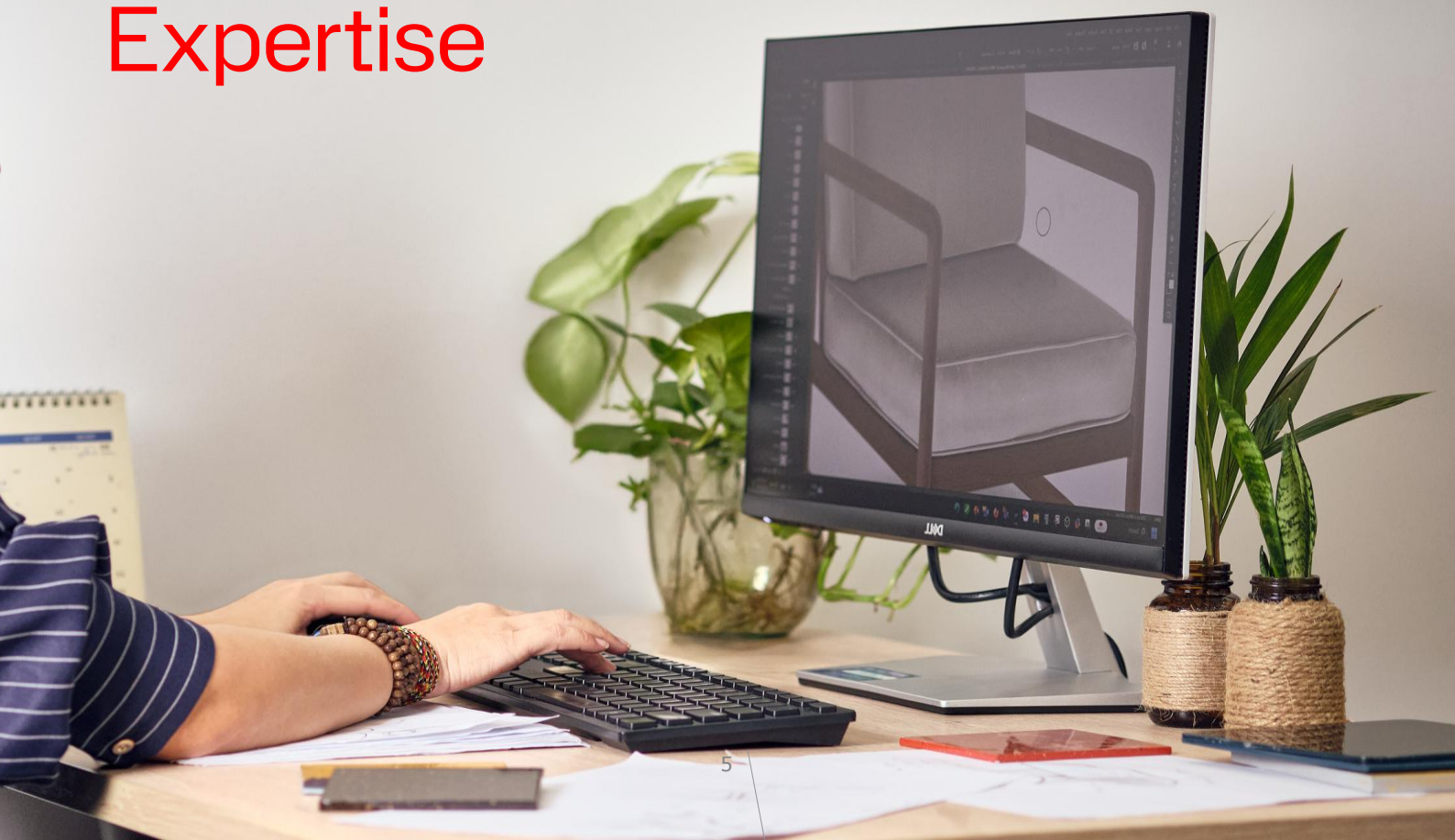
We provide fully customized furniture manufacturing and millwork solutions tailored to each brand's identity, functional requirements, and project constraints. From architectural wall systems to loose furniture pieces, every detail is engineered to meet both aesthetic and operational standards

Design & Technical Consultation

Our team works closely with clients, designers, and contractors to translate creative concepts into technically buildable solutions. We support the project from early design development through detailed shop drawings and material specifications.



Capability & Expertise

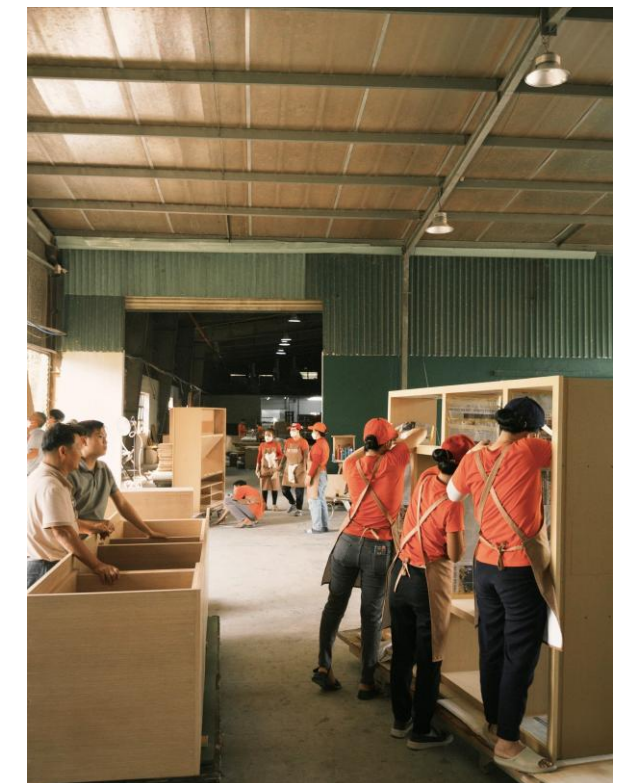


Construction & Assembly

We manage in-house production and assembly with strict adherence to approved drawings and timelines. Each element is pre-fitted and tested to ensure accuracy, efficiency, and seamless installation on site.

Project Management & Quality Control

Our experienced project management team oversees scheduling, coordination, and execution across all project phases. We ensure smooth communication between stakeholders while maintaining control over quality, cost, and delivery milestones.





Capability & Expertise

OEM & ODM FOR HOSPITALITY AND OFFICE PROJECTS

From luxury hotels and premium workplaces to fully customized furniture collections, we provide end-to-end manufacturing solutions that bring distinctive interior concepts to life. Our multidisciplinary capabilities—from material sourcing and engineering to production and finishing—enable us to deliver bespoke furniture with exceptional quality, precision, and consistency for projects of every scale.



ODMProduct



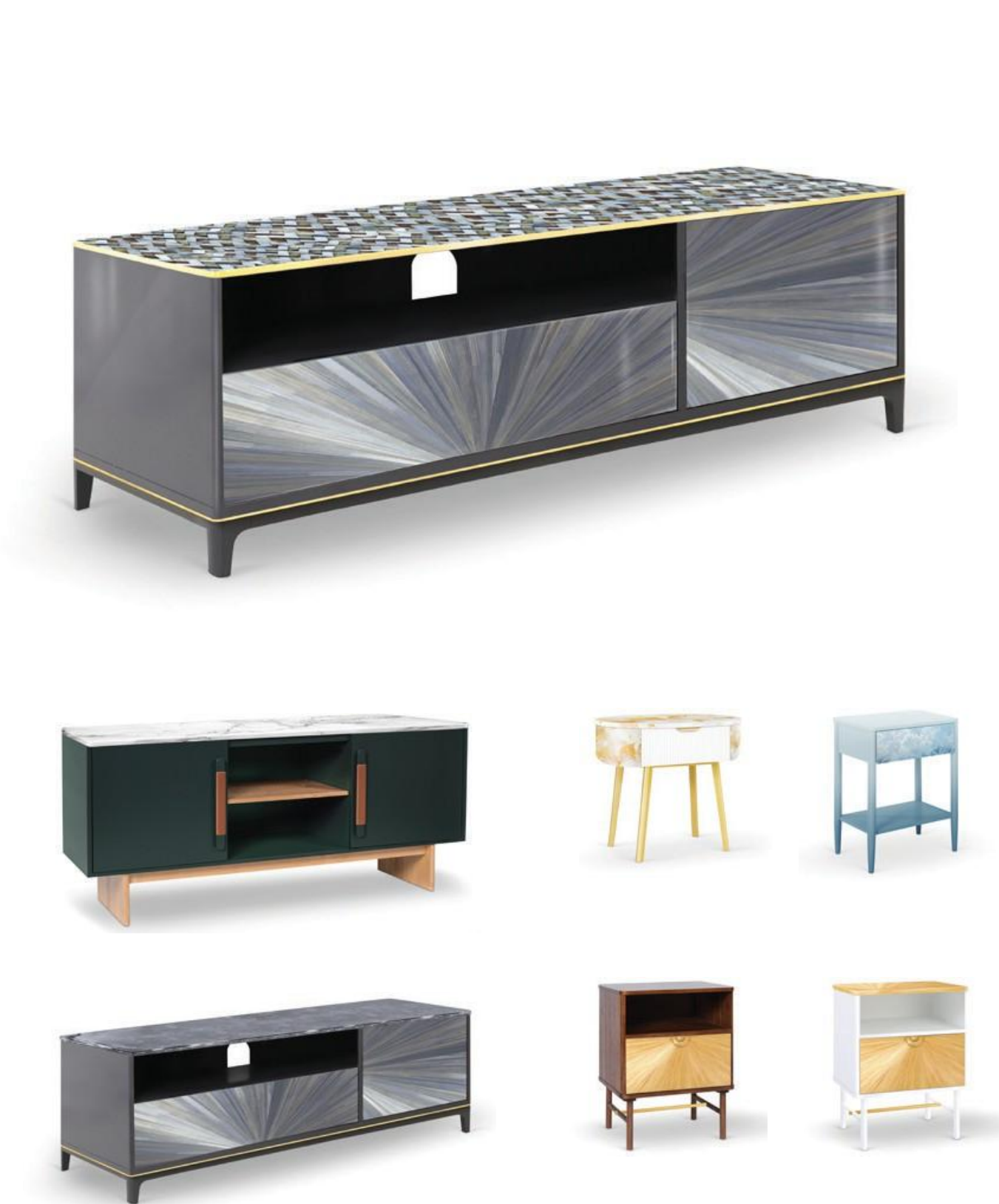
Table



Chair



Cabinet/Console





Capability & Expertise

MILLWORK FOR LUXURY RETAIL

With extensive expertise in luxury millwork, we deliver bespoke interior solutions for premium retail, hospitality, and commercial environments. Combining advanced manufacturing capabilities with exceptional craftsmanship, we transform complex design concepts into precision-built architectural elements that meet the highest standards of quality, aesthetics, and functionality. From concept development to global installation support, we are committed to delivering excellence in every project.



PROJECTS

Jaeger-LeCoultre



Location: Hanoi | Scale: 70m2 | SOW: Wall system, fixture, façade

Diptyque Paris



Location: HCM City | Scale: 100m2 | SOW: Loose furniture

La Table Hanoia



Location: Hanoi | Scale: 900m2 | SOW: Loose furniture

Rendez-vous



Location: Hanoi | Scale: 200m2 | SOW: Loose furniture



CARVED DOOR

ENTRY DOOR

GLASS DOOR

SLIDING

LOUVER DOOR

PANEL DOOR

WINDOW



Capability & Expertise

CABINETS & DOORS FOR RESIDENTIALS PROJECTS

We master the art of cabinetry and architectural doors by combining premium materials with precision joinery and bespoke finishing techniques. Utilizing advanced manufacturing technologies alongside heritage craftsmanship, we create elegant storage systems, custom cabinetry, and finely crafted door solutions that seamlessly integrate into luxury residential, hospitality, retail, and commercial interiors.

*“Where precise structure meets artist surface –
our woodworking and lacquer workshops operate
as one integrated process, not two separate
trades”*



Materials & Techniques



WOOD WORK

We master the art of architectural millwork by combining premium exotic hardwoods with bespoke finishes and intricate inlay techniques. Utilizing state-of-the-art precision engineering alongside heritage craftsmanship, we create flawless, high-end wooden structures that serve as the sophisticated foundation for luxury retail environments.

BRASS / PLATING SS304 / PVD

Our custom metal components and premium coatings for luxury jewelry millwork combine advanced CNC fabrication with rigorous engineering to ensure structural durability and flawless, seamless finishes.



Materials & Techniques

UPHOLSTERY

Our upholstery craftsmanship encompasses a wide selection of premium leather, bouclé, velvet, linen, performance textiles, and custom fabrics, each carefully selected to meet the aesthetic and functional demands of luxury interiors. Through expert tailoring, precision patterning, and meticulous hand-finishing, we create beautifully upholstered furniture that delivers exceptional comfort, durability, and timeless elegance.





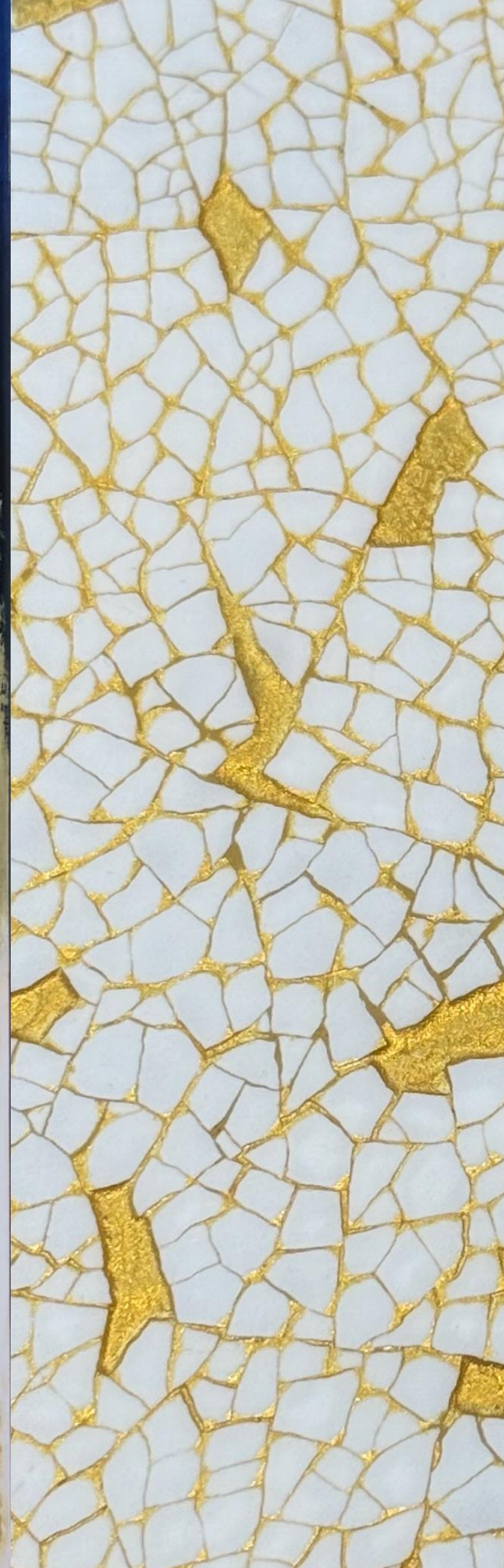
**STRAW
MARQUETRY**



**LACQUER
EFFECT**



GOLD LEAF



**EGGSHELL
INLAY**



**MOTHER
OF PEARL**



STUCCO

WALLPAPER

GLASS/ MIRROR

MARBLE

LEATHER

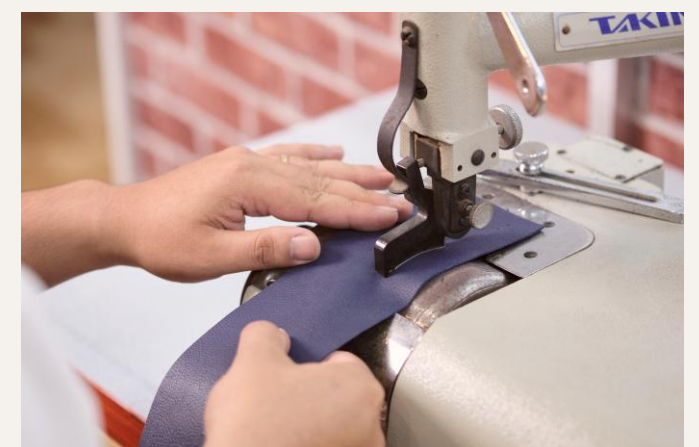
Site Walk-Through

Furniture workshop



Site Walk-Through

Lacquer workshop





At Craftica, quality is an uncompromising promise. Our dedicated and highly skilled QA & QC team oversees every detail with a deep sense of responsibility, ensuring that each piece reflects precision, integrity, and timeless elegance. From raw materials to the final finish, craftsmanship is carefully examined, refined, and perfected – not merely to meet standards, but to honor the value of enduring quality.

Quality Assurance & Control



ISO 9001



SA 8000



FSC - CoC

GENERAL INFORMATION

- Headquarter: 1130 Le Chi Dan Street, Chanh Hiep Ward, HCMC, Vietnam
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Website



Instagram

