

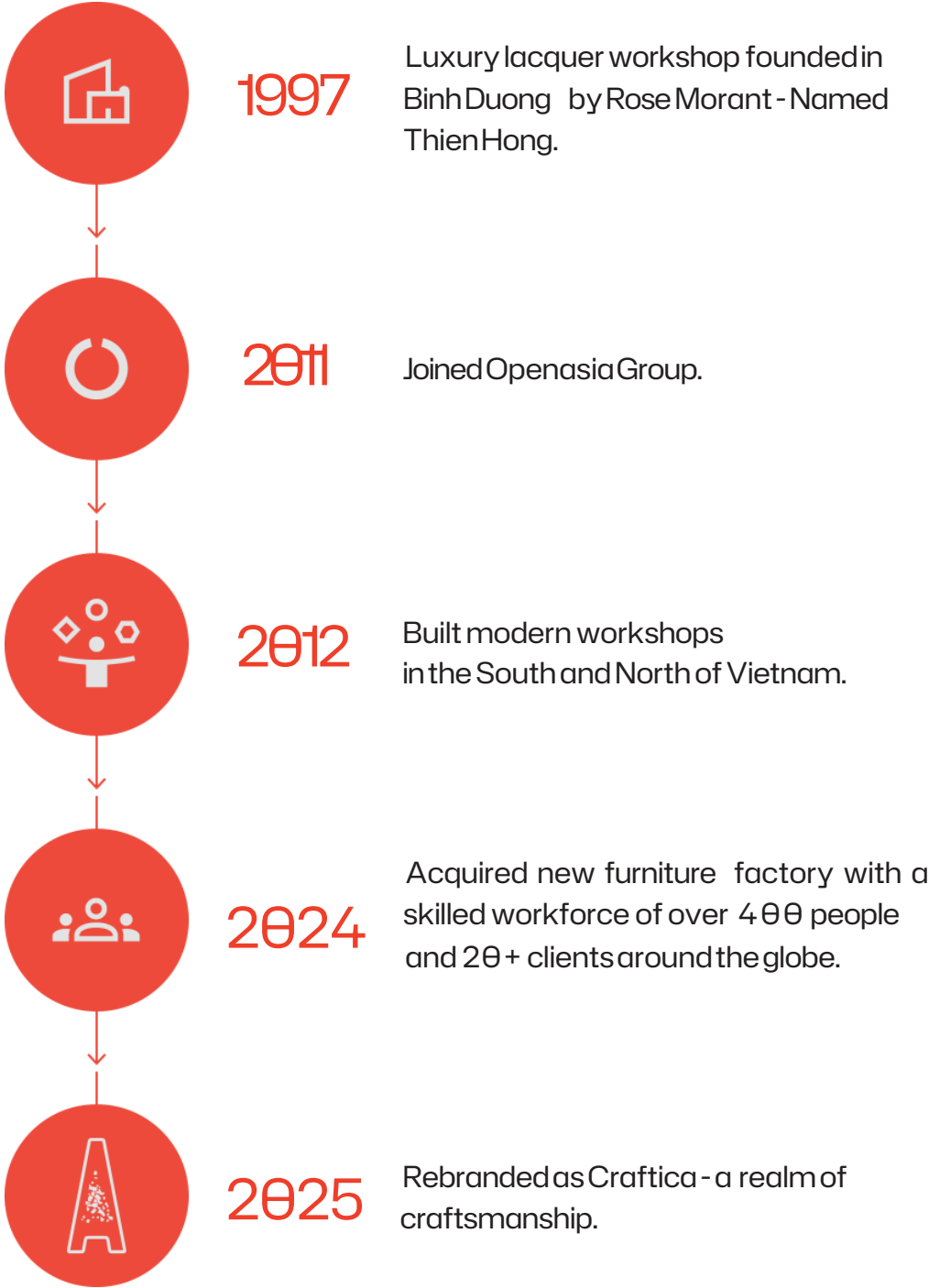
CRAFTICA

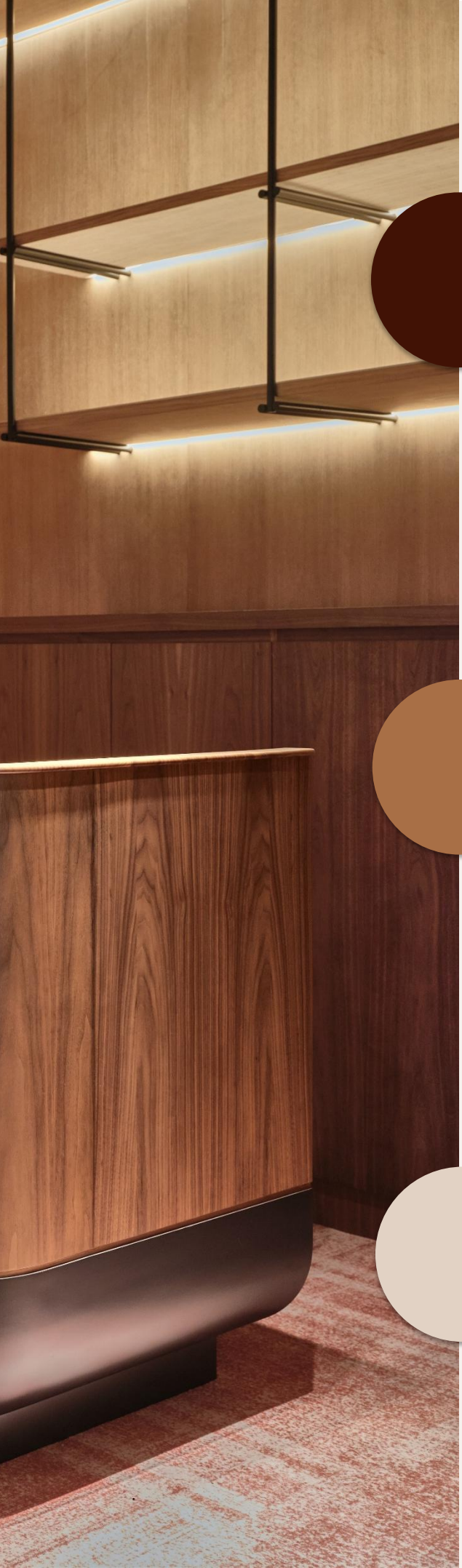
THE COMPLETE COUTURE JOURNEY
IN-HOUSE PRODUCTION &
BESPOKE MILLWORK FIT-OUT



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





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**



1:1

1 dedicated technical
team for millwork
drawings & 1 specialist
R&D team for materials
development

**Customization &
technical
expertise**



29+

years of preserving &
developing traditional
lacquer legacy

**Respect for
tradition, focus on
long-term value**

Prestige Clients

Sculpting Spaces for Elite Brands.

A retail space is not merely a store—it is a living archive of heritage.

Craftica do not just fit spaces; we curate them. Merging the rigorous precision of master millwork with an uncompromising couture sensibility. From every grain of wood to every seamless joint, we execute with a relentless devotion to perfection. Because we know that in the realm of Haute Architecture, time, discretion, and flawless execution are the ultimate luxuries.

Discover the esteemed brands that have chosen us as the custodians of their physical essence.





Tailor Solution

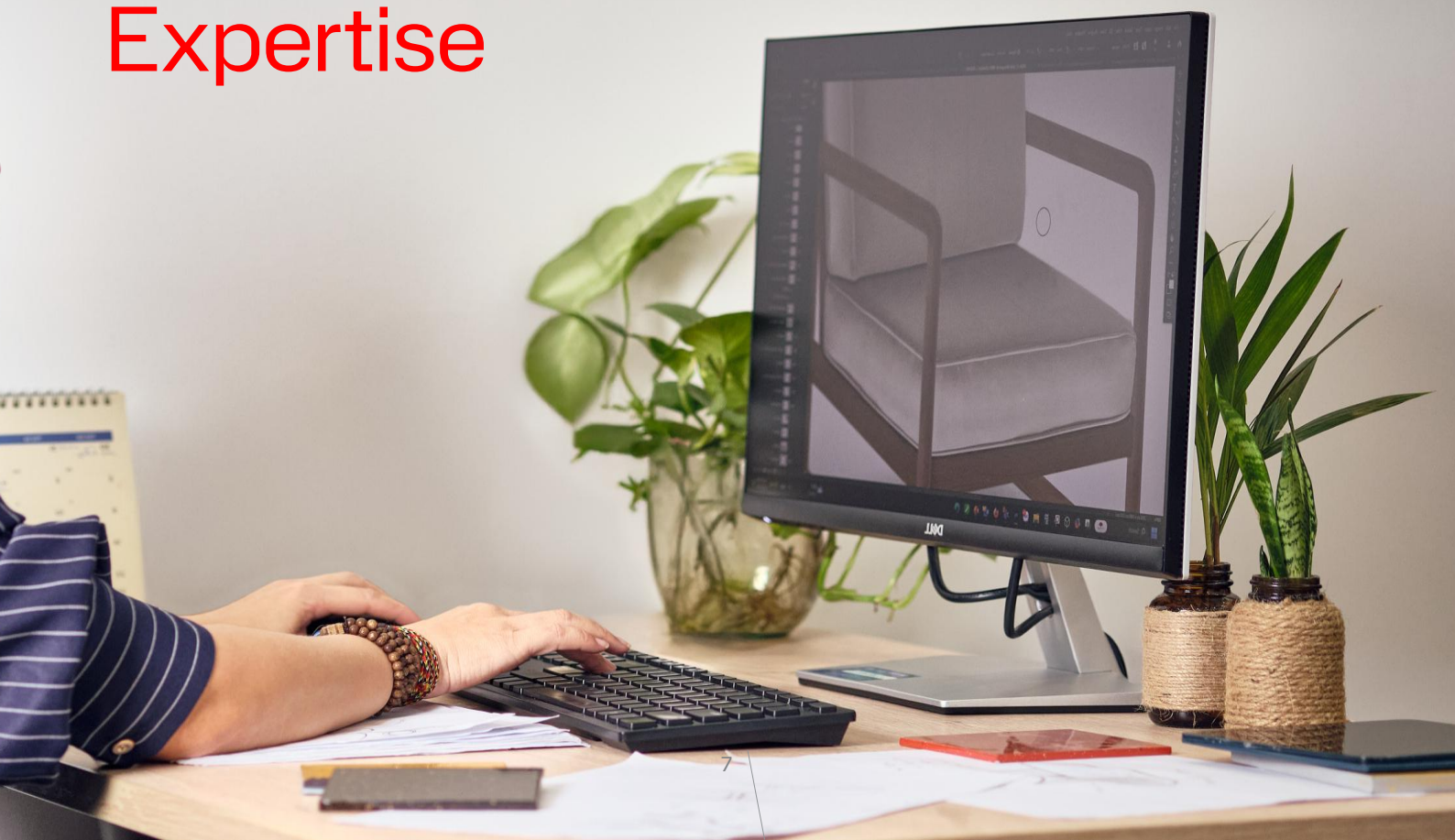
We provide fully customized millwork solutions tailored to each brand's identity, functional requirements, and project constraints. From bespoke wall systems to loose furniture, every detail is engineered to meet both aesthetic and operational standards.

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

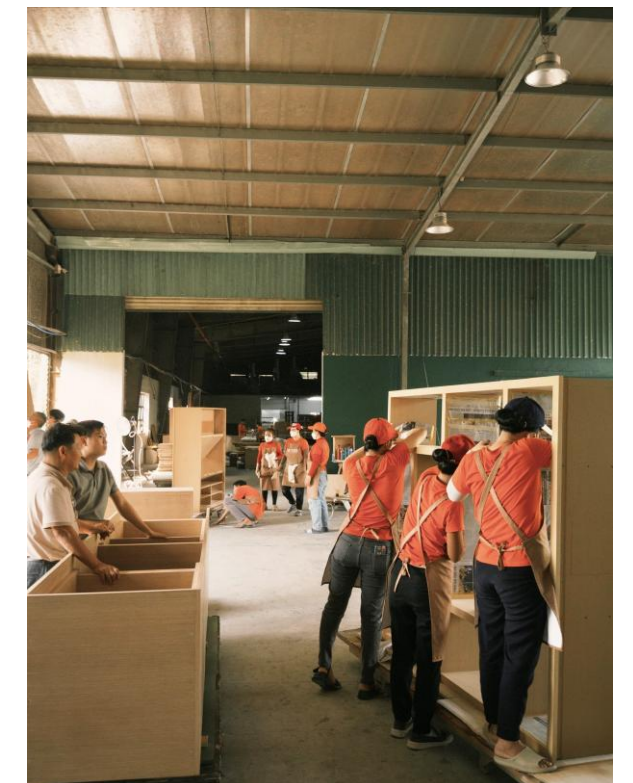


Construction & Assembly

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.



Site Walk-Through



Lacquer workshop



Site Walk-Through



Furniture workshop



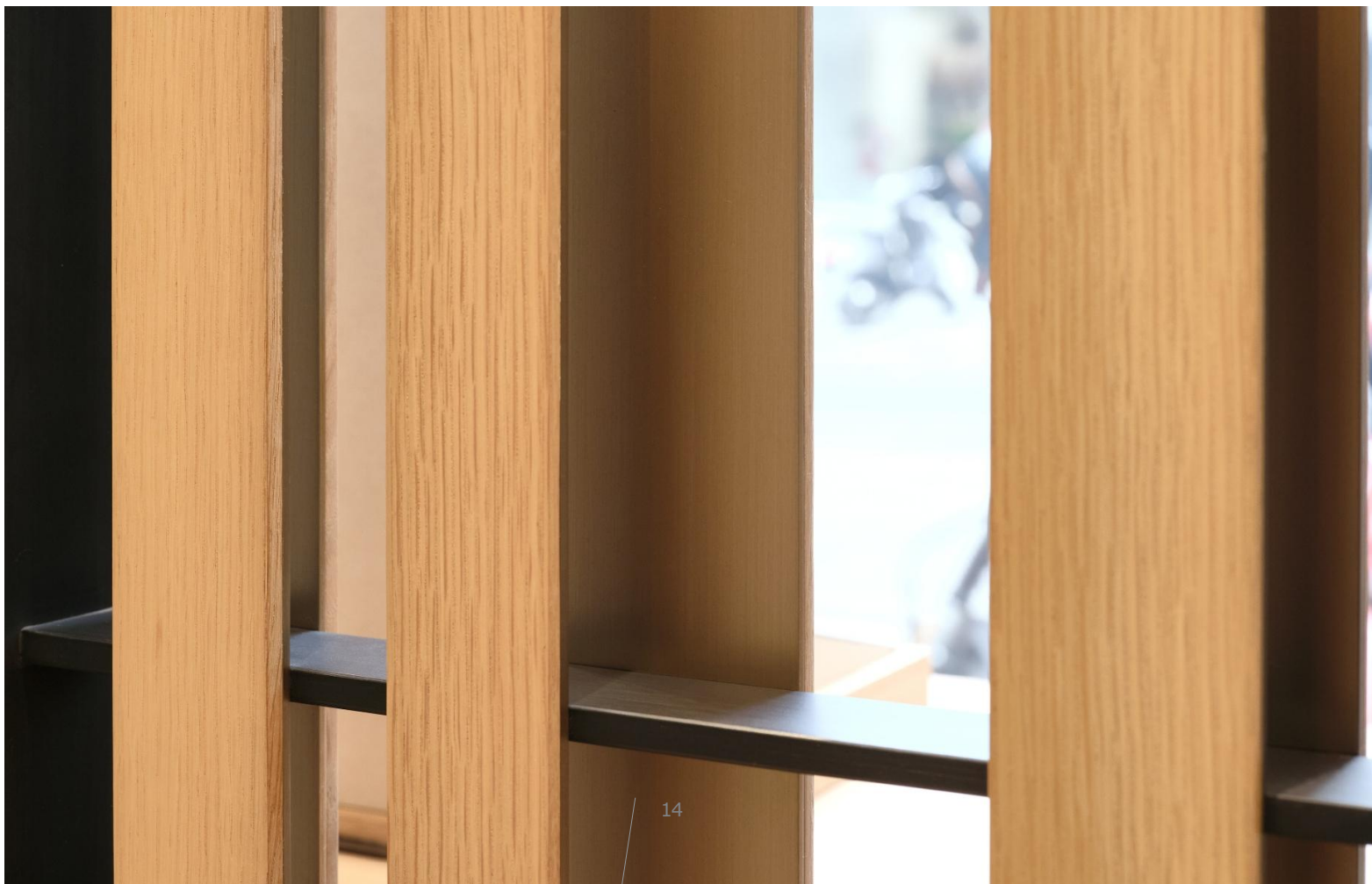
Capability & Expertise

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.





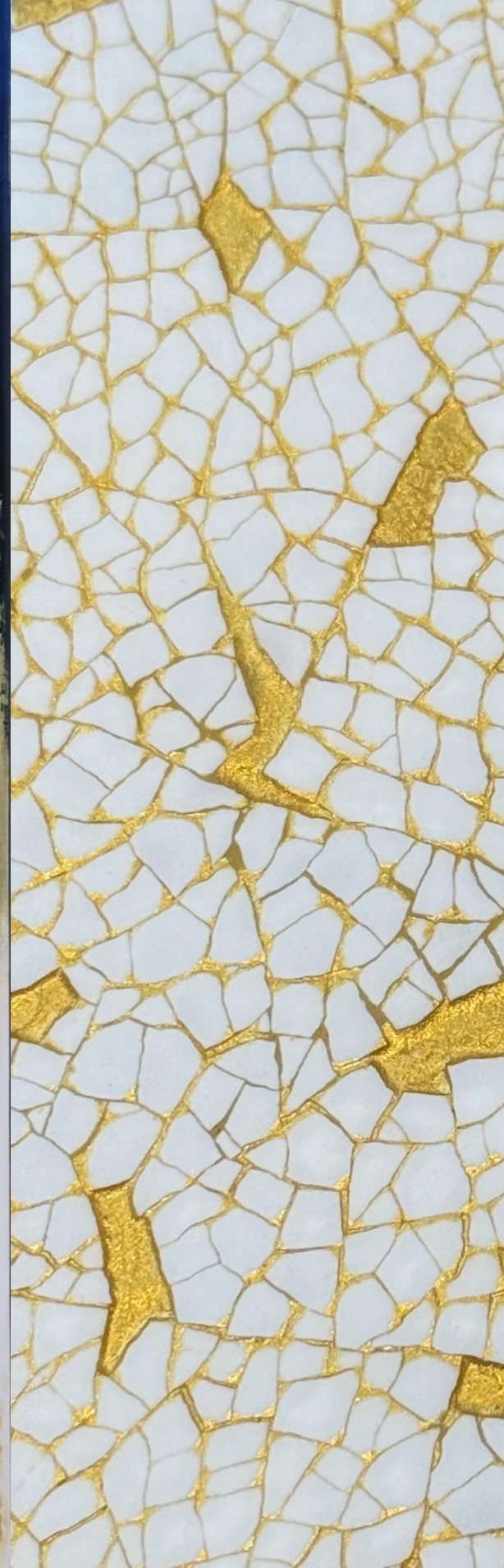
**STRAW
MARQUETRY**



**LACQUER
EFFECT**



GOLD LEAF



**EGGSHELL
INLAY**



**MOTHER
OF PEARL**



STUCCO

WALLPAPER

GLASS/ MIRROR

MARBLE

LEATHER

LIGHT INTEGRATION

Advanced architectural lighting is seamlessly embedded into our jewelry millwork configurations, utilizing precise thermal management and concealed wiring to maximize product brilliance while maintaining clean, uncompromised structural lines.

SHOWCASE

Engineered with a complex fusion of premium materials and a pristine luxury lacquer surface, each showcase incorporates concealed Dialock security systems to ensure keyless, high-security access control without disrupting the clean lines of luxury retail design.

GLASS

We specialize in integrating premium ultra-clear, low-iron glass into luxury jewelry millwork using advanced tempering technologies to deliver seamless, high-security displays with absolute color fidelity.



PROJECTS

Jaeger-LeCoultre

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



PROJECTS



Jaeger-LeCoultre

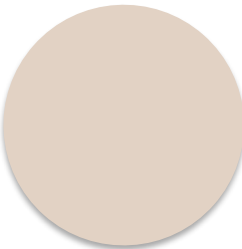
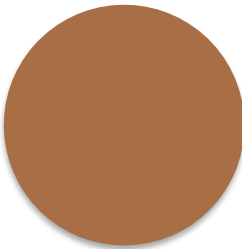
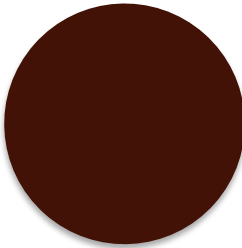
Location: Hanoi | Scale: 70m2 | SOW: Wall system, fixture, façade



PROJECTS

Diptyque Paris

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



PROJECTS



Hanoia

Location: HCM City & Hanoi | Scale: 90m2 | SOW: Loose furniture



PROJECTS



La Table Hanoia

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



PROJECTS



Rendez-vous

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



Location: Hanoi | Scale: 20m2 | SOW: Loose furniture

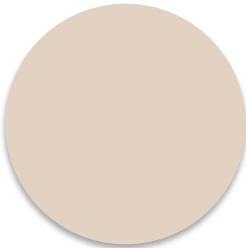
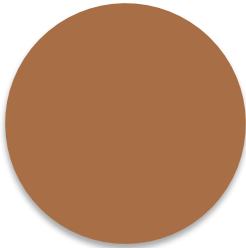
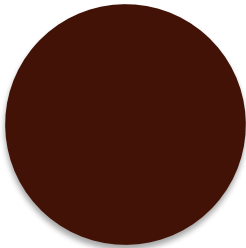


PROJECTS

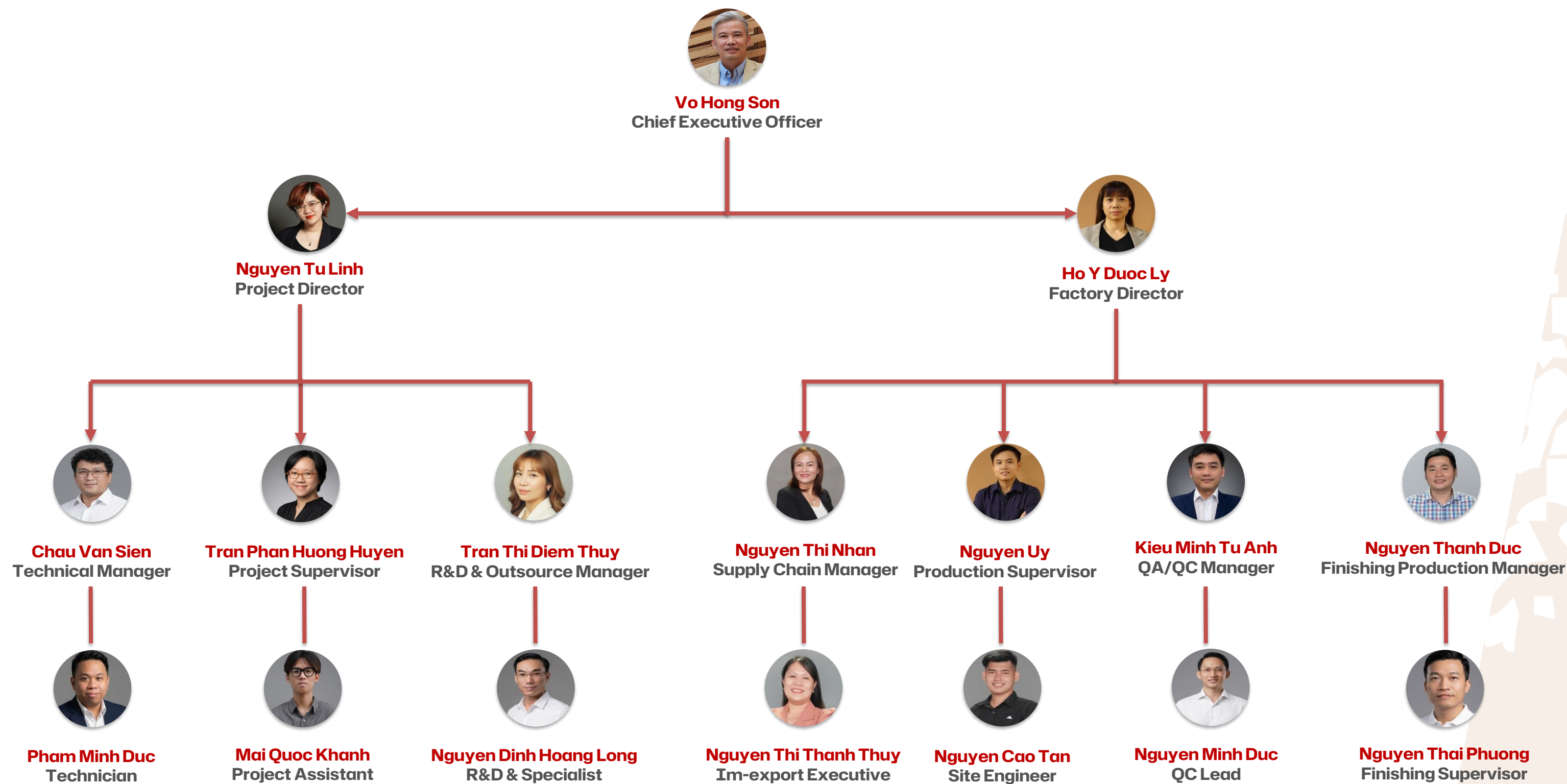


Openasia Group – Meeting Room

Location: Hanoi | Scale: 30m2 | SOW: Loose furniture



Millwork Organization Chart



Main Contact



Vo Hong Son
Chief Executive Officer

M: 0905003999

E: son.vh@craftica.vn



Chau Van Sien
Technical Manager

M: 0962955715

E: sien.cv@craftica.vn



Nguyen Tu Linh
Project Director

M: 0981580605

E: linh.nt@craftica.vn



Tran Phan Huong Huyen
Project Supervisor

M: 0398806086

E: huyen.tph@craftica.vn



ISO 9001



SA 8000



FSC - CoC

GENERAL INFORMATION

- Headquarter: 1130 Le Chi Dan Street, Chanh Hiep Ward, HCMC, Vietnam
- Factory: 161A DT749A Street, Long Nguyen Commune, HCMC, Vietnam
- Sales Office: 123 Le Loi Street, Ben Thanh Ward, HCMC, Vietnam
- Inquiry order: +84 90 6933 132
- Factory phone: +84 274 3864 676
- Email: contact@craftica.vn

Website



Instagram

