



ABRA  
CAD  
ABRA

**ABRACADABRA**

*/CREATE AS /SPEAK*

*CATALOG | 2024*

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AbraCadabra is all about achieving harmony with nature, yet also provoking it. Through mixing ancient art forms and combining them with cutting-edge practices, and bold design.

Our designs, methodologies, and vision have been constantly evolving in order to bring a natural and unique feel & aesthetic to each collection or piece.

*We think that genuine beauty arises from accepting change. Perfection and permanence are mere ideas, however, impermanence and imperfection is our reality...*

BLOOM



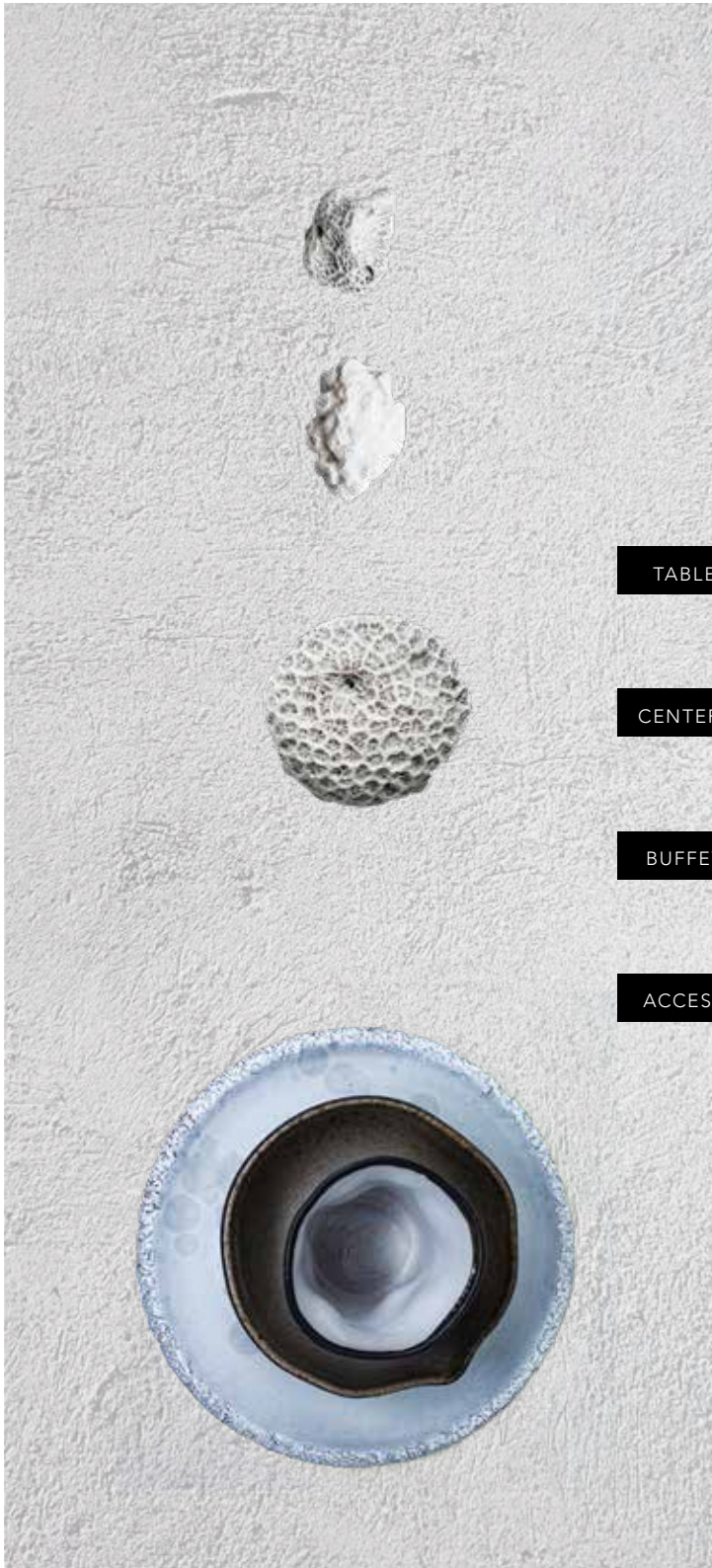


To offer an exceptional product, we are committed to improving & shaping every stage of the product life cycle. From product quality and safety to team growth and enrichment to consumer satisfaction and trust

The 5 Product Musts:

BE HANDMADE	working with gifted craftspeople and artisans.
BE INSPIRED	building on inspiration from natural phenomena.
BE INSPIRING	living themes in our collections that tell a story.
BE UNIQUE	ensuring no two pieces are ever identical.
BE TOP QUALITY	composed of the finest materials and best practices.

*We vow that we always want to be involved in the process from start to finish, down to the subtlest detail ...and everything in between.*



TABLEWARE

CENTERPIECES

BUFFETWARE

ACCESSORIES

We strive to bring you a much-needed feeling of nature, life, and soul to your surroundings. We want your experience of having an AbraCadabra piece to be more like having a new plant than just a new bowl or platter.

Keeping a distance from current trends, our pieces are designed to stand the test of time. AbraCadabra pieces are moulded to mirror nature’s timelessness with a distinct contrasting flair, ensuring that your pieces are always interesting and age well.



As a creative director in the advertising field, I spent 10 years searching for my true purpose. I knew I had the ability to create, but I needed to find a way to channel that creativity into something that fulfilled me. That's when I decided to explore my passion for creating, growing, inspiring, and being inspired.

It started with my desire to connect with my roots and explore the materials of my homeland, Egypt. I wanted to create shapes and designs that spoke to me, and that's when the magic happened.

In that magical moment, AbraCadabra was born. The name itself holds special meaning, as it is the magical word that magicians have used for centuries to turn something into another. For me, it represents the idea that "I create as I speak," and that through my own self-expression, I have the power to create the world I want to see.

With the support of my husband, Omar Marei, and my godfather and mentor, Dr. Mohsen Nour, I brought AbraCadabra to life. Our vision is to use this brand as a platform to scout, inspire, incubate, and accelerate the creations of others. We hope to inspire others to find their own creative voice and use it to bring beauty and magic into the world.

Yassmin Nader  
CEO, Founder

## OUR WORLD MATTERS

Our goal is never to stop making it a better place, through values like being climate-positive, reducing our environmental footprint, and, most importantly, leading by example.

We have planted those seeds through a continuous effort to reduce the ecological footprint and to enhance safety standards across the board. As well as on focusing on mental health through improving the satisfaction of our team through growth and education. We endeavor to bring a modern global perspective to a deserving local setting.



# MOON



Introducing our mesmerizing new moon collection from AbraCadabra, where celestial beauty meets exquisite craftsmanship. Inspired by the captivating phases of the moon, each piece in this collection embodies the ethereal essence of lunar transitions. Crafted with precision and passion, each piece showcases the graceful crescent motif in a variety of glazes—light, dark, and bronze. Emotionally resonant, our collection mirrors the emotional journey of the moon phases. From the gentle optimism of the waxing crescent to the introspective allure of the waning crescent, and finally, the steadfast strength of the full moon, our pieces evoke a sense of connection to the celestial rhythms of life. Immerse yourself in the enchanting beauty of the moon with our exquisite collection, where every piece tells a story of transformation and renewal.

2024

## TEXTURE

SOFT, MALLEABLE

## AESTHETICS

CRESCENT MOTIF

## COLORS

SOLID PISTACHIO WHITE,  
WHITE CRESCENT ON  
BLACK, BLACK CRESCENT  
ON WHITE, BRONZE  
CRESCENT ON BLACK &  
BRONZE CRESCENT ON  
CHARCOAL BLACK



## FINISHES

MATTE INTERIOR AND  
EXTERIOR WITH GLOSSY  
CRESCENTS

## PRODUCT RANGE

FLAT PLATES, DEEP PLATES,  
BOWLS, TUMBLERS,  
SERVING

## USAGE

FOOD SAFE, OVEN SAFE  
DISHWASHER SAFE  
MICROWAVE SAFE  
HANDLE WITH CARE

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED”

Pistachio White



FLAT PLATE

D30cm AA-13067030  
D27cm AA-13027027  
D22cm AA-13047022  
D16cm AA-13047016



DEEP PLATE

D30 x H07cm AA-13057030  
D27 x H05cm AA-13017027  
D22 x H04cm AA-13037022  
D16 x H03cm AA-13037016



BOWL

D20 x H09cm AA-13087020  
D14 x H06cm AA-13087014  
D08 x H04cm AA-13087008



FLAT SERVING

D40 x H07cm AA-13097040



DEEP SERVING

D41 x H07cm AA-13097041



SERVING BOWL

D27 x H09cm AA-13087027



TUMBLER

D09 x H09cm AA-13117009

White Crescent



FLAT PLATE

D30cm AA-23065530  
D27cm AA-23025527  
D22cm AA-23045522  
D16cm AA-23045516



DEEP PLATE

D30 x H05cm AA-23055530  
D27 x H05cm AA-23015527  
D22 x H04cm AA-23035522  
D16 x H03cm AA-23035516



BOWL

D20 x H09cm AA-23085520  
D14 x H06cm AA-23085514  
D08 x H04cm AA-23085508



FLAT SERVING

D40 x H07cm AA-23095540



DEEP SERVING

D41 x H07cm AA-23095541



SERVING BOWL

D27 x H09cm AA-23085527



TUMBLER

D09 x H09cm AA-23115509

■ Bronze Crescent on Black



**FLAT PLATE**

D30cm AA-23065630  
D27cm AA-23025627  
D22cm AA-23045622  
D16cm AA-23045616



**DEEP PLATE**

D30 x H05cm AA-23055630  
D27 x H05cm AA-23015627  
D22 x H04cm AA-23035622  
D16 x H03cm AA-23035616



**BOWL**

D20 x H09cm AA-23085620  
D14 x H06cm AA-23085614  
D08 x H04cm AA-23085608



**FLAT SERVING**

D40 x H07cm AA-23095640



**DEEP SERVING**

D41 x H07cm AA-23095641



**SERVING BOWL**

D27 x H09cm AA-23085627



**TUMBLER**

D09 x H09cm AA-23115609

■ Bronze Crescent on Charcoal Black



**FLAT PLATE**

D30cm AA-23025430  
D27cm AA-23025427  
D22cm AA-23045422  
D16cm AA-23045416



**DEEP PLATE**

D30 x H05cm AA-23015430  
D27 x H05cm AA-23015427  
D22 x H04cm AA-23035422  
D16 x H03cm AA-23035416



**BOWL**

D20 x H09cm AA-23085420  
D14 x H06cm AA-23085414  
D08 x H04cm AA-23085408



**FLAT SERVING**

D40cm AA-23095440



**DEEP SERVING**

D41 x H07cm AA-23095441



**SERVING BOWL**

D27 x H09cm AA-23085427



**TUMBLER**

D09 x H09cm AA-23115409

■ Black Crescent



FLAT PLATE

D30cm AA-23065730  
D27cm AA-23025727  
D22cm AA-23045722  
D16cm AA-23045716



DEEP PLATE

D30 x H05cm AA-23055730  
D27 x H05cm AA-23015727  
D22 x H04cm AA-23035722  
D16 x H03cm AA-23035716



BOWL

D20 x H09cm AA-23085720  
D14 x H06cm AA-23085714  
D08 x H04cm AA-23085708



FLAT SERVING

D40cm AA-23095740



DEEP SERVING

D41 x H07cm AA-23095741



SERVING BOWL

D27 x H09cm AA-23085727

■ Oxidized



FLAT PLATE

D27cm AA-23024527  
D22cm AA-23044522  
D16cm AA-23044516



DEEP PLATE

D27 x H05cm AA-23014527  
D22 x H04cm AA-23034522  
D16 x H03cm AA-23034516



BOWL

D27 x H09cm AA-23084527  
D20 x H09cm AA-23084520  
D14 x H06cm AA-23084514  
D08 x H04cm AA-23084508





# YOGA



Introducing our new yoga collection from AbraCadabra, Inspired by the fluidity of movement and the strength found in stillness where each piece is a testament to the healing power of yoga. Our collection features unique curved edges that symbolize the flexibility, mobility, and strength cultivated through the practice of yoga. Crafted with a blend of softness with fluid glaze applications. Embrace the journey of self-discovery and empowerment with our yoga collection, designed to support you both physically and emotionally on your path to well-being. find peace in every piece of the yoga by AbraCadabra.

2024

## TEXTURE

TEXTURE, SCULPTED

## AESTHETICS

ORGANIC CURVED EDGES  
DIPPED IN VARIOUS GLAZES

## COLORS

SHADES OF BLUE  
CHARCOAL HONEY  
CHARCOAL BRONZE  
GREY BRONZE



## FINISHES

MATTE INTERIOR AND  
EXTERIOR WITH GLOSSY DIP

## PRODUCT RANGE

FLAT PLATES, DEEP PLATES,  
BOWLS, SERVING

## USAGE

FOOD SAFE  
OVEN SAFE  
DISHWASHER SAFE  
MICROWAVE SAFE  
HANDLE WITH CARE

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED”

■ Shades of Blue



FLAT PLATE

D30cm AA-33066130  
D27cm AA-33026127  
D22cm AA-33046122  
D16cm AA-33046116



DEEP PLATE

D30 x H05cm AA-33056130  
D27 x H05cm AA-33016127  
D22 x H04cm AA-33036122  
D16 x H03cm AA-33036116



BOWL

D20 x H09cm AA-33086120  
D14 x H06cm AA-33086114  
D08 x H04cm AA-33086108

■ Charcoal Bronze



FLAT PLATE

D30cm AA-33065930  
D27cm AA-33025927  
D22cm AA-33045922  
D16cm AA-33045916



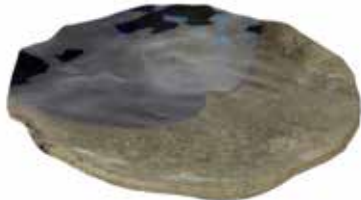
DEEP PLATE

D30 x H05cm AA-33055930  
D27 x H05cm AA-33015927  
D22 x H04cm AA-33035922  
D16 x H03cm AA-33035916



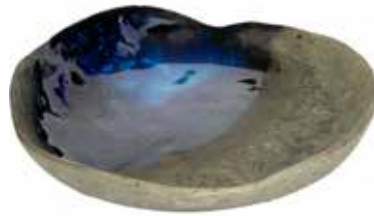
BOWL

D20 x H09cm AA-33085920  
D14 x H06cm AA-33085914  
D08 x H04cm AA-33085908



FLAT SERVING

D40cm AA-33096140



DEEP SERVING

D41 x H07cm AA-33096141



SERVING BOWL

D27 x H09cm AA-33086127



FLAT SERVING

D40cm AA-33095940



DEEP SERVING

D41 x H07cm AA-33095941



SERVING BOWL

D27 x H09cm AA-33085927

■ Charcoal Honey



FLAT PLATE

D30cm AA-33065830  
D27cm AA-23025827  
D22cm AA-23045822  
D16cm AA-23045816



DEEP PLATE

D30 x H05cm AA-33055830  
D27 x H05cm AA-33015827  
D22 x H04cm AA-33035822  
D16 x H03cm AA-33035816



BOWL

D20 x H09cm AA-33085820  
D14 x H06cm AA-33085814  
D08 x H04cm AA-33085808

■ Grey Bronze



FLAT PLATE

D30cm AA-33066030  
D27cm AA-33026027  
D22cm AA-33046022  
D16cm AA-33046016



DEEP PLATE

D30 x H05cm AA-33056030  
D27 x H05cm AA-33016027  
D22 x H04cm AA-33036022  
D16 x H03cm AA-33036016



BOWL

D20 x H09cm AA-33086020  
D14 x H06cm AA-33086014  
D08 x H04cm AA-33086008



FLAT SERVING

D40cm AA-33095840



DEEP SERVING

D41 x H07cm AA-33095841



SERVING BOWL

D27 x H09cm AA-33085827



FLAT SERVING

D40cm AA-33096040



DEEP SERVING

D41 x H07cm AA-33096041



SERVING BOWL

D27 x H09cm AA-33086027



# COMET



Introducing the mesmerizing new Comet Collection by AbraCadabra. Inspired by the celestial beauty of comets streaking through the universe, each piece embodies the enchanting allure of these cosmic wonders. Hand-painted with meticulous detail, every item captures the ethereal essence of comets, with swirling circles and graceful tails adorning each piece. Just as comets evoke a sense of awe and wonder in those who gaze upon them, each piece in the Comet Collection elicits a similar emotional response. Whether it's the feeling of excitement as you anticipate the arrival of a shooting star, or the sense of tranquility as you watch a comet glide across the night sky, these emotions are imbued into every brushstroke of the collection. Let each piece serve as a reminder of the infinite possibilities that lie beyond the stars, and the enchanting mysteries waiting to be discovered in the vast expanse of the universe.

2024

## TEXTURE

SOFT INDENTED

## AESTHETICS

ROUND HIGH EDGES WITH  
A HAND PAINTED COMET IN  
THE CENTER OR EDGE OF  
THE PIECE.

## COLORS

IVORY WHITE WITH  
BLACK OXIDE COMET  
IVORY WHITE WITH  
RED OXIDE COMET  
GREYISH GREEN WITH  
NUDE OXIDE COMET

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED"



## FINISHES

MATTE WITH GLOSSY  
COMET

## PRODUCT RANGE

FLAT PLATES, DEEP PLATES,  
BOWLS, SERVING

## USAGE

FOOD SAFE  
OVEN SAFE  
DISHWASHER SAFE

Ivory White with Red Oxide Comet



FLAT PLATE

D30cm AA-36068230  
D27cm AA-36028227  
D22cm AA-36028222  
D16cm AA-36028216



DEEP PLATE

D30 x H05cm AA-36058230  
D27 x H05cm AA-36018227  
D22 x H04cm AA-36018222  
D16 x H03cm AA-36018216



BOWL

D20 x H09cm AA-36088220  
D14 x H06cm AA-36088214  
D08 x H04cm AA-36088208



FLAT SERVING

D35cm AA-36098235



DEEP SERVING

D35 x H07cm AA-36098236



SERVING BOWL

D27 x H09cm AA-36088227

Greyish Green with Nude Oxide Comet



FLAT PLATE

D30cm AA-36066430  
D27cm AA-36026427  
D22cm AA-36026422  
D16cm AA-36026416



DEEP PLATE

D27 x H05cm AA-36056430  
D27 x H05cm AA-36016427  
D22 x H04cm AA-36016422  
D16 x H03cm AA-36016416



BOWL

D20 x H09cm AA-36086420  
D14 x H06cm AA-36086414  
D08 x H04cm AA-36086408



FLAT SERVING

D35cm AA-36096435



DEEP SERVING

D35 x H07cm AA-36096436



SERVING BOWL

D27 x H09cm AA-36086427

Ivory White with Black Oxide Comet



FLAT PLATE

D30cm AA-36066330  
D27cm AA-36026327  
D22cm AA-36026322  
D16cm AA-36026316



DEEP PLATE

D30 x H05cm AA-36056330  
D27 x H05cm AA-36016327  
D22 x H04cm AA-36016322  
D16 x H03cm AA-36016316



BOWL

D20 x H09cm AA-36086320  
D14 x H06cm AA-36086314  
D08 x H04cm AA-36086308



FLAT SERVING

D35cm AA-36096335



DEEP SERVING

D35 x H07cm AA-36096336



SERVING BOWL

D27 x H09cm AA-36086327



# BLOOM



Introducing the exquisite new Bloom Collection by AbraCadabra. Drawing inspiration from the breathtaking beauty of blooming flowers in nature, each piece in this collection celebrates the enchanting allure of floral splendor. With delicate edges unfurling like petals and vibrant glazes at the center, every item captures the artistic essence of flowers in full bloom. each piece in the Bloom Collection evokes the feeling of wonder as you watch a flower unfurl its petals in the morning light, or the sense of serenity as you stroll through a blooming garden, these emotions are woven into every curve and color of the collection. Let each piece serve as a reminder of the fleeting yet profound moments of growth and renewal that grace our lives, and the timeless elegance found in the simple act of blooming.

## TEXTURE

SOFT INSIDE WITH ROUGH  
EDGES

## AESTHETICS

DELICATE CUT EDGES LIKE  
PETALS WITH VIBRANT  
GLAZES AT THE CENTRE

## COLORS

BLACK WITH AQUA HEART  
IVORY WHITE WITH  
AQUA HEART  
GREYISH GREEN WITH  
AQUA HEART

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED”



## FINISHES

MATTE WITH A GLOSSY  
HEART

## PRODUCT RANGE

LIMITED COLLECTION  
DEEP PLATES AND BOWLS

## USAGE

FOOD SAFE  
OVEN SAFE  
DISHWASHER SAFE  
MICROWAVE SAFE  
HANDLE WITH CARE

■ Greyish Green  
with Aqua Heart



**DEEP PLATE**

D16 x H04cm    AA-34028416

■ Ivory white  
with Aqua Heart



**DEEP PLATE**

D16 x H04cm    AA-34028516



**BOWL**

D14 x H07cm    AA-34088414  
D08 x H06cm    AA-34088408



**BOWL**

D14 x H07cm    AA-34088514  
D08 x H06cm    AA-34088508



■ Black with Aqua  
Heart



**DEEP PLATE**

D16 x H04cm    AA-34026916



**BOWL**

D14 x H07cm    AA-34086914  
D08 x H06cm    AA-34086908



# TARANTELLA



Introducing the dynamic new Tarantella Collection by AbraCadabra. Inspired by the lively and rhythmic movements of the traditional tarantella dance, With flowing edges reminiscent of swirling skirts in motion, every item captures the vivacious energy and joyful exuberance of the dance. Each piece in the Tarantella Collection evokes the feeling of excitement as you twirl across the dance floor, or the sense of camaraderie as you join hands with fellow dancers in a lively circle, these emotions pulse through every curve and contour of the collection. Let each piece serve as a vibrant reminder of the power of movement and music to uplift the soul and create lasting memories of laughter and togetherness.

2024

## TEXTURE

SOFT AND SMOOTH

FLOWING EDGES

## AESTHETICS

CURVY, FLOWING, SMOOTH

AND ORGANIC

## COLORS

IVORY WHITE WITH

FLOWING AQUA AND

NUDE EDGES

CHARCOAL BLACK WITH

FLOWING AQUA, BLUE

AND NUDE

BLACK WITH FLOWING

OXIDIZED BLUE



## FINISHES

MATTE WITH GLOSSY EDGES

CURVES

## PRODUCT RANGE

FLATS PLATES

DEEP PLATES

BOWLS

## USAGE

FOOD SAFE

OVEN SAFE

DISHWASHER SAFE

MICROWAVE SAFE

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED”

■ Solid Charcoal



**FLAT PLATE**

D20cm AA-35028820



**DEEP PLATE**

D24 x H04cm AA-35038824



**BOWL**

D10 x H06cm AA-35088810

■ Blues & Nude



**FLAT PLATE**

D20cm AA-35028720



**DEEP PLATE**

D24 x H04cm AA-35018724



**BOWL**

D10 x H06cm AA-35088710

■ Blues & Charcoal



**FLAT PLATE**

D20cm AA-35028620



**DEEP PLATE**

D24 x H04cm AA-35018624



**BOWL**

D10 x H06cm AA-35088610

■ Oxidized Blue



**DEEP PLATE**

D24 x H05cm AA-35014524



**BOWL**

D10 x H06cm AA-35084510

# SEASIDE



Introducing the enchanting Seaside Collection by AbraCadabra. Crafted from authentic rocks discovered along the mystical Red Sea, each piece in this collection boasts unique shapes and textures inspired by its natural origin. Moulded and textured by hand, every item features a light glaze with a distinctive sandy finish, reminiscent of the seaside. This collection pays homage to the legendary Mohsen Nour, a pioneer of hospitality, embodying his spirit of warmth and welcoming ambiance.

2024

## TEXTURE

MULTI TEXTURES MIXED  
WITH SOFT INTERIORS OR  
EXTERIORS

## AESTHETICS

AUTHENTIC ROCKS FROM  
THE RED SEA

## USAGE

FOOD SAFE  
OVEN SAFE  
DISHWASHER SAFE  
MICROWAVE SAFE  
HANDLE WITH CARE



## COLORS

IVORY WHITE WITH SANDY  
THE EXTERIOR

## FINISHES

MATTE WITH SANDY  
EXTERIOR

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED"



**BASKET DEEP PLATE  
WITH EDGES**

D43 x H05cm	AA-8278E83XL
D33 x H07cm	AA-8278E83L
D24 x H07cm	AA-8278E83M



**BASKET DEEP PLATE**

D40 x H05cm	AA-8278T83XL
D30 x H05cm	AA-8278T83L
D24 x H08cm	AA-8278T83M



**BASKET BOWL  
WITH EDGES**

D30 x H10cm	AA-8208E8330
D27 x H10cm	AA-8208E8327
D20 x H09cm	AA-8208E8320
D14 x H07cm	AA-8208E8314



**SQUARE TRAY**

L30 cm	AA-82458330
L25 cm	AA-82458325
L20 cm	AA-82458320



**RECTANGULAR TRAY**

L40 x W20cm	AA-82448340
L24 x H15cm	AA-82448324



**ROUGH SKIN  
DEEP PLATE**

D25 x H04cm	AA-82018325
D22 x H03cm	AA-82038322



**BASKET BOWL**

D25 x H10cm	AA-8208T8325
D20 x H09cm	AA-8208T8320
D15 x H08cm	AA-8208T8315



**JELLY FISH**

D45 x H08cm	AA-82908345
D30 x H10cm	AA-82908330
D20 x H10cm	AA-82908320
D17 x H10cm	AA-82908317



**BRANCH TRAY**

L40 x W15 x H05cm	AA-82798340
L35 x W15 x H05cm	AA-82798335
L30 x W15 x H04cm	AA-82798330
L25 x W12 x H04cm	AA-82798325
L20 x W10 x H03cm	AA-82798320
L15 x W10 x H03cm	AA-82798315



**ROUGH SKIN  
FLAT TRAY**

L30 x W12cm	AA-82098330
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**ROUGH SKIN  
HIGH EDGE TRAY**

L25 x W12cm	AA-8244H8325
L20 x W12cm	AA-8244H8320



**FISH SHAPE  
ONE HANDLE**

L26 x W17cm	AA-8291A8326
L23 x W15cm	AA-8291A8323



**FISH SHAPE  
TWO HANDLES**  
L33 x W23cm    AA-8291B8333  
L22 x W15cm    AA-8291B8322  
L17 x W15cm    AA-8291B8317



**FISH SHAPE  
NO HANDLE**  
L40 x W33cm    AA-8291C8340  
L32 x W22cm    AA-8291C8332  
L26 x W19cm    AA-8291C8326



**FISH SHAPE  
OVAL EYE**  
L22 x W18cm    AA-82478322  
L16 x W14cm    AA-82478316



**SWIRL BOWL**  
D22 x H06cm    AA-82908322  
D18 x H06cm    AA-82908318



**SEASHELL**  
L20 x W11cm    AA-8296A8320  
L17 x H07cm    AA-8296A8317



**SEASHELL**  
D18 x H02cm    AA-8296B8318



**SEASHELL**  
L22 x W16cm    AA-8296C8322



**SHESHELL**  
L18 x W12cm    AA-8296D8318



**SWIRL DEEP PLATE**  
D22 x H05cm    AA-82858322  
D17 x H04cm    AA-82858317



**SMOOTH SHELL**  
L40 x W35cm    AA-8299A8340  
L27 x W25cm    AA-8299A8327  
L22 x W20cm    AA-8299A8322  
L17 x W15cm    AA-8299A8317



**IRREGULAR EDGES  
SHELL**  
L40 x W35cm    AA-8299B8340  
L27 x W25cm    AA-8299B8327  
L22 x W20cm    AA-8299B8322  
L17 x W15cm    AA-8299B8317



**SHELL ROUGH EDGES**  
L40 x W35cm    AA-8299C8340  
L27 x W25cm    AA-8299C8327  
L22 x W20cm    AA-8299C8322  
L17 x W15cm    AA-8299C8317



**HIGH SIDE ELEVATION**  
L21 x W18cm    AA-8296H8321



**HIGH SIDE ELEVATION**  
L20 x W18cm    AA-8296H8320



**SIDE ELEVATION**  
L22 x W18cm    AA-82968322



**SIDE ELEVATION**  
L23 x W18cm    AA-82968323



# BRÛLÉE 2.0

2024



The Brûlée Collection is a collection that captures the transformative power of fire. From the intense heat of a volcano to the delicate touch of a pastry chef’s torch, fire has the ability to change the very nature of the materials it touches. The Brûlée Collection takes inspiration from this phenomenon, creating a line of stoneware that is both striking and unique. The pieces are then treated with a special process that simulates the effect of fire, resulting in a browning around the ridges that mimics the darkened singe left by a flame. The end result is a stoneware collection that is truly one of a kind, perfect for those with an appreciation for the transformative power of fire.

## TEXTURE

GRAINY SURFACE

## AESTHETICS

SOFTLY SINGED RIM,  
INTRICATE LINEAR DETAILS

## USAGE

FOOD SAFE

OVEN SAFE

DISHWASHER SAFE

MICROWAVE SAFE

HANDLE WITH CARE



### FLAT PLATE

D30cm AA-80066830

D27cm AA-80026827

D22cm AA-80046822

## COLORS

CHARCOAL

## FINISHES

MATTE GRAINY SURFACE



### DEEP PLATE

D30 x H06cm AA-80056830

D27 x H05cm AA-80016827

D22 x H05cm AA-80036822

\*CAUTION: MOVING STONEWARE BETWEEN EXTREME TEMPERATURES RAPIDLY CAN CAUSE BREAKAGE OR CRACKING, PLEASE ALLOW TIME FOR THE PIECE TO SETTLE AFTER BEING HEATED OR COOLED”

# STAND-ALONE PIECES



AbraCadabra is marked by a willingness to experiment and not follow the traditional norms of every collection being a separate and complete set. As with nature, we find Oasis in the middle of a vast Desert or greenery amongst the snow or even water next to volcanos so in keeping with the natural order there is truly one collection and that is the AbraCadabra Collection where the order in chaos is celebrated and it is in the eye of the beholder and the beholder is you...

Even though we split this catalog into sections and collections there are items we believe either stand on their own or resemble certain aspects of a collection while taking inspiration from something else so this section of the catalog is what some may call accessories however we think that these pieces R creations that allow you to make your table or your home truly your own, Whether these pieces are used to mix and match, to use alone, or to add a little touch of you to the mix we respect and encourage that next step when selecting your pieces to make it a reflection of your self or your creativity and ideas.



**NUDE & BRONZE SET**



**GREEN & BRONZE SET**



**BLUE & BRONZE SET**



**CHARCOAL & BRONZE SET**



**IVORY WHITE & BRONZE SET**



**CHARCOAL BRONZE  
OIL & VINIGAR SET**

D08 x H14cm    AA-24395408



**CHARCOAL BRONZE  
BOTTLE**

D08 x H16cm    AA-21395416



**CHARCOAL & BRONZE  
MILK JAR**

D7.5 x H10cm    AA-21205410  
D07 x H08cm    AA-21205408



**JUG**

D15 x H20cm    AA-215729XR20



**HANDLED VASE**

D22 x H36cm    AA-214229XR22  
D20 x H32cm    AA-214229XR20



**ROUNDED VASE**

D28 x H36cm    AA-214229XR28  
D26 x H30cm    AA-214229XR26



**CHARCOAL BRONZE  
BOWL**

D12 x H05cm    AA-21085412



**CHARCOAL & BRONZE  
MUG**

D08 x H09cm    AA-21125409



**CHARCOAL & BRONZE  
TEA/COFFEE CUP**

D7.5 x H09cm    AA-21255409



**SALAM VASE**

D16 x H23cm    AA-21425416



**SALAM VASE**

D19 x H33cm    AA-21425419  
D18 x H29cm    AA-21425418  
D17 x H22cm    AA-21425417



**SALAM VASE**

D26 x H18cm    AA-21425426



**CHARCOAL BRONZE  
OIL & VINIGAR SET**

D08 x H16cm    AA-21705416-P/SET



**OIL BOTTLE & DIP PLATE**

D11 x H03cm    AA-21390120-GR/SET



**SALAM VASE**

D20 x H30cm    AA-21425420

AbraCadabra, before making any decisions factors in environmental footprint reduction, and safety standards enhancement. As well as prioritizing the satisfaction of our team through growth and education. Bringing a modern global perspective to a skilled local eye.

“YOUR” brand is central to our goal to help return to the roots of what we share and hold in common when it comes to vision, ideals, and values. Our team of humans whose treatment and growth is integral to create a great product, but more importantly, how that creates positive ripples that spill out into the outside world.

*“Think Global, Act Local” is one of our cornerstone philosophies.*

**OUR PIECES BELONG TO YOU BEFORE THEY EVER EXCHANGE HANDS.**



# OUR PARTNERS

SOFITEL  
HOTELS & RESORTS

THE NILE RITZ • CARLTON  
CAIRO

RIXOS  
HOTELS

pyramisa  
Suites Hotel & Casino

LABRANDA  
CLUB PARADISO  
EL GOUNA

Royal Maxim  
Palace Kempinski  
CAIRO

INTERCONTINENTAL  
HOTELS & RESORTS

CONRAD

BARON  
Hotels & Resorts  
EGYPT

RENAISSANCE®  
HOTELS

MÖVENPICK  
HOTELS & RESORTS

Fairmont  
HOTELS & RESORTS

FOUR SEASONS

Hilton

MARRIOTT  
MENA HOUSE  
CAIRO

SULTAN BEY HOTEL  
EL GOUNA - EGYPT

Dusit Thani  
HOTELS & RESORTS

HYATT  
REGENCY®

MARRIOTT

JW MARRIOTT

Mikeli Bay  
Bouhade  
FORT ARABESQUE  
RESORT • SPA • VILLAS

IBEROTEL  
PALACE

THE WESTIN  
CAIRO  
GOLF RESORT & SPA  
KATAMEYA DUNES

CONCORDE  
HOTELS & RESORTS

SUNRISE  
Resorts & Cruises  
EGYPT

KATAMEYA HEIGHTS  
CAIRO - EGYPT

CLUB  
S

Izakaya

المربوطة  
البريوطية

Pub 28

Casa Cook  
— EL GOUNA —

SAVOY  
— GROUP —  
SHARM EL SHEIKH

Abercrombie & Kent

NEW GIZA  
NGGC  
GOLF CLUB

Saffron

MO bistro  
GOODNESS SINCE 2003

THE CLASSICS MADE MODERN  
THE  
Cookery  
CO.  
FOUNDED FOR THE  
LOVE OF FOOD

SAGE

SONESTA®

TAMRA BEACH  
EL GOUNA - EGYPT

PALM  
HILLS  
CLUB

SACHI

POTTERY  
• CAFE •  
SINCE 2002

LITTLE BUDDHA  
RESTAURANT • SUSHI BAR • LOUNGE

Radisson DLU

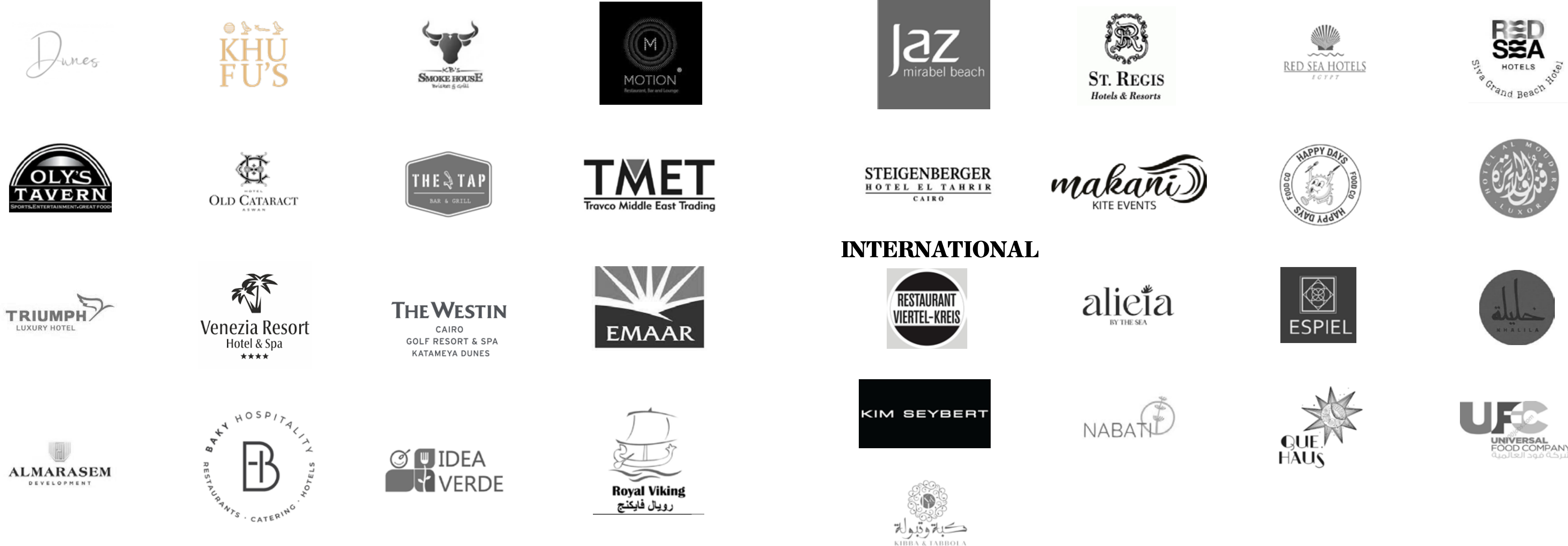
Al-Futtaim

qiqi  
BURGER BAR

PIER 88

ZED

KIKI'S  
buoy



# HELLO YOU

» Contact us for any Inquiries, Purchases, Ideas, Collaborations, or more.

[HELLO@ABRACADABRA.EG](mailto:HELLO@ABRACADABRA.EG)

[WWW.ABRACADABRA.EG](http://WWW.ABRACADABRA.EG)



YOURABRACADABRA



ABRACADABRA

## OUR LOCATIONS

### ABRACADABRA SHOWROOM

Fustat Street – Pottery Village  
Unit 62D

### MAIN SHOWROOM

Pyramids Heights, KM 22, Cairo Desert Road.  
Building 7, 3rd Floor  
Telephone: 0235362905 / 0235362906 /  
0235362907

### GOUNA/ RED SEA BOUTIQUE

MB 13-03 Aboutig Marina - ETTC Boutique  
Mobile: 01270961111

### HURGHADA SHOWROOM

El Nasr Road – Near Central Security Groups  
facing Korti Mosque - ETTC Branch  
Telephone: 0653556217

### SHARM EL SHEIKH SHOWROOM

ETTC Building, 34 Elysees Street, Hadabet  
Om El Sid  
Telephone: 0699205699

### LUXOR SHOWROOM

51 Al Mostashfa Al Dawli Street of El Madina  
El Monawara Street - ETTC Branch  
Telephone: 0952273301



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