

DAJA
MERCHANTRY



FORMA
DESIGN STUDIO
By Daja



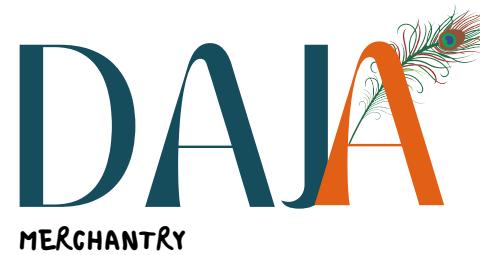
About US

Pronounced Da - Jah (DAJA); our commitment is to provide the highest quality and most beautiful products to our customers; our beginnings inspired by the symbolism of Peacocks: beauty, confidence, protection and many more. At DAJA + FORMA, our journey began with a shared passion for design discovery and craftsmanship. Founded by 4 individuals who are fascinated about design solutions , our online shop and design studio are dedicated to curating exceptional artisanal products from every corner of the globe. We believe that every item has a story, and through our platform, we aim to bring these stories to you. By working closely with designers/artisans and by respecting their traditions, we offer a diverse collection of well crafted goods that celebrate cultural heritage and exceptional craftsmanship. Join us in exploring a world of global wonders, where every purchase supports talented creators and connects you to something truly special.





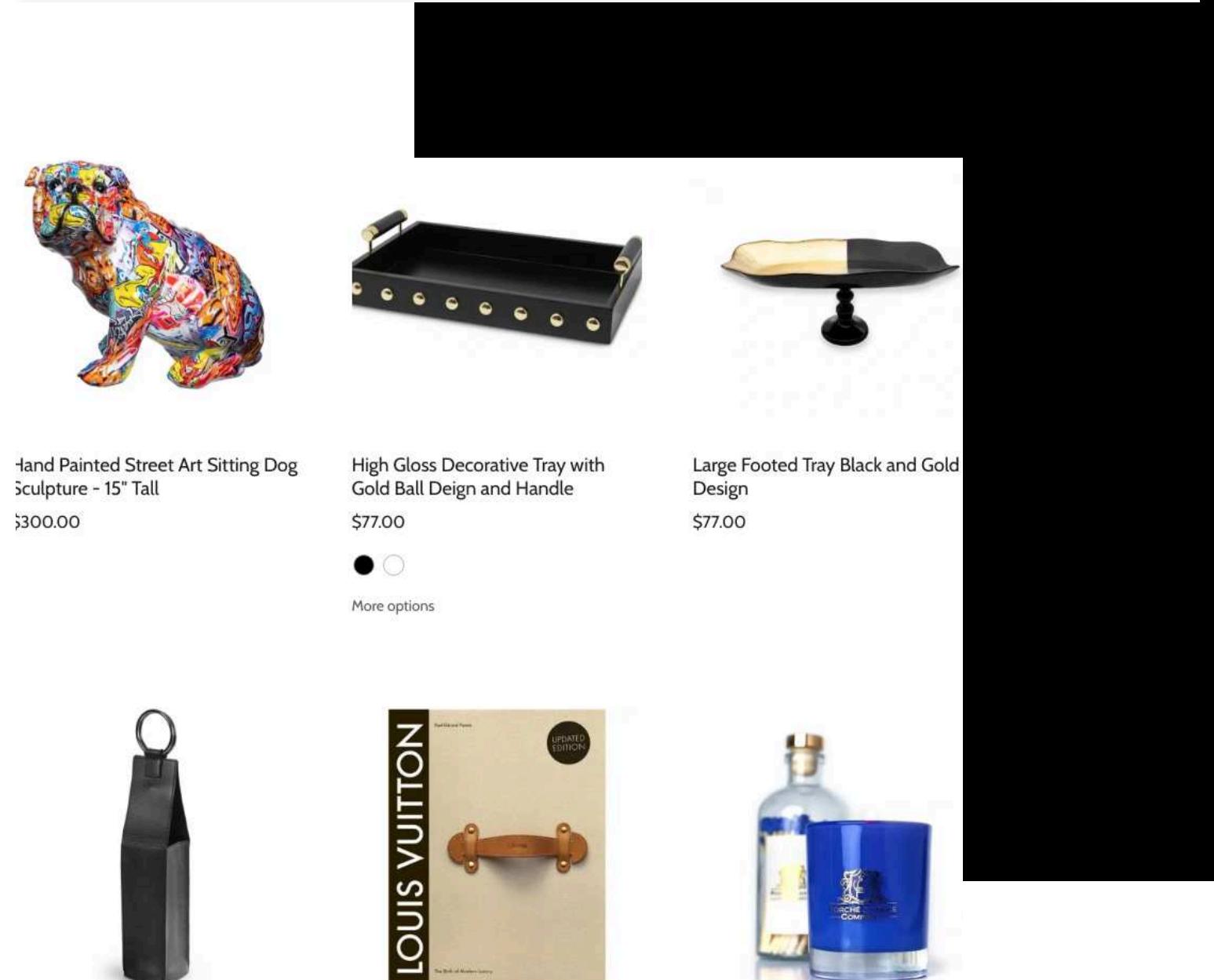
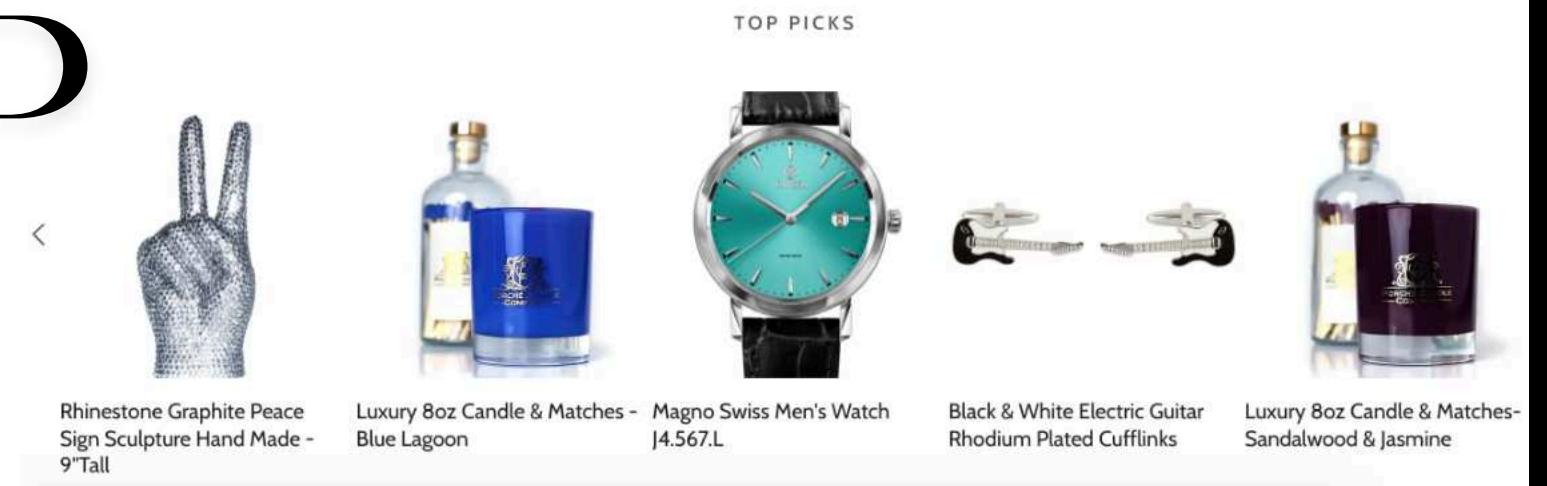
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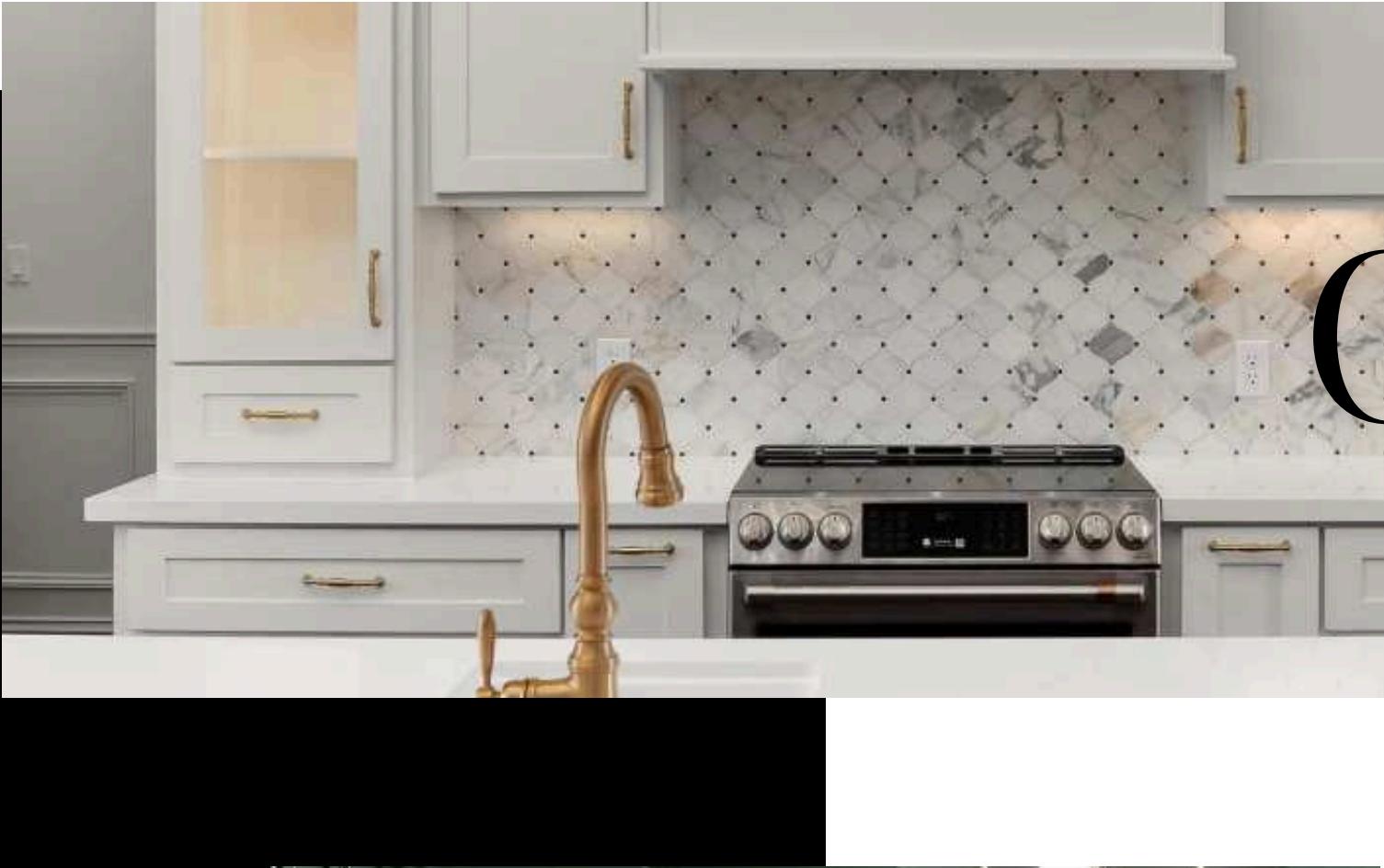


OUR SHOP

At DAJA, we curate a collection of products that combine aesthetics with functionality. Our online shop features:

- Home Accessories: Add the finishing touches with our collection of décor items, including throw pillows, rugs, art prints, vases, and unique finds to personalize your home.
- Fashion Items: Explore an array of luxurious products, from bags to jewelry, that offer functionality without compromising style.
- Furniture: Discover a range of stylish, versatile pieces that bring sophistication and comfort to any room, from chic sofas to statement dining tables.
- Lighting: Illuminate your home with our collection of lighting designs, ranging from elegant chandeliers to modern pendant lights, all crafted to enhance your space.
- Sustainable Designs: We are passionate about sustainability, offering eco-friendly and ethically crafted products to help you make responsible design choices.





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OUR STUDIO



At FORMA Design Studio, we believe that home is more than a place—it's a feeling, a reflection of who you are. As the design arm of our sister company, Daja Merchantry, we specialize in creating spaces that are both deeply personal and beautifully composed. Our work blends architectural vision with curated décor, transforming residential and commercial spaces into timeless, livable -or- workable sanctuaries. With a focus on thoughtful layouts, natural materials, and refined details, we design spaces that support the rhythms of everyday life while expressing individuality and warmth. Inspired by Daja Merchantry's curated sensibility, we bring that same spirit of intentional design into the heart of your space.

Portfolio

At DAJA + FORMA, we seamlessly blend creativity, functionality, and style to offer both a unique online shopping experience and transformative design services. Whether you're searching for stylish fashion items, home décor, statement furniture, or expert design consultations, we curate and create spaces that reflect your personal style and elevate everyday living.

In addition to our products, we provide personalized design services that help you bring your vision to life. Our design team works closely with clients to curate spaces that reflect their unique needs, lifestyle, and preferences. From one-room makeovers to complete home transformations, we offer expert advice on exterior and interior layouts, color schemes, furniture selection, and styling to create functional, beautiful environments.

We pride ourselves on delivering a full-service experience, where design meets practicality, and every project is treated with care and precision. Whether you're shopping for quality design pieces or seeking comprehensive design services, we're here to help you create a home that truly speaks to you.

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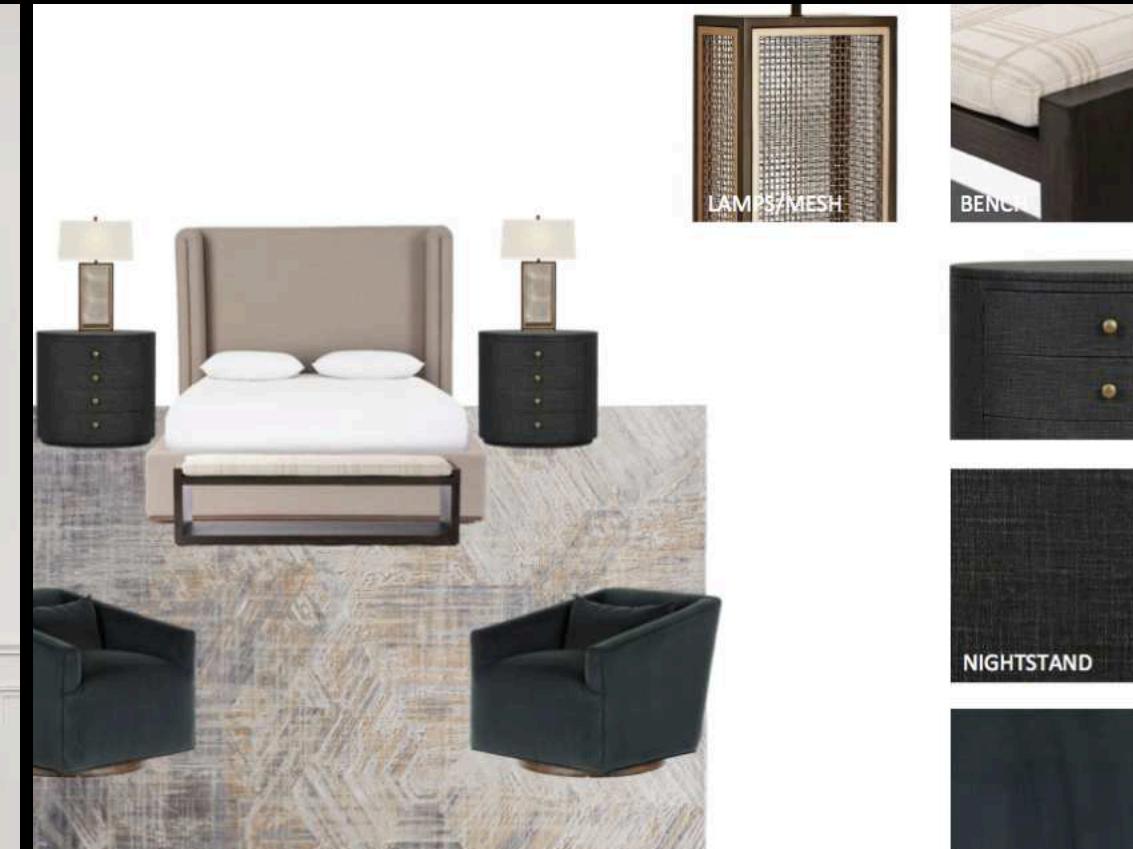
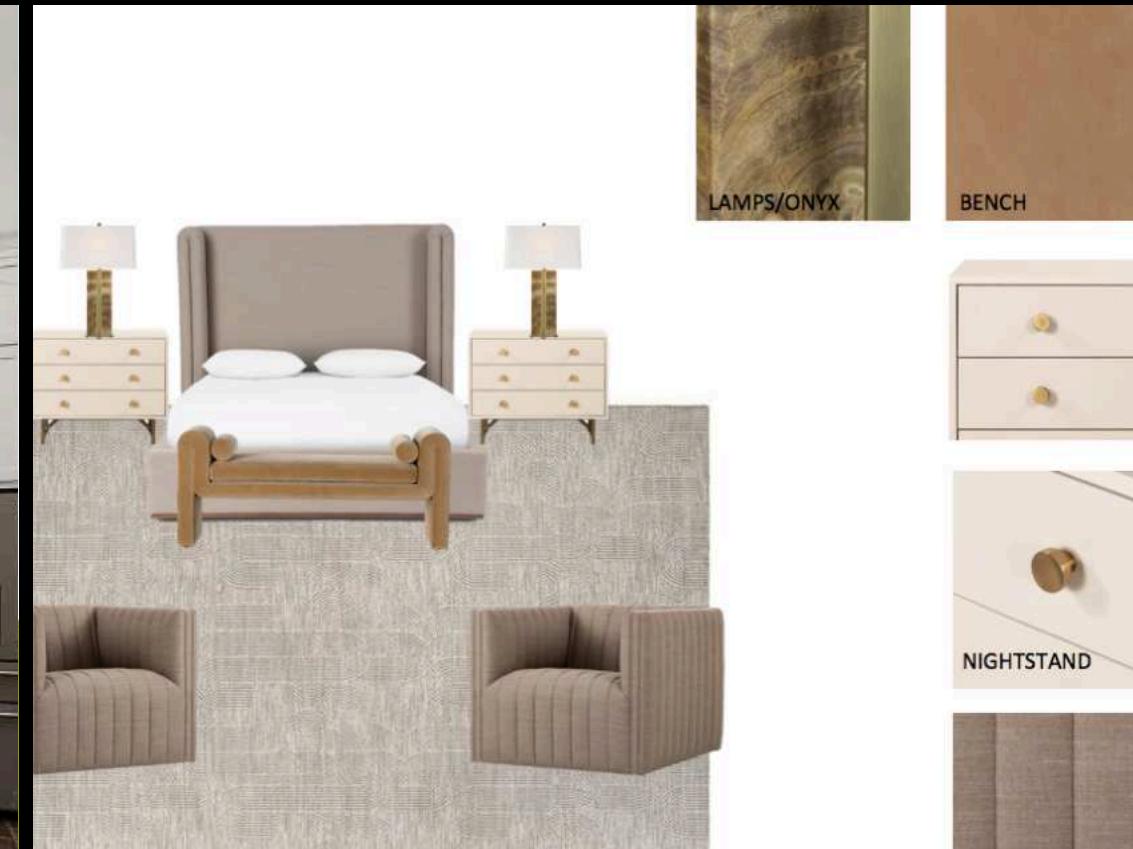
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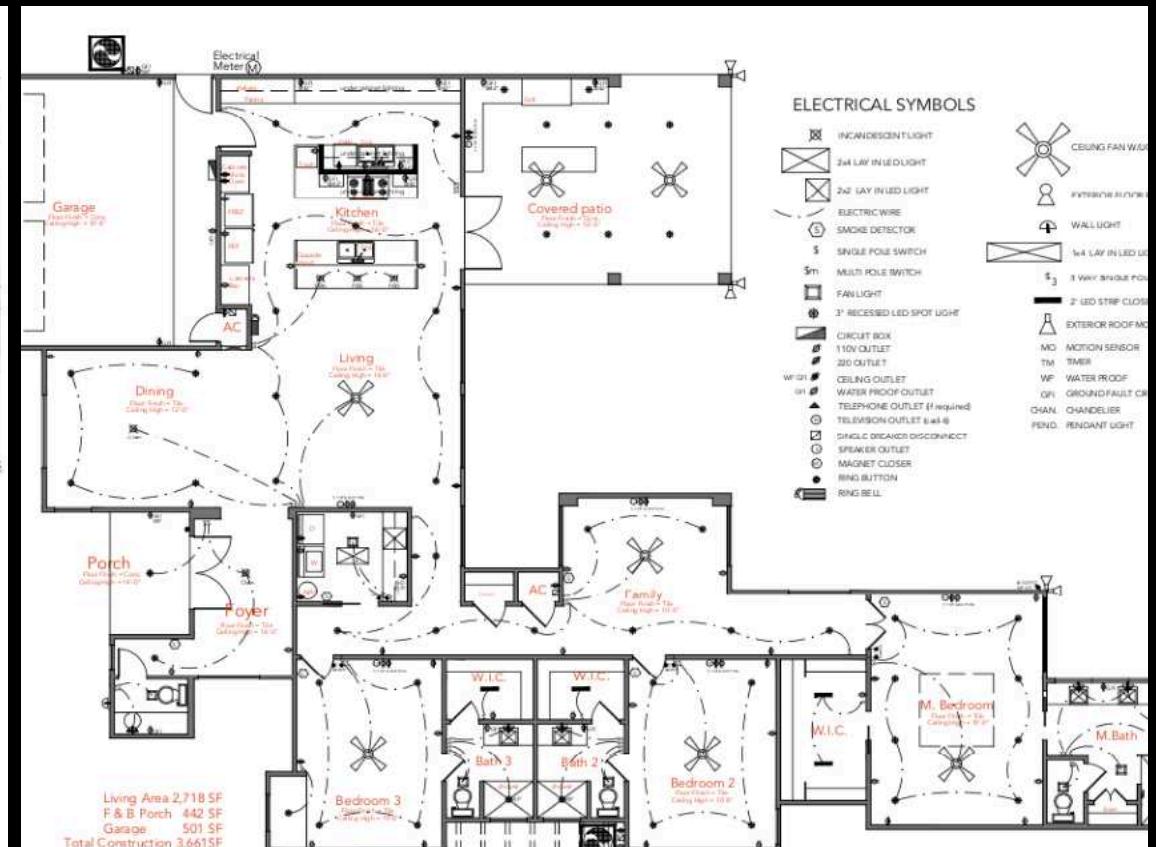
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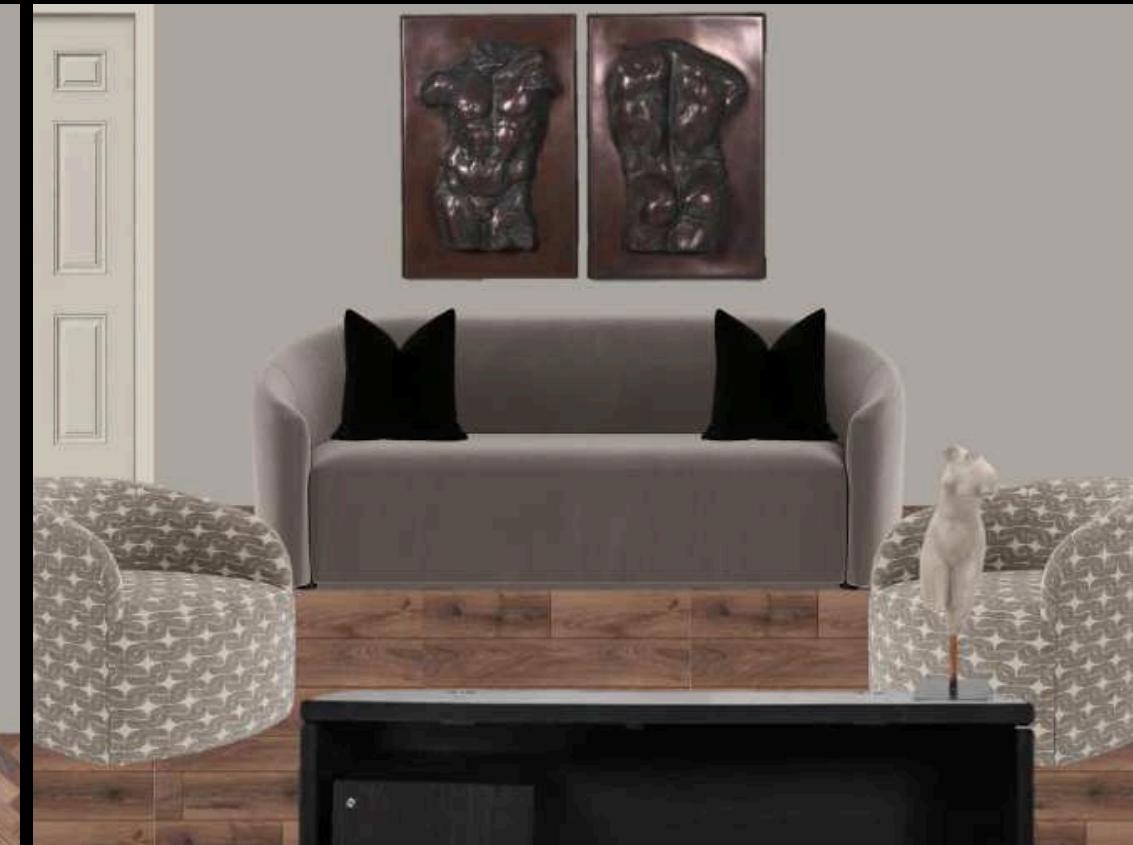
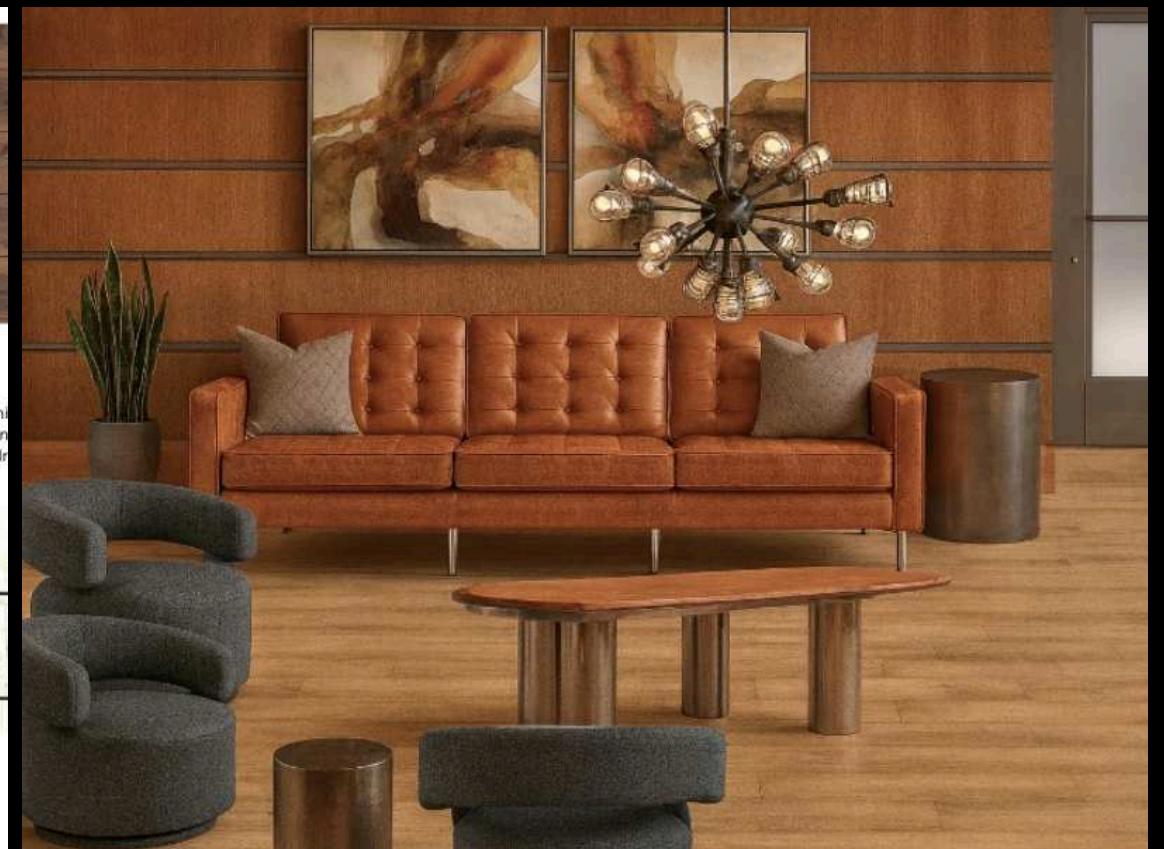
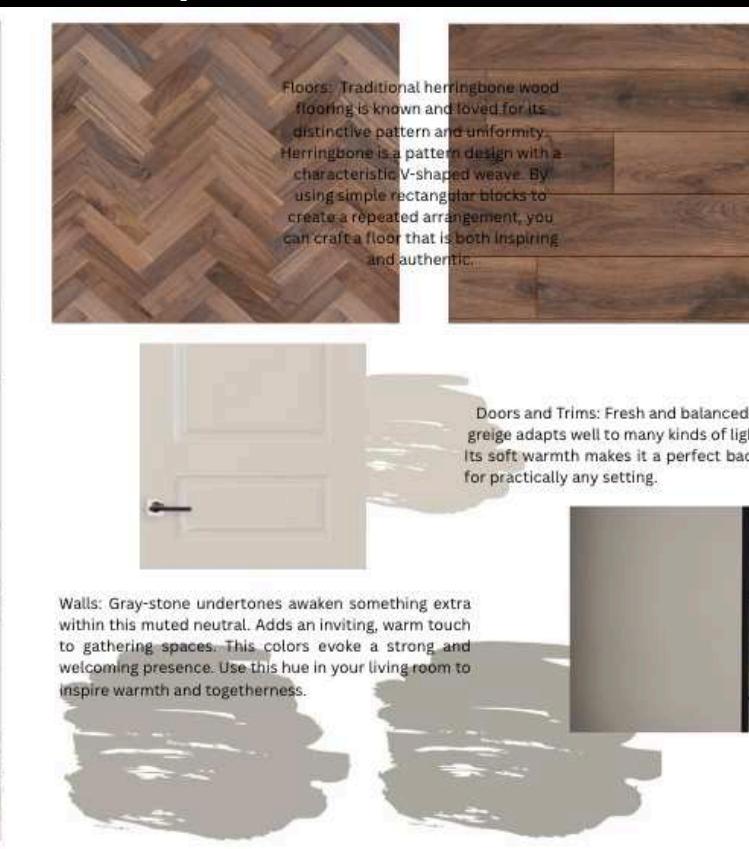
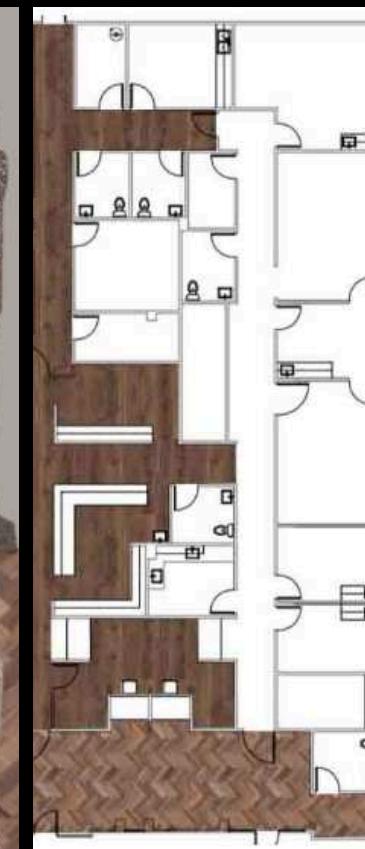
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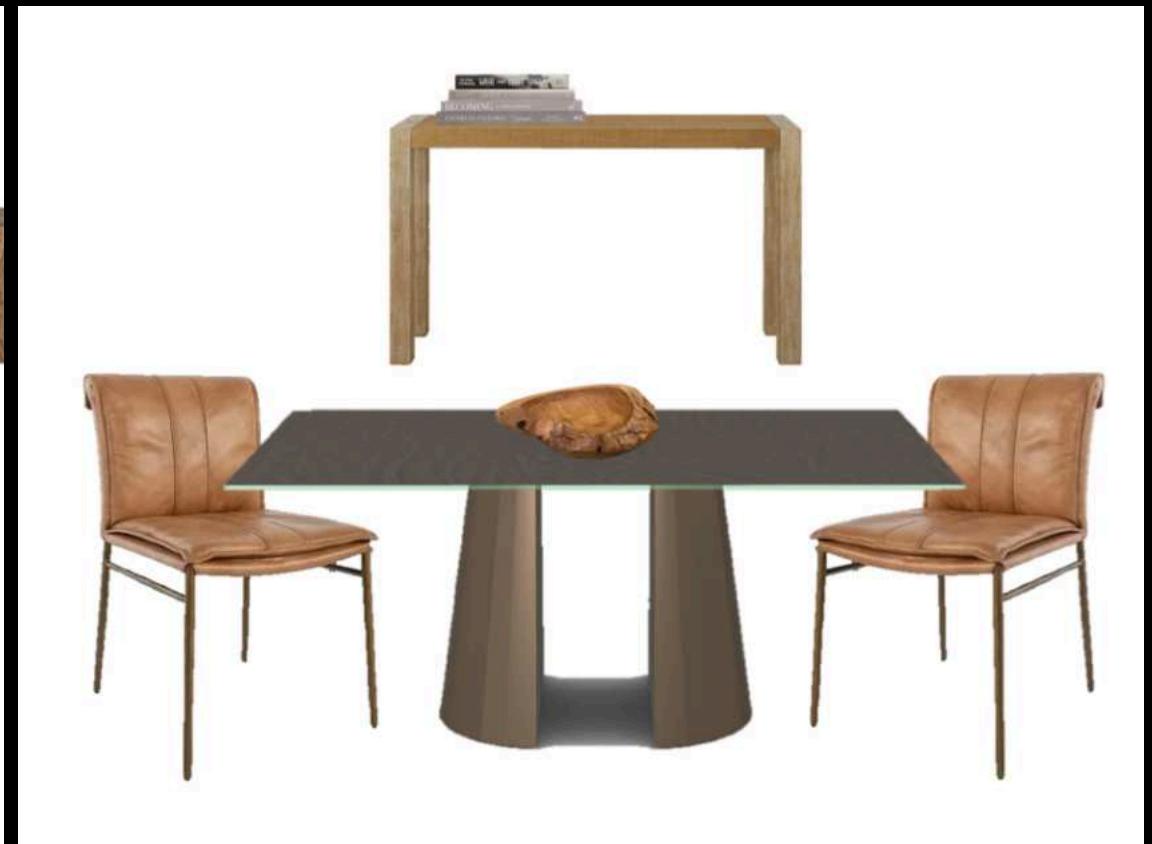
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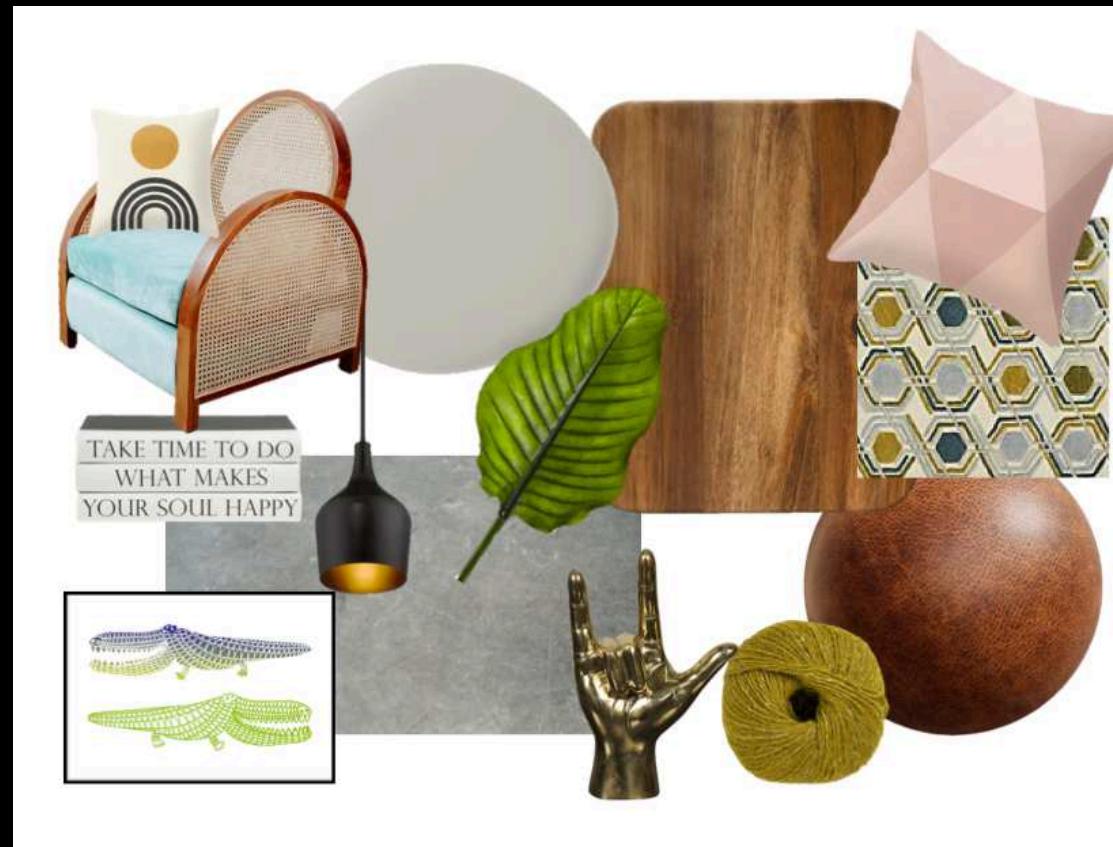
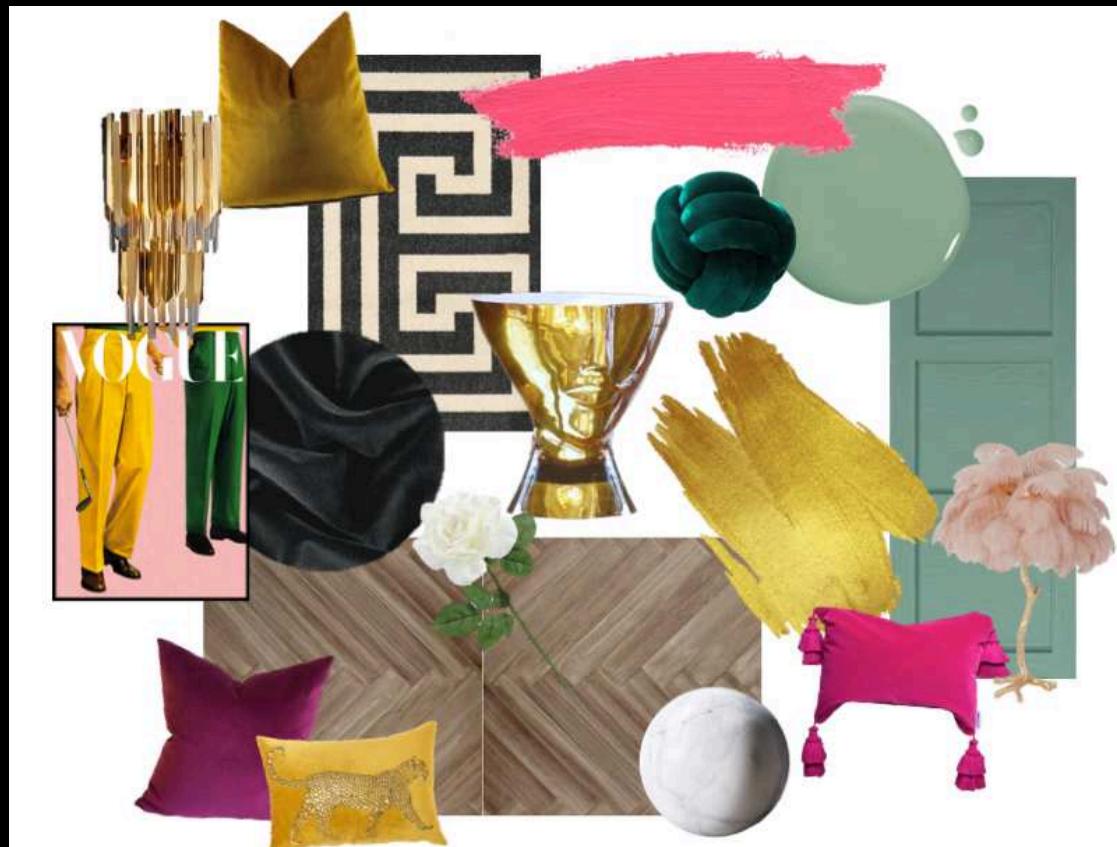
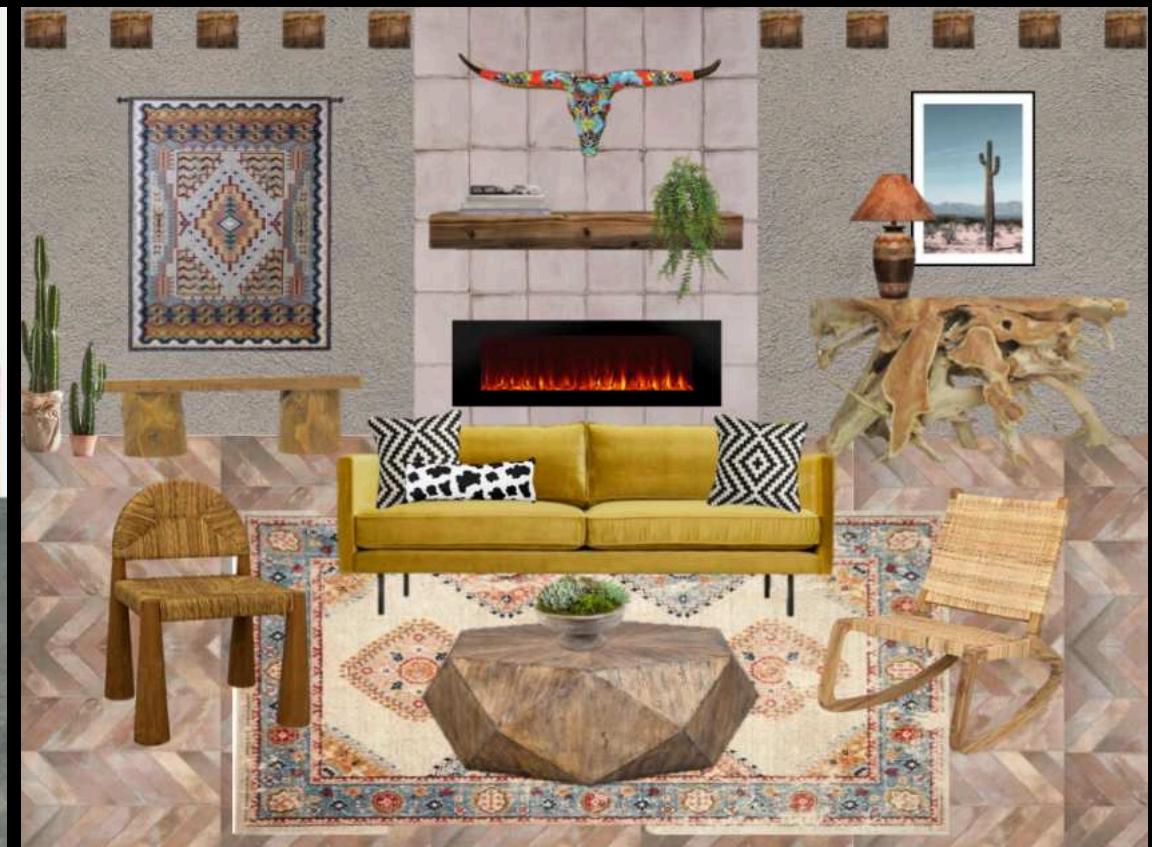
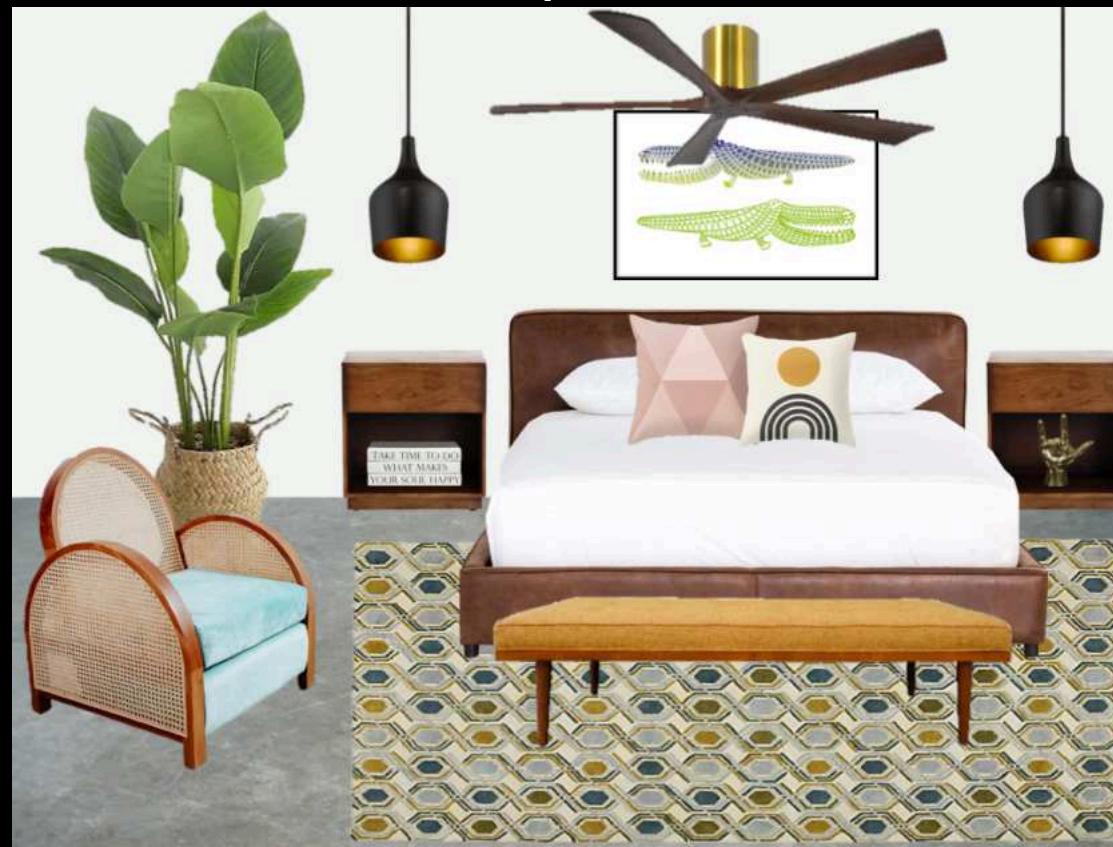
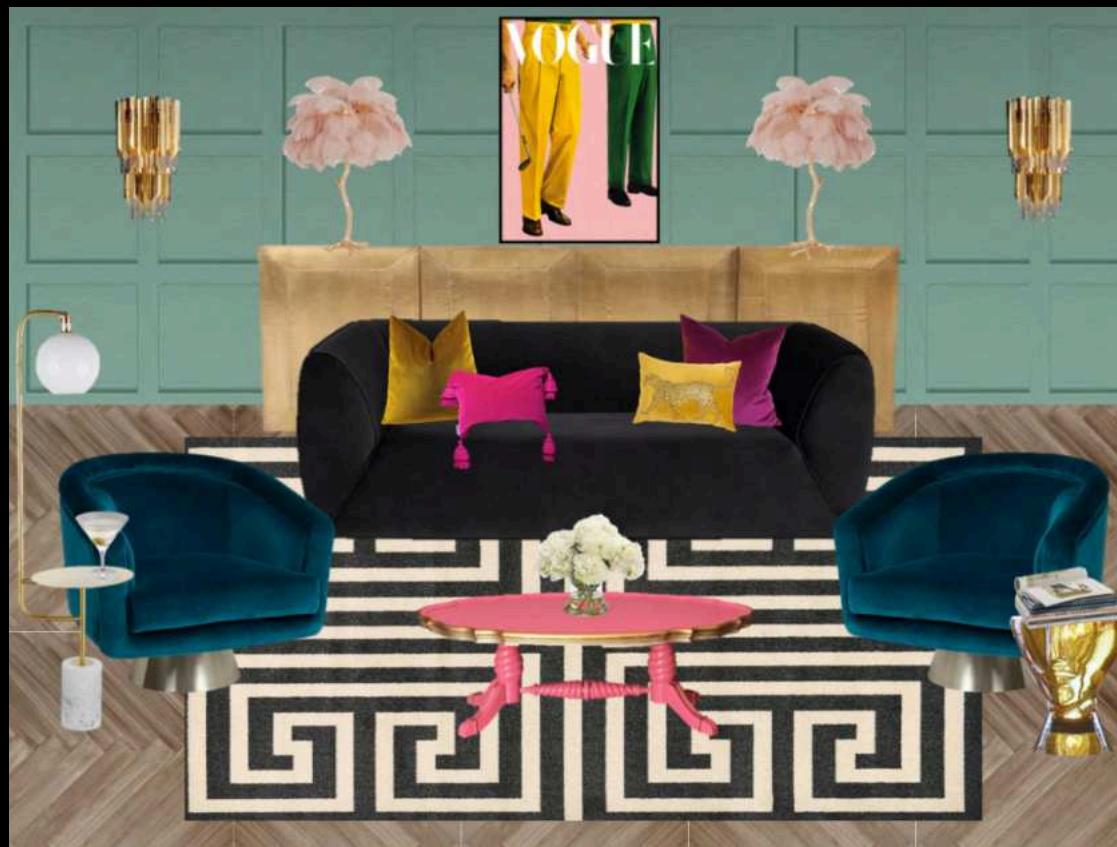
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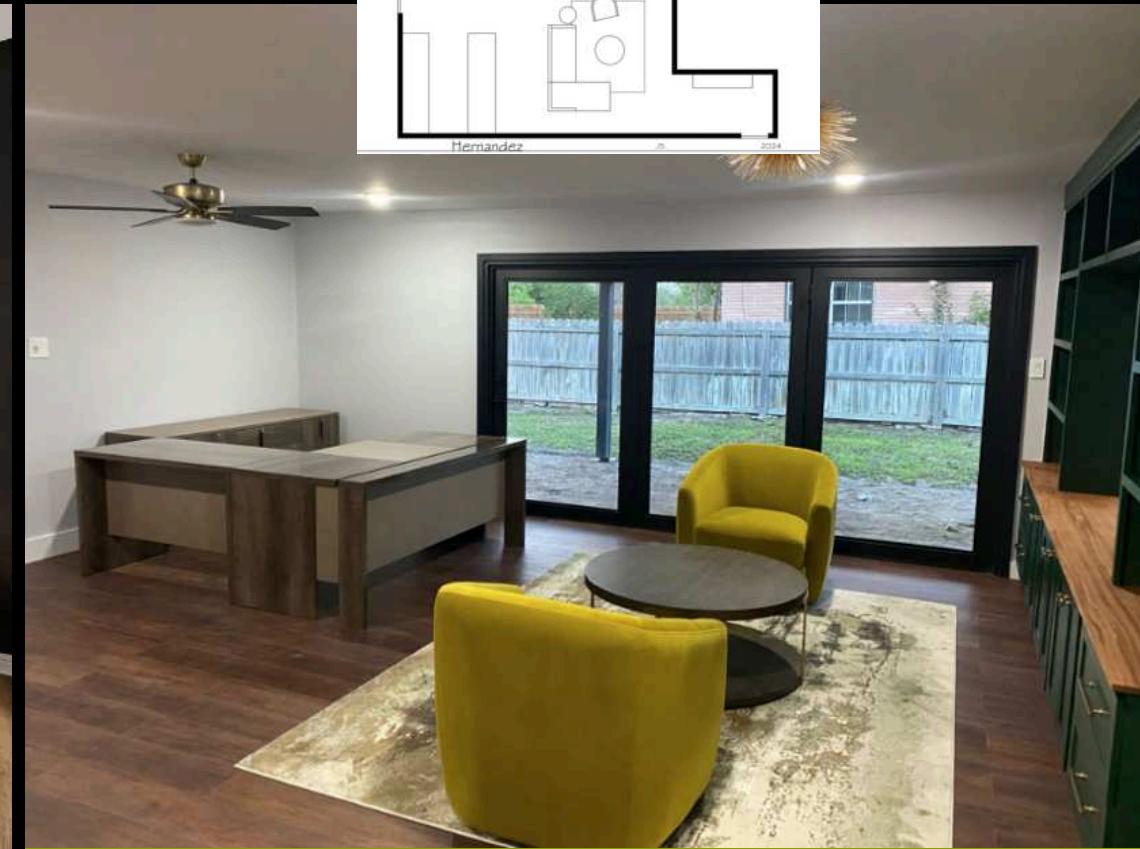
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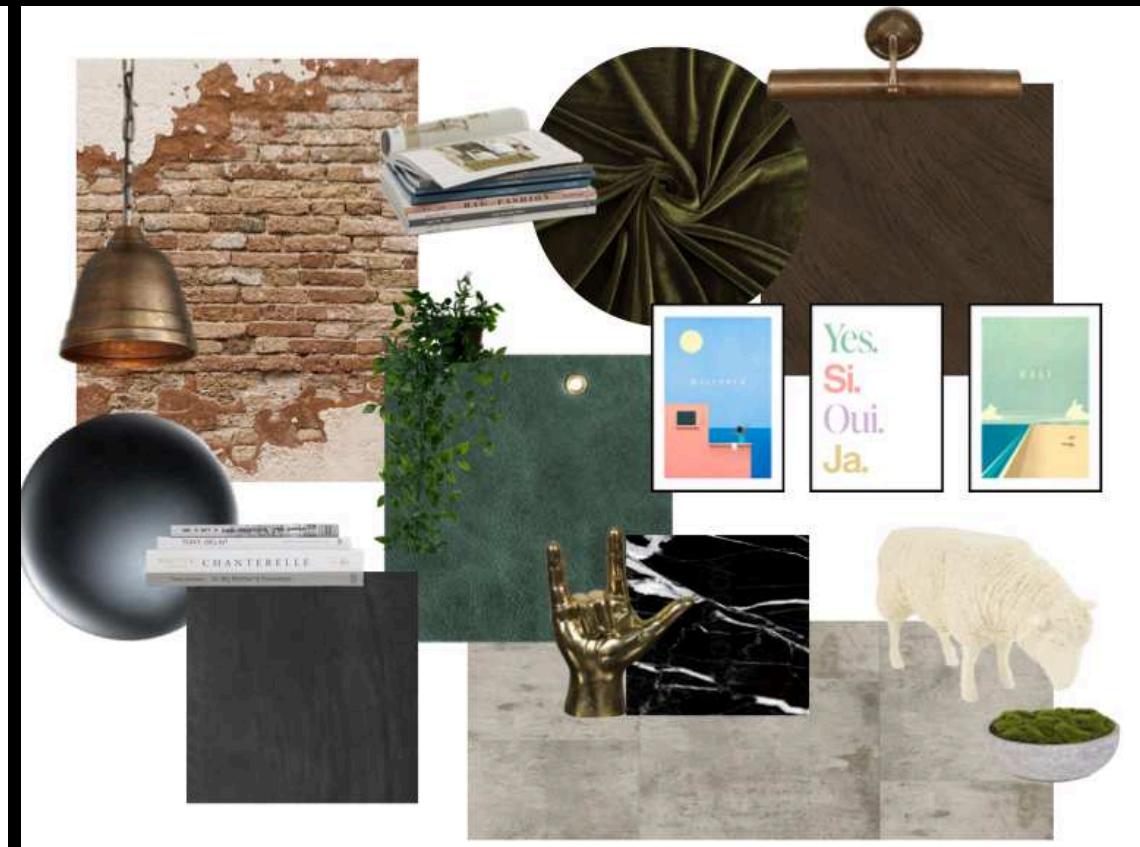
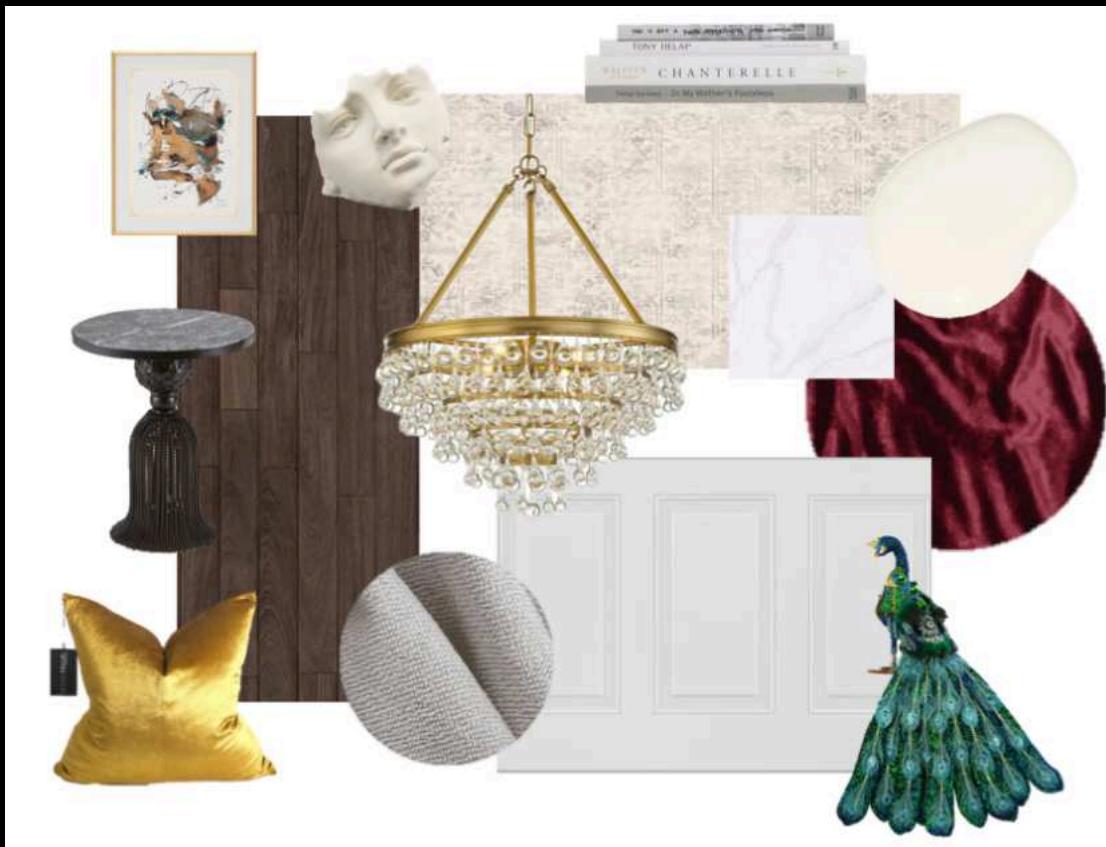
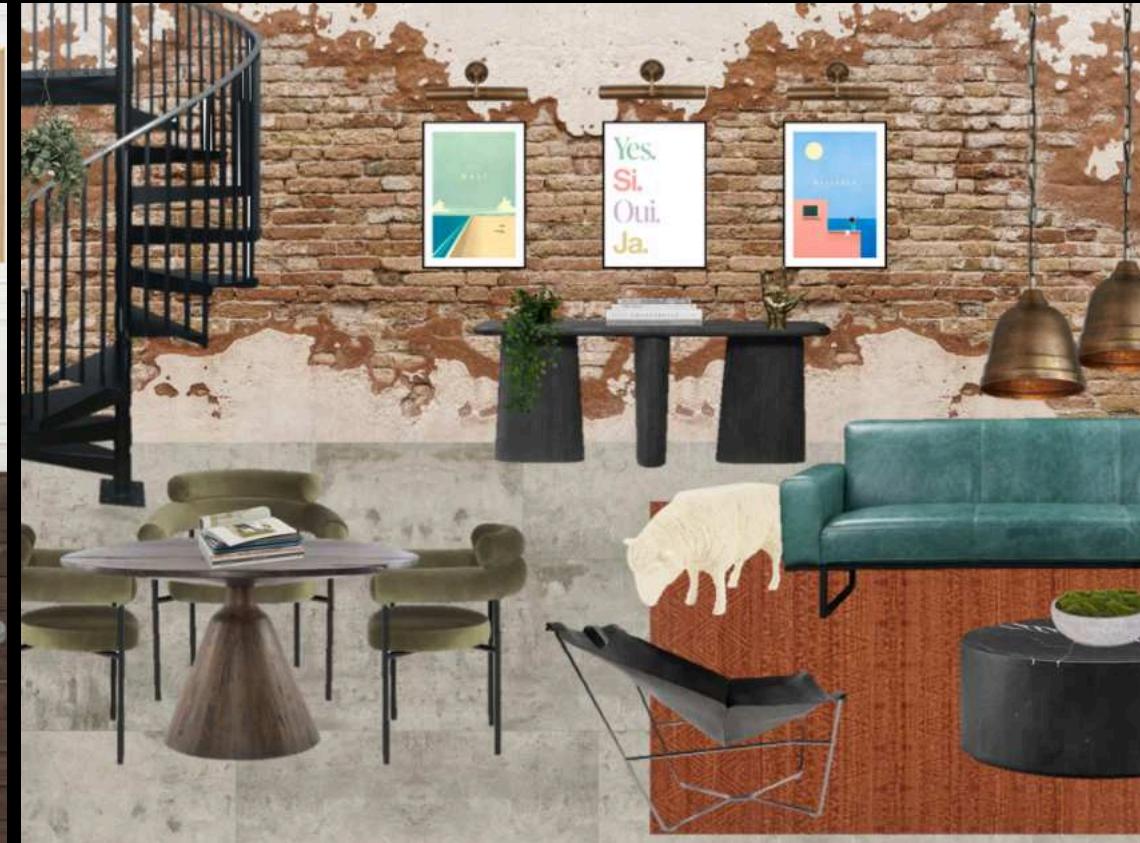
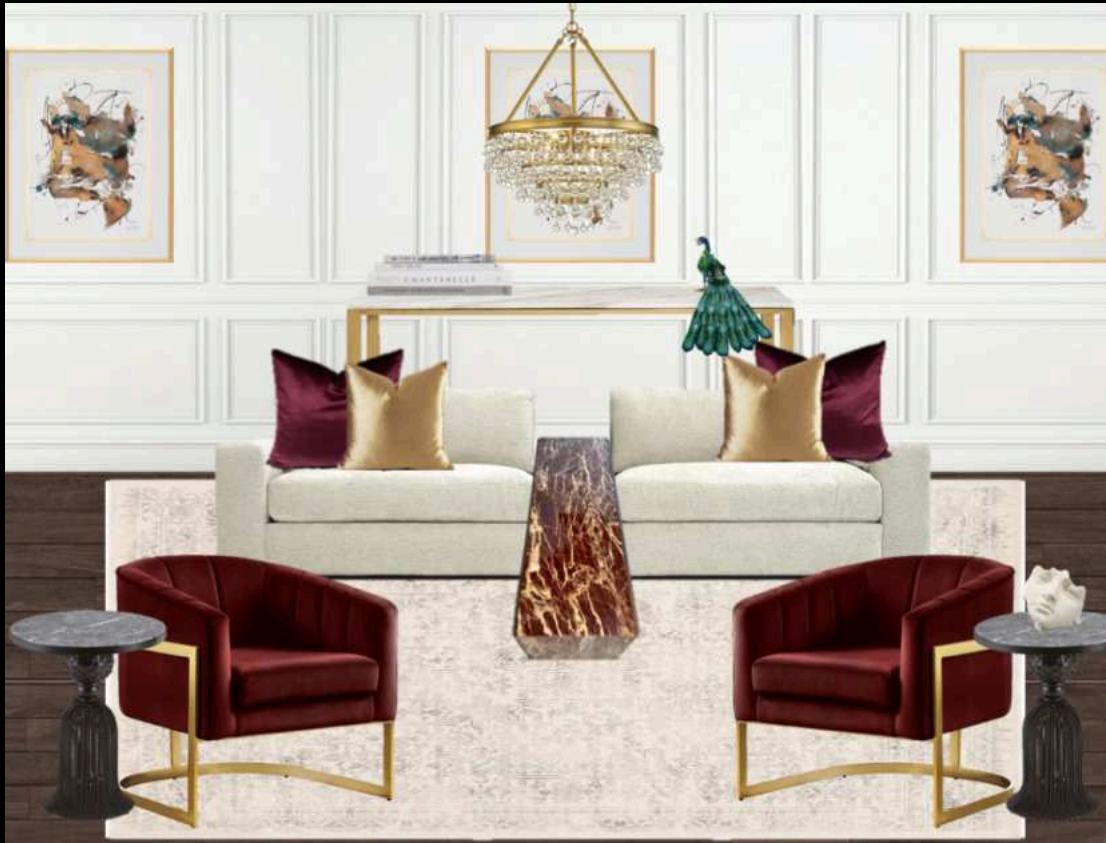
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“Curating Elegance With Pasion”

-Daja Merchantry + Forma Design Studio.

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VISION

Our vision is to create a seamless fusion of aesthetics, functionality, and personalized design that transforms spaces. We aspire to be a leading online and local destination where design enthusiasts and professionals alike can explore, discover, and shop for curated home decor, furniture, fashion items and design elements that embody style and innovation. With a focus on sustainable materials, timeless designs, and unparalleled craftsmanship, we aim to inspire and elevate the way people experience and interact with their spaces.

As a design firm, we envision becoming a trusted partner in bringing clients' visions to life—whether it's for a residential oasis or a dynamic commercial environment. By combining our expertise in spatial design with a deep understanding of our clients' needs, we seek to create customized interiors that reflect individuality and enhance both comfort and functionality. Through our online platform, we will bridge the gap between virtual inspiration and tangible design, offering curated collections, design consultations, and one-on-one guidance that empowers customers to create spaces they love.

Ultimately, our vision is to build a design-focused ecosystem that celebrates creativity, sustainability, and client satisfaction—where every piece tells a story and every space feels like home.

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Our mission is to empower individuals and businesses by creating spaces that inspire, reflect personal style, and enhance well-being through thoughtful design. We are dedicated to providing a curated selection of high-quality furniture, decor, accessories and design elements that blend modern aesthetics with functionality. By offering both an online shopping experience and expert design services, we aim to simplify the process of transforming any space or image, from concept to completion.

Through personalized design consultations, detailed space planning, and sustainable, handcrafted products, we are committed to delivering unique, innovative, and timeless solutions tailored to our clients' needs. We prioritize exceptional customer service, ensuring that every interaction is meaningful and every project is executed with precision, passion, and a keen eye for detail.

Our mission is to make exceptional design accessible to all, whether you're refreshing your personal image, a single room or redesigning an entire space. We are here to help our clients create environments that feel authentic, functional, and beautiful—where design elevates everyday living and leaves a lasting impression.

MISSION



Website

www.dajamerchantry.com



Phone Number

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Social Media
[@dajamerchantry](https://www.instagram.com/dajamerchantry)

