



**SELECTIVE FANS**

# **PRODUCT CATALOGUE**

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Summer 2024

View our luxury ceiling fan catalogue for your circulation needs

# INTRODUCTION

Selective Fans brings you quality luxury ceiling fan designs. Inspired by the innovators of style and luxury, our meticulously crafted fans epitomise superior quality, and offer a timeless casual elegance to any space.



## OUR STORY

What was once a small bespoke family business, Selective Lighting has now branched out and added to its product expertise, allowing interior decorators, architects, and builders to enjoy the vast knowledge of over 40 years of product design knowledge at your fingertips online.



Founded in 2021, Selective Fans was built as a female-owned entity with the support of Selective Lighting, a family-run lighting and fireplace business, established over 40 years ago. After many years of travelling, discovering new products, and importing beautifully crafted interior design products, the baton has been passed onto the next generation to grow and evolve the legacy in today's times.



## MEET THE OWNER



Selective Fans is owned and run by Karla Muller, a project manager who discovered her passion for home interiors while browsing through many magazines and websites in order to flip and sell properties with her husband. She is born and bred in Cape Town, providing a beautiful landscape for inspiration and product design. She is a product developer who has a passion for beautiful, bespoke products, that will take your house to a home.

# Levante

/Rising/

A strong Mediterranean wind. Cooling, refreshing and mesmerising.

Sophisticated and modern, the Levante fan will not only cool you down but will add a beautiful aesthetic nature to your room. The blades are 152cm in diameter and are crafted from natural wood. There are 5 different wind speeds to cool you down and a reversible option to distribute warm air in the cooler months. The fan comes in black, walnut, natural, or white and has different rods and body colours to match your colour scheme of your room perfectly.

## Walnut Blade with Black Rod



# Levante

The Levante blades boast a diameter of 152 cm and are crafted from natural wood. Each blade is meticulously crafted and balanced with precision. Available in black, walnut, white, or natural finishes, these fan blades offer versatile styling options. Additionally, each fan includes 15 cm and 25 cm downrods for convenient ceiling installation.



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# Walnut Blade with Black Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function

- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# Walnut Blade with Steel Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# Natural Blade with Black Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod



# Black Blade with Black Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr warranty on motor
- 1 x 15cm down rod
- 1 x 25cm down Rod

# Black Blade with Brass Rod



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Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

Black Blade with Brass Finish



## Levante

The Levante blades boast a diameter of 152 cm and are crafted from natural wood. Each blade is meticulously crafted and balanced with precision. Available in black, walnut, white, or natural finishes, these fan blades offer versatile styling options. Additionally, each fan includes 15 cm and 25 cm downrods for convenient ceiling installation.



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# Black Blade with Steel Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# White Blade with White Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr warranty on motor
- 1 x 15cm down rod
- 1 x 25cm down Rod

# White Blade with Black Rod



Blade Finishes:



Features:

- 152cm Natural Wooden Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# Levante Dimensions



# Mistral

*/Masterly/*

A cool French wind. Transitional, provoking and restoring.

With a sophisticated Scandinavian style, the Mistral ceiling fan will not only cool your surroundings down but will add a beautiful aesthetic nature to your room. The blades are 132cm in diameter and are made from ABS. The Mistral Fan has 5 different wind speeds to cool you down and a reversible option to distribute warm air in the cooler months.



White Blade with White Rod



# Mistral

The Mistral fan features meticulously crafted ABS blades, each measuring 132 cm in diameter, ensuring precision balance. Available in black or white, these blades are complemented by included 15 cm and 25 cm downrods for ceiling installation.



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# Black blade with black Rod



Blade Finishes:



Features:

- 132cm ABS Blades
- 6 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# White blade with white Rod + Optional Extra Length Rod



Blade Finishes:



Features:

- 132cm ABS Blades
- 5 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr Warranty on Motor
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# Mistral Dimensions



# Breeze

/Cooling/

A subtle wind from higher grounds. Gentle, pleasant and peaceful.

Classic and functional, the 3 Blade Breeze ABS fans are the most practical fan on the market. They are perfect for cooling and generating a light breeze in your room. The blades are 132cm in diameter and the fan is fitted with a light feature, providing additional functionality. Offering 3 different wind speeds, this fan is guaranteed to circulate air and provide a pleasant experience in your home.

White ABS Blade with White Rod and Light



## Breeze

The Breeze fan showcases meticulously crafted ABS blades, each measuring 132 cm in diameter, ensuring precision balance. Available exclusively in white, these blades are complemented by included 15 cm and 25 cm downrods for easy ceiling installation. Additionally, the fan features an integrated light for added functionality and ambiance.



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# White ABS Blade with White Rod and Light



Blade Finishes:



Features:

- 132cm ABS Blades
- 3 Speeds
- Silent AC Motor
- Remote Control
- 3yr Warranty on Motor
- Light
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# Chinook

/Chilled/

A gentle zephyr from elevated terrains. Soothing, serene, and tranquil.

Timeless and utilitarian, the 3 Blade Chinook ABS fans stand out as the epitome of practicality in the fan market. Ideal for both cooling and gently stirring the air in your room, they boast blades spanning 132cm in diameter. Additionally, equipped with a built-in light feature, these fans offer added functionality. With three adjustable wind speeds, rest assured, this fan will efficiently circulate air, ensuring a comfortable atmosphere in your home.



Natural ABS Blade with White Rod and Light



# Chinook

The Chinook fan highlights meticulously crafted ABS blades, with a diameter of 132 cm, ensuring precise balance. Available exclusively in a natural wood color, these blades are complemented by included 15 cm and 25 cm downrods for easy ceiling installation. Furthermore, the fan includes an integrated LED light, enhancing both functionality and ambiance.



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# Natural ABS Blade with White Rod and Light



Blade Finishes:



Features:

- 132cm ABS Blades
- 6 Speeds
- Silent DC Motor
- Remote Control

- 3yr Warranty on Motor
- LED Light
- 1 x 15cm Down Rod
- 1 x 25cm Down Rod

# Bora

/anemophilia/

A strong wind originates from mountain tops. Strength, feminine and tranquility.

With a feminine and island-inspired design, the 5 Blade Bora palm leaf fans stand out as the epitome of beauty in the fan market. They are not just functional devices but rather exquisite pieces of art renowned for their stunning aesthetics rather than sheer airflow power. Boasting blades spanning 132cm in diameter, they provide three distinct wind speeds effortlessly controlled via remote. This fan is guaranteed to capture attention and delight anyone who encounters it.

## Rattan Palm Leaf Fan



# Bora

The Bora fan features intricately crafted rattan blades, each measuring 132 cm in diameter, ensuring precise balance. Exclusively available in a rattan finish, these blades are accompanied by included 15 cm and 25 cm downrods for effortless ceiling installation.



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# Rattan Palm Leaf Fan



Blade Finishes:



Features:

- 132cm Palm Blades
- 3 Speeds
- Silent AC Copper Motor
- Remote Control
- 3yr Warranty on Motor
- 2x Down Rod's (15cm and 25cm)



# Harmattan

/Tropical/

A whispering breeze from distant lands.  
Comforting, tranquil, and serene.

A timeless addition to your space, the 132 cm diameter Harmattan ceiling fan with 4 ABS blades embodies practicality at its finest. Perfect for cooling and gently circulating air, this fan is equipped with a DC motor offering 5 adjustable speeds controlled via remote. Enhanced with a 12W LED light, it provides added functionality. Rest assured, this fan will efficiently maintain a comfortable atmosphere in your home.

## Rattan ABS Fan with Light



# Harmattan

The Harmattan fan features intricately crafted rattan blades, each measuring 132 cm in diameter, ensuring precise balance. Exclusively available in a rattan finish, these blades are accompanied by included 15 cm and 25 cm downrods for effortless ceiling installation. Furthermore, the fan includes an integrated light, enhancing both functionality and ambiance.



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# Rattan ABS Fan with Light



Blade Finishes:



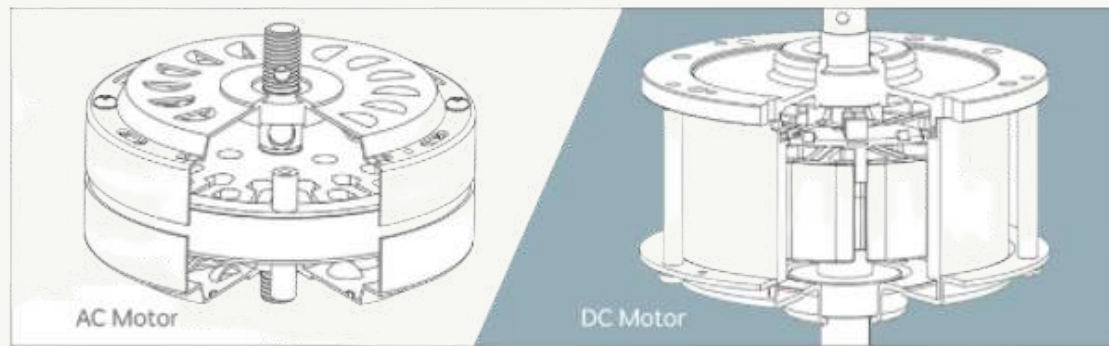
Features:

- 152cm Wood Blades
- 5 Speeds
- Silent DC Motor
- Reverse Function
- Remote Control
- 3yr warranty on motor
- LED Light
- 2x Down Rod's (15cm and 25cm)



# FREQUENTLY ASKED QUESTIONS

What is the difference between a DC motor and an AC motor?

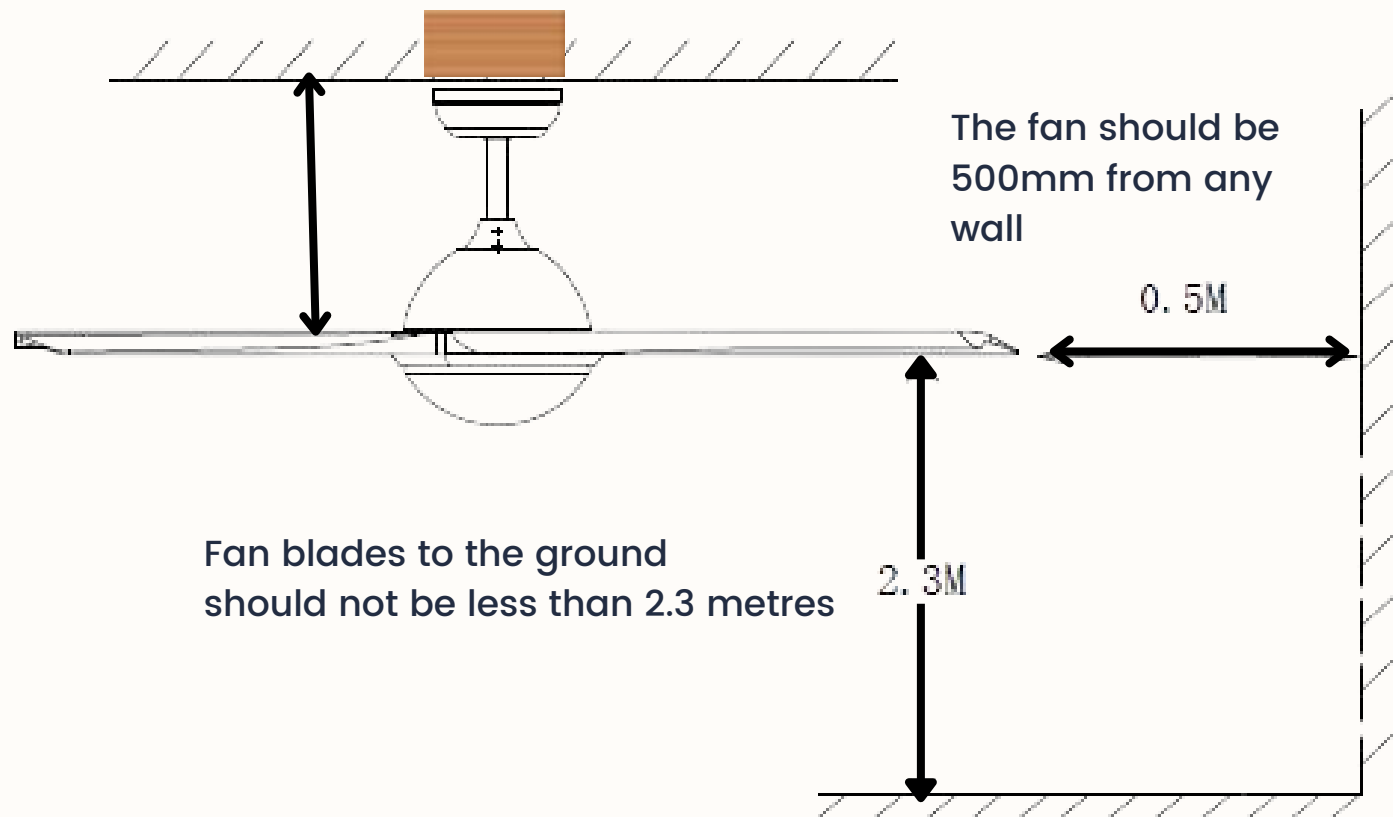


AC Motor Ceiling Fan	DC Motor Ceiling Fan
Cheaper Price	70% more efficient
Wall Mount Switch / Speed Control	Longer Life Span
	Extremely Quiet
	Lighter Motor Allows A Slimmer Fan Design

AC and DC fans are differentiated by the type of electric current they use. An AC motor runs on Alternate Current 220-240V, while a DC motor runs on Direct Current that is converted from Alternate Current by a transformer. Resulting in a decreased quantity of power being utilized. Not only are they more energy efficient but also quieter and cooler than AC motors.

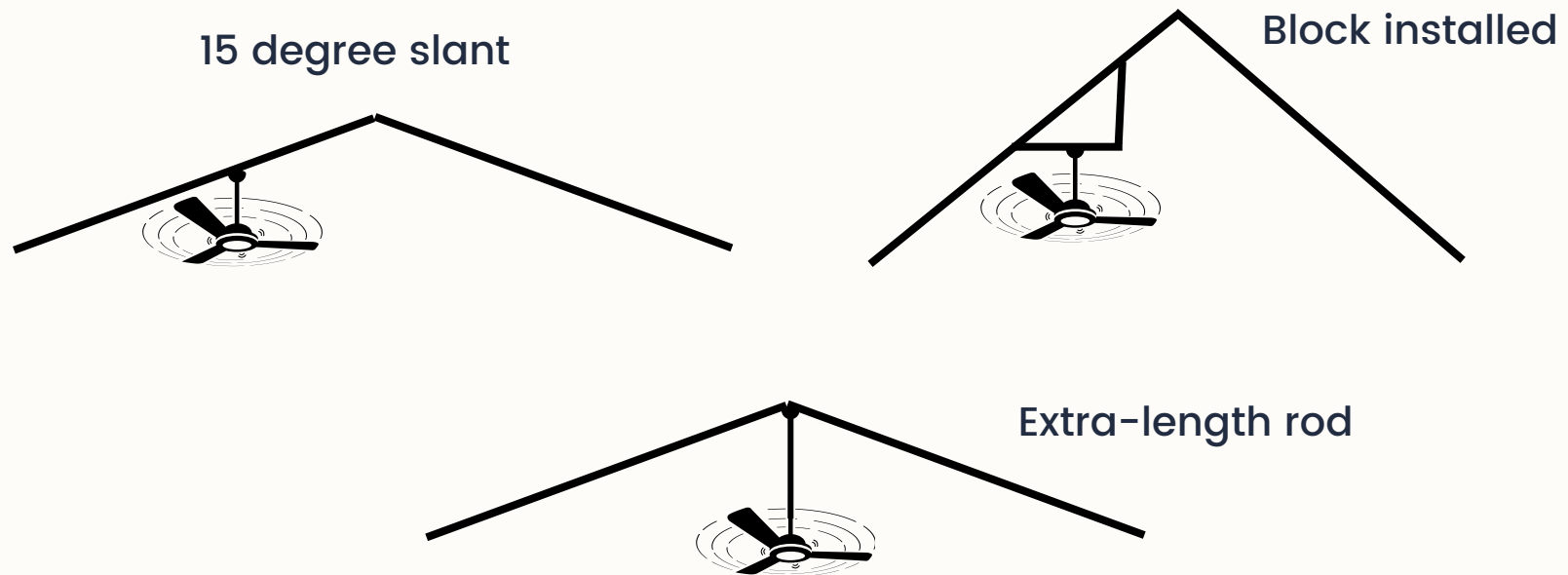
# How to Install a Ceiling Fan

The fan mounting plate should be secured to a truss or add a large wooden block to the underside of the ceiling board and secure it between two trusses or roof struts



# Installing a Ceiling Fan on a Slanted Ceiling

Our ceiling fans are suitable for installation on slanted roofs with up to a 15-degree incline. For greater angles, mounting on a wooden block is necessary, or alternatively, utilizing an extended rod for installation at the apex is an option, available at an additional cost.



# Levante Full Fan Kit



- 01 3 X BLADES
- 02 1 X 15CM ROD
- 03 1 X 25CM ROD
- 04 SCREWS
- 05 SCREWS
- 06 CAP
- 07 USER MANUAL
- 08 REMOTE CONTROLLER WITH BATTERY
- 09 PLATE
- 10 CANOPY
- 11 COUPLING COVER
- 12 DC MOTOR

# CONTACT US

For full quotes and additional information, please contact us at



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Selectivefans



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# THANK YOU

