

SUMMER 2019

CHISWICK LOCALS





The Cherry Blossom factory, Burlington Lane, Chiswick

Dan Mason

POLISHED TO PERFECTION

The entrepreneurial vision of two brothers saw a product created and manufactured in Chiswick become a globally recognised brand

Have you ever wondered why there is a Dan Mason Drive in Chiswick? Or Cherry Blossom Court? Or Cherry Blossom Mews? The answer is shoe polish. Those addresses commemorate a hugely successful businessman and an industry that put W4 on the map.

Brothers Charles and Dan Mason moved to West London from Canterbury and, in 1878, they founded the Chiswick Soap Company, building a factory at the junction of Hogarth Lane and Burlington Lane. Having expanded into manufacturing boot and metal polish, the enterprising duo then spotted a gap in the market and commissioned a chemist to devise a formula for a new type of polish that wouldn't rub off immediately.

The result was Cherry Blossom. The boot polish was launched in 1906 and, another innovation, it was packaged in handy tins. The name was supposedly chosen because Chiswick House was famous for its cherry blossom (then as now, the design on the tin actually shows stylised cherries). Cherry Blossom proved very popular with the public. In 1911 the Masons hired the Exhibition at Crystal Palace for a day, offering free admission on presentation of a Cherry Blossom lid. The event was a major marketing coup, attracting 200,000 visitors.

By 1907 the process of mixing the polish and filling the tins had been mechanised (it had hitherto been done by hand) and in

1913 all soap production was transferred out of London to Kent.

The Chiswick Polish Company (Cherry Blossom) was formed. The business was owned by the Masons and Reckitt & Sons Ltd and, in 1923, it acquired land on Dukes Meadows for a new factory. Construction cost around £13,000 and the factory was instantly recognisable from the giant thermometer and barometer erected on the chimney face.

Dan and Charles Mason proved to be enlightened employers. In 1918 they introduced a 44-hour five-day week; they set up a company pension scheme and opened a 'dispensary' comprising a surgery, rest rooms and dental and chiropody clinic; in 1925 a 10-acre sports ground in Dukes Meadows was created for the use of employees; and, in 1930, 50 semi-detached houses in Staveley Gardens were provided for the workforce.

The Masons also bought Boston House in Chiswick Square for use as a social club and Afton House in Bourne Place. After renovation works on the latter, it was let to The Chiswick Memorial Club at a peppercorn rent and was later handed over to trustees to remain in perpetuity as a club for ex-service men.

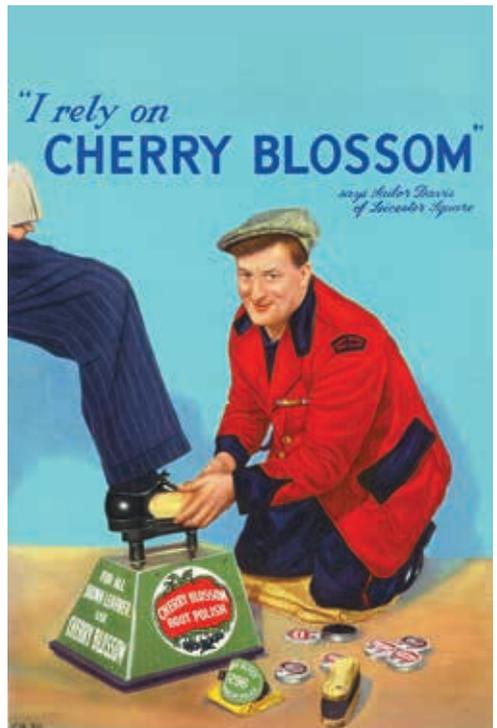
Dan Mason's greatest philanthropic work, however, was the establishment of Chiswick Hospital. In 1911 he purchased Rothbury House on Chiswick Mall for £1,900 (he had previously been the anonymous donor funding the Cottage Hospital in Burlington Lane) as the site for a larger general hospital with 32 beds. It opened in October 1912.

At the outbreak of WW1, Mason set aside a ward for wounded soldiers and he often collected them himself from the station in an ambulance he had acquired for the purpose.

In 1930, the Chiswick Polish Company amalgamated with the Nugget Polish Company to become Chiswick Products Ltd. In 1954 Chiswick Products Ltd merged into Reckitt & Colman Holdings Ltd and, in 1994, Grangers International of Alfreton acquired the Cherry Blossom name.

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To feature in #ChiswickLocals email: connect@keepthingslocal.com



An advertisement for White Cherry Blossom Boot Polish. The top text reads "She shall have smart shoes wherever she goes." in a cursive font. Below this is an illustration of a woman in a long dress standing on a boat, holding a long pole. To the right of the illustration, text reads "Light-coloured Shoes always look smart on the river, and should be cleaned with White Cherry Blossom Boot Polish." Below the illustration, the product name "WHITE Cherry Blossom Boot Polish" is written in large, bold letters. Further down, text describes the product: "is the concentrated, transparent, white wax polish for patent and coloured shoes. It gives a quick shine, is economical and, owing to the large percentage of wax, preserves the leather." Below this, it lists "Also in Black, Brown, and Tonette, 2d., 4d., & 6d. Tins." At the bottom, there is a logo for "MANSION POLISH" with the text "ensures a beautiful finish to Floors and Furniture and Preserves Linoleum. SOLD EVERYWHERE. IN TINS" and "The Chiswick Polish Co., Ltd., Chiswick, W.4." accompanied by a small illustration of a person cleaning a floor.

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KEEP IT LOCAL

Welcome to Chiswick Locals. The long summer holiday is looming and with it comes the usual headache of keeping children happily occupied. We have a few timely suggestions in this issue...

Chelsea Fine Arts will be running drawing and painting workshops for 8-18 year-olds at its studio opposite Ravenscourt Park from 15 July-23 August. No previous knowledge is required and students can leave with their own framed artwork. Meanwhile, at the Playground Theatre on Latimer Road, Dramatic Dreams theatre company will be staging its Summer Holiday musical (22-26 July). Arwen Burnett and her team create a musical in a week, giving young people (places are open to all) the experience of acting on a professional stage.

Many Chiswick residents will know Donna Schoenherr through her popular Ballet4Life classes. Five years ago, Donna founded Move into Wellbeing, a charity teaching dance and movement to people living with Parkinson's and other mobility restrictions. On 7 July at 2pm at Waterman's Art Centre in Brentford, Ballet4Life will be staging its annual Dance Showcase and raising funds for Move into Wellbeing. With performances from members of the regular dance classes, it promises to be a wonderful afternoon (tickets available from Watermans or Ballet4Life).

Neil

Neil McKelvie, Editor

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IT'S ALL IN THE METHOD

Summer holiday drawing and painting classes that allow young people of all abilities to develop their artistic skills

Artist Stephanie Villalba believes that every child, whether they are naturally gifted or an absolute beginner, can learn to draw and paint if they follow a set teaching method and receive personal attention. One glance at the completed and 'in-progress' paintings around the light, airy studio opposite Ravenscourt Park proves that Stephanie's approach does work.

Over the summer holidays the Chelsea Fine Arts team of experienced tutors will be running a series of workshops (15 July-23 August) for young people aged 8-18 at their studios in Ravenscourt Park and Chelsea Wharf.

Chelsea Fine Arts' teaching method is founded on the belief that artistic talent is best developed once basic techniques have been learned. 'Without mastering core drawing skills, the ability to create will always be limited,' explains Stephanie. 'Our method is based on showing students how to work from observation. By focusing on tone and line, we encourage them to break down the way they view objects; from these building blocks, they can develop an original vision.'

The classes include a mixture of ages with each student taught on an individual basis.

All materials are provided (including reference books) and students can even have their work framed. The tutors have been trained by Stephanie to follow the teaching method and the still-life set-ups are composed to concentrate on a specific skill, such as perspective, composition or using complementary secondary and tertiary colours.

'We teach in different mediums because each is relevant to a particular technique,' adds Stephanie. 'For example, charcoal is excellent for encouraging students to see big shapes and bold tones and ink and pencil help identify textures and line work.'

Stephanie recommends taking a minimum of three to five sessions to make the most of the workshops. 'No previous experience is needed. Often students who come for a week knowing nothing are the ones who progress the fastest. It's wonderful to see their self-confidence grow and their pride when they leave the studio with their own framed work of art.'

Chelsea Fine Arts, Ravenscourt Park Studio
275 King Street, W6 9QF
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info@chelseafinearts.co.uk
www.chelseafinearts.co.uk



Dorota, Ewelina and Daria

SHAPE UP FOR SUMMER

Shift stubborn excess weight, beat cellulite and make sure your body is beach ready

When she opened her spacious new studio, Dorota Zelazny had two aims in mind: firstly, to expand her successful HYPOXI body-shaping programme and, secondly, to offer a wider range of professional health and beauty treatments in a friendly, comfortable environment.

The dedicated HYPOXI space opened earlier this year and now, after investing in the latest technology, Dorota is taking appointments for laser hair removal, skin rejuvenation, Reflexology, Aromatherapy and Deep Tissue and Swedish massage. ‘Having researched all the options, I chose a Fibra DFA laser machine,’ says Dorota. ‘It is precise, painless and very effective when it comes to both body hair

removal and restoring skin tone and elasticity.’

All the laser treatments are handled by Ewelina. ‘I met her two years ago when she gave me a wonderful facial,’ explains Dorota. ‘So, when I needed to recruit a specialist – she has a Masters degree in Beauty Therapy – I tracked her down. It was perfect timing; Ewelina was looking to return to work after having a baby and, even better, she wanted to concentrate on laser therapy.’

Daria, the third member of the studio team, is a highly experienced reflexology and massage therapist and Dorota herself will continue to look after HYPOXI clients. Based on boosting blood flow in ‘problem’ body areas, HYPOXI

is founded on the principle that fat and cellulite are more efficiently eliminated if there is a strong blood flow.

‘HYPOXI targets ‘lumps and bumps’ by using alternating high and low pressure to boost circulation,’ says Dorota. ‘Each session lasts an hour. The first part is a lymphatic massage, which enhances skin tone and reduces cellulite. Then comes 30 minutes of gentle exercise on a bike or treadmill in a pressure chamber; this process uses the blood to transport fatty acids to the muscles, where they are burned more effectively.’

‘I recommend three sessions for at least a month (a free trial can be arranged). With that commitment, the average weight loss is a dress size in 4-6 weeks. HYPOXI is the perfect way to get beach body ready.’

Dorota’s Lifestyle Studio – HYPOXI

28 Chiswick High Road, W4 1TE
020 8230 3456 / 07787 416530
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www.hypoxichiswick.co.uk



Leo Tsattalios



A CULINARY OASIS

You don't have to be on a plant-hunting expedition to enjoy the delicious delights of the W6 Garden Centre Cafe

Tucked away in a peaceful setting among a superb selection of indoor and outdoor plants, The W6 Garden Centre Cafe on the edge of Ravenscourt Park (just off King Street) is very special. Serving homemade restaurant-quality vegetarian and vegan dishes, it is a secret gem.

The Manager Leo Tsattalios, chef Anton Petrov and their team have created a haven from the hustle and bustle of London. 'Our vision was to create a cafe that complemented the garden centre and reflected its service,' explains Leo. 'It made sense to offer the best plant-based food in such a life-enhancing plant-based space. Converting the menu

to meat-free was challenging, and it's why we insist on the highest standards. We want to say, "this is excellent food, don't put any labels on it."'

Leo and Anton constantly refine the menu according to the seasonality of the ingredients. Asking Chiswick resident Leo for recommendations is invidious – he's passionate about every dish! – but on the breakfast menu his personal favourites are the homemade granola with oat milk and fruit compote and organic porridge with berry compote.

'For brunch I'd recommend Tamari mushrooms and cashew cream on sourdough bread,' he adds. 'And I'd love meat-lovers to try our veggie

burger. It took us three months to perfect the recipe: it's a chorizo-style patty with home-smoked tomato ketchup, onion relish, celeriac and apple coleslaw and paprika crisps.'

With a children's menu, tempting gluten-free cakes, speciality coffee, superfood lattes, a range of freshly pressed juices – not to mention treats for canine clients – and plenty of indoor and outdoor space, W6 is the perfect place to meet friends and enjoy some quiet in a green environment. 'We're so lucky to work here,' says Leo. 'We care about what we do and we try to cater for everyone.'

Quote #ChiswickLocals or bring this article (print or digital) and you'll receive a 10% discount in the Cafe and Garden Centre. Valid June and July 2019.

W6 Garden Centre Cafe
17 Ravenscourt Avenue,
W6 0SL / 020 8563 7112
info@w6gc.co.uk
www.w6gardencentre.co.uk



Nick Ferran

THE WIDE AWAKE CLUB

*Shoulder and Elbow Consultant
Nick Ferran is a passionate advocate
of awake upper limb surgery*

‘It’s an extraordinary experience. I was pain-free and fascinated by the process. I was aware of him doing it, but I couldn’t feel anything.’ Rikki Stein is describing an operation to repair his torn shoulder tendon that was performed by Consultant Shoulder and Elbow surgeon, Nick Ferran. The reason for Rikki’s ‘surprise’ was that he was awake throughout the entire procedure.

‘Many patients are a little nervous about awake surgery – that’s only natural,’ says Nick, who practises at the HCA Chiswick Medical Centre. ‘However, once I’ve reassured them that they won’t feel pain – we use very

effective ultrasound guided nerve blocks and extra sedation if required – and explained the benefits of remaining conscious, any anxiety is usually allayed.

‘I believe the road to recovery starts with a correct diagnosis. So, when the evidence suggests physiotherapy and injections will achieve results, I always try that route first. If, however, surgery is appropriate, then the advantages of staying awake are clear: it means avoiding the risks of a general anaesthetic – they are rare but significant – and, more commonly, post-operative nausea. Also, the pain relief can last 24 hours, patients

leave hospital faster and, in some cases, rehab can begin straight away.’

During the operation Nick explains exactly what he is doing and patients can watch on screen. ‘There’s no blood, so even those who are squeamish to begin with often start asking questions. Interestingly, I’ve found that awake patients have the confidence to crack on with rehab: they don’t have to wait two weeks until their stitches come out to understand what I’ve done. They have a head start.’

While patients can choose to have a general anaesthetic if they wish, Nick now finds that most prefer the awake option. ‘The best testament is that if they return for another surgical procedure, they actually ask me for it.’

Nick describes his working methods on his youtube channel ([tinyurl.com/ShoulderTube](https://www.youtube.com/ShoulderTube)).

His specialities include:

- * Clavicle, elbow and shoulder fractures and degenerative conditions
- * Rotator cuff tears
- * Frozen shoulder
- * Ulna Nerve compression
- * Tennis and Golfer's Elbow

**Nick Ferran @ Shoulder & Elbow London
HCA Chiswick
Medical Centre**

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GET IN ON THE ACT

With its annual Summer Holiday Musical and new after-school clubs, Dramatic Dreams is changing lives through drama

The long holiday is fast approaching and with it comes the perennial question: how best to occupy the children? If they are interested in music or theatre, one answer is Dramatic Dreams' Summer Holiday Musical.

Dramatic Dreams Theatre Company is the brainchild of local actress, Arwen Burnett. It provides inspirational in-school and holiday workshops and after-school clubs for children aged 4 to 18. The Summer Musical (22-26 July) is always an annual highlight. 'We will be creating a musical in a week at the Playground Theatre in Latimer Road,' explains Arwen. 'It's a lovely performance space and places are open to everyone.

Watching the young people experience what it is like to act on a professional stage is wonderful.'

Having trained at ArtsEd, Arwen founded Dramatic Dreams 19 years ago as a way of combining her love of theatre with a desire to work with children. 'I asked a local school if I could run an after-hours drama club. The Head said yes, and we have grown from there through recommendation and word-of-mouth.'

After initially focusing on primary schools, Arwen went on to develop a secondary school programme to work on GCSE and A-Level projects, a Presentation Skills course for teenagers and, such is their

popularity, in September she will be starting two new after-school clubs, one in Chiswick and the other in Hammersmith.



Arwen Burnett

'Our classes are run by professional actors and they all have a passion for engaging with young people. Drama is such a powerful tool. It is so exciting to see how it helps children build their confidence socially and academically and fulfil their true potential.'

Dramatic Dreams

arwen@dramaticdreams.com
www.dramaticdreams.com



Jonny and Kyle (Head Trainer)

FITNESS TRAINING THAT GETS RESULTS

F45 Training has pioneered an exciting new way of working out. Find out why it has been so successful worldwide...

‘Whatever your core fitness or previous experience, we realise that going somewhere new to train can sometimes be intimidating,’ says Jonny Sasati.

Jonny owns the new F45 Chiswick Park Studio next to the Lightbox building in Power Road (the grand opening is 8 June). ‘Also, we never assume a familiarity with the jargon, classes and equipment. We want people to come and meet us, ask questions and get the feel of what we’re all about.’

F45 Training was launched in Australia in 2011, since when it has become a global word-of-mouth fitness phenomenon. ‘The F is for functional training and 45 minutes is the duration of each

class,’ explains Jonny. ‘We’re not here to create super-athletes: F45 provides a highly efficient full-body workout that fits into a daily routine and happens in a motivating team environment.

‘The weekly schedule is split into a mix of cardio and resistance work. Classes are suitable for all levels of fitness, with everyone pushing to reach their own level. The content is arranged by our trainers (there are always two present) from a huge database of exercises designed by the Athletics team at F45 HQ; this means that members never take the same class twice and the process doesn’t become routine. Everyone is treated as an individual, but they’re also part of a supportive group.’

From July Jonny’s team will be participating in the F45 Challenge. This intensive eight-week programme helps members achieve specific goals; alongside regular classes, they also receive nutritional and lifestyle advice and there’s a points system to check progress.

F45 Chiswick Park is situated in a large, open-plan space with, unusually, no mirrors. ‘That’s deliberate, they are distracting,’ smiles Jonny. ‘I’ve seen myself working out and it’s not pretty.’ With flexible unlimited training membership options – you can take three classes a day or one class once a week and the price doesn’t change – F45 Training is a concept that gets results.

F45 Chiswick Park

The Lightbox,
111 Power Road. W4 5PY
Chiswickpark@f45training.co.uk
www.f45training.co.uk/
ChiswickPark



Gayle and Nicola

TAKING THE WHOLE VIEW

The WholeLife Clinic's experienced team provides patients with integrated health, fitness and wellness treatments

'We don't simply focus on one sign or symptom,' says Professor Nicola Maffulli. 'We take the time to look at each patient as a whole. Only then do we put forward the optimal solutions to both the immediate problem and any underlying root causes.'

Nicola is one of the UK's leading Orthopaedic and Sports Injury surgeons (he was responsible for organising Surgical Services at the London Olympics). He and his wife Gayle, a Trauma Nurse who was the lead practitioner

at a Harley Street practice, recently opened a new branch of WholeLife Clinics. Based at Dorota's Lifestyle Studio on the High Road, they lead a multi-disciplinary team that delivers medical and aesthetic treatments in a safe, friendly environment.

'As well as an all-encompassing approach, we also put great emphasis on making a precise diagnosis at the first, free consultation,' says Gayle. 'In urology and gynaecology cases, we also refer our patients to a specialist (that appointment is paid-for).'

Both Nicola and Gayle have a long-standing interest in shockwave therapy. 'Shockwaves are sound waves which, when applied to body tissues, initiate a healing response by regenerating blood vessels and nerve cells,' explains Gayle. 'It's a painless, non-invasive and effective process. We use it extensively for musculoskeletal and soft tissue conditions, such as tendonitis, hip and Achilles pain and plantar fasciitis, sports injuries, diabetic ulcers, erectile dysfunction and pelvic and lower back pain.'

Surgery is only a last resort. 'I'm a conservative surgeon,' smiles Nicola. 'I prefer to see if an alternative approach – for example, physiotherapy, shockwave therapy or making a significant lifestyle change – will work just as well.'

The WholeLife Clinic also offers a range of aesthetic procedures (no initial consultation is necessary). These include non-surgical face lifting and contouring using High Intensity Focused Ultrasound (HIFU) technology and clinically-tested treatments to combat cellulite, excessive fat around the abdomen and loose skin.

'We never forget the patient,' says Gayle. 'We're very careful when we assess our patients and we provide a full aftercare package. We want everyone to get better and feel valued.'

WholeLife Clinics
28 Chiswick High Road,
W4 1TE / 07763 886892
info@wholifelifeclinics.com
www.wholifelifeclinics.com



Chris Chalmers

PLANNING A PROPERTY MOVE..?

‘Overall an excellent experience – local market expertise combined with a truly personal touch – can’t recommend them enough!’ – Pansy Nelson (a recent client)

Whitman & Co is one of the few truly independent estate agents in Chiswick. The sole focus of the business is Chiswick, in fact all three directors live in W4.

As Sales Director and co-owner Chris Chalmers explains: ‘At Whitman & Co we can safely say we know the market inside out – I for one was born and bred in W4! Our local knowledge, straightforward advice and honest approach coupled with plentiful stock levels has put us in great stead when it comes to attracting buyers and achieving excellent results.’

The philosophy of the Turnham Green Terrace estate agent is clearly working.

According to the latest *Rightmove* statistics, Whitman & Co still leads the way in a Chiswick market (with over 50 sales agreed since the beginning of the year) that has recently shown significant signs of positive change.

‘Post Easter, there has been a noticeable improvement, with prices no longer falling,’ says Chris. ‘In that period we’ve had 12 sealed bids with many properties achieving over the asking price, in particular in the range from £500,000 to £1.25m.

‘Over £1.5m the market is slightly slower, but we have still agreed a number of sales with the highest value being £4m. Going forward we

will continue to work hard for our clients and maintain our community focus.

‘The community is at the heart of everything we do. James and Russell (the founders of Whitman & Co) have always believed that a successful business should invest in the local area. That’s why we sponsor Chiswick Cricket Club and Chiswick Rugby Club juniors and support the Bedford Park Festival and other local schools, choirs and charities.’

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Davinder (third left) and Rajar (third right)

A PASSION FOR TEACHING

Evergreen Education offers flexible, personal tuition in core curriculum subjects and community arts and crafts workshops

Prior to founding Evergreen Education, Davinder Lally spent 25 years in senior teaching, training and assessment roles. That wealth of experience stood her in excellent stead in creating a new family business (with her son Rajar) that combines evening, weekend and holiday tuition for children with daytime adult education and arts and crafts workshops.

‘Evergreen was the result of two ideas coming together at the same time,’ recalls Rajar. ‘Firstly, we wanted

to provide individually tailored Maths, English and Science classes for students aged six to 18. Those lessons can be aimed at preparing for exams such as the 11+, GCSEs, A-Levels and the International Baccalaureate. Secondly, local people expressed an interest in attending creative and employment-related language courses before the children arrive. We have already put on sewing, floristry and English for Speakers of Other Languages (ESOL) and other subjects, such as embroidery, are being scheduled.’

A microbiologist, Davinder emigrated to Australia in 1986 and qualified as a teacher. Returning to the UK in 2003, she worked for Hounslow and Ealing councils, recruiting and training teaching assistants and becoming an adult education manager.

‘We assess every new student to identify areas that need attention and then devise a customised teaching plan that meets those needs and conforms to the National Curriculum,’ explains Davinder. ‘We never mix age groups and students work at their own pace in small classes (one-to-one is available) with experienced teachers who accommodate different learning styles.

‘The daytime programme offers adults the chance to learn new – or refresh lost – creative skills alongside more practical sessions, such as first aid and health and safety. In particular, the ESOL classes are in demand with foreign professionals (nurses, beauticians, nannies) who need to learn the vocational language of their job.’

Evergreen is now taking bookings for summer holiday workshops. ‘Children who learn with us are challenged, inspired and receive the personal support they need to reach their academic goals,’ says Davinder. ‘We make the process fun and, so far, every student has stayed with us after their first lesson. That’s so encouraging.’

Evergreen Education
324 King Street, W6 0RR
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www.evergreeneducation.co.uk



Jason Wilkinson

BUILT ON EXCELLENCE

'Jason does what he says he's going to do, he shouts early if he foresees issues and always has a solution.' – Alison McDowell (a recent client of Whitehall Construction)

'I'm hands-on – I like to be on site every day. I think that approach stems from the fact that I started on the ground floor of the trade. I've learned how important it is to be available – it's the best way to build a positive relationship with a client and find solutions to issues.'

Jason Wilkinson of Whitehall Construction has a simple, effective business philosophy. Having left school to become

a bricklayer, he took his City and Guilds and worked as a foreman on projects for Carillion and McAlpine. Jason co-founded Whitehall Construction four years ago with the aim of specialising in house renovation, loft conversion, kitchen and side return extensions, basement excavation and bathroom re-design.

'We have the knowledge to take any project from

Planning and Design through to Build,' he says. 'We're used to liaising with architects and structural engineers and we have a permanent team of top-quality, reliable craftsmen. If I do need to employ specialist sub-contractors, I only use people I know and trust.'

Jason stresses the importance of good project management. 'It's essential to explain the process clearly – why something will work and why it won't. It's about being open. In my opinion, many builders today have become more like salesmen. They get jobs in and then farm them out. So you lose that line of communication and personal contact.'

Jason is equally emphatic in his views about pricing and delivery. 'I give a realistic quote, not a deliberately cheap price to secure a contract. Our fees are fixed from the beginning, so there are no nasty surprises. Also, we deliver what we promise and on time. I'd like to think that 30 years' experience helps me anticipate problems and come up with practical answers.'

With many satisfied clients in the Chiswick area, Jason is happy for potential clients to view his previous projects. 'We're proud of what we do. Whether the job is large or small, we don't cut corners and high quality craftsmanship means everything to us.'

Whitehall Construction

07971 418857

jason@whitehall-construction.co.uk

www.whitehall-construction.co.uk



Peter Hughes



INSPIRATIONAL TILE STYLE

*Exciting new collections
for all tastes now available*

Since opening in 2017, the Hugo Ceramics tile showroom has built an excellent reputation for its stylish product range. It stocks a huge array of interior and exterior designs in different formats and effects – and the choice has just got even wider.

Already the exclusive UK representative for Turkish tile manufacturer Yurtbay Seramik and the Spanish company Superceramica, co-owner Peter Hughes has recently struck a similar agreement with another major industry name, the prestigious Barcelona-based brand Roca. ‘They actually approached us, which was very flattering,’ says Peter. ‘We are now offering the full Roca portfolio in ceramic and porcelain tiles which come in all designs and finishes.

‘Roca has a stylish viewing gallery in Chelsea Harbour – it was designed by Dame Zaha Hadid – and our clients are welcome to visit and see the tiles in a display environment. Also, when we have finished converting the top floor of our Leeds showroom to focus on Roca, Chiswick clients will be able to take a virtual tour from here in W4.’

Whichever room you want to refresh and refurbish and whatever tile you are looking for – decorative or practical, on trend or classically elegant – you’re sure to be inspired.

Hugo Ceramics

76/78 Chiswick High Road, W4 1SY

020 8747 3585

hugo@intceram.com

www.intceram.com

Advertorial | #intceram



Joe and Clay

RED CARPET SERVICE

Investing in new carpets or flooring? Whatever the style, texture or budget, the Carpetstore will help you achieve the look you want

Just like most businesses, fashions come and go in carpets and flooring. Few people are better able to spot and respond to the latest trends than brothers Clay and Joe Miller, who have been running the Carpetstore for the last 25 years.

‘Recently, we’ve noticed more demand for carpets with the look and feel of silk,’ explains Clay. ‘At the same time, hard-wearing, natural-look carpets remain very popular. Whatever the style, we guarantee that all our carpets have been moth-proofed. We use a treatment that puts a chemical on the yarn as it is spun – that works well.’

Customers at the Carpetstore are spoilt for choice. Clay and Joe have a huge selection of contemporary and classic

designs for all tastes and budgets as well as made-to-measure bespoke rugs and a wide range of vinyl, tile and laminate flooring. Of course, customers are welcome to take samples home to check how the colours and hues work with their domestic lighting and decor.

‘At the moment, we have new designs in 100% natural Sisal and a large selection of room-size remnants at half normal price,’ says Clay.

‘We can make stair runners to order with different edges, either bound in cotton herringbone tape or with edges whipped the same colour as the carpet, and we also supply extra-heavy commercial wear carpets for communal stairs and landings.’

Come summer, the Carpetstore also stocks artificial grass. ‘As soon as the weather improves, people ask us for it,’ smiles Clay. ‘We have different qualities and thicknesses, from 20mm to luxury 40mm pile height – and at least it doesn’t attract moths!’

With their own skilled teams of fitters, the Carpetstore will take up and remove existing carpets, lay hardboard, ply and latex sub-floors and trim doors. Whether you know an Axminster from a shagpile, man-made fibres from wool, you’ll receive excellent personal service and no-nonsense advice.

The Carpetstore
156 Goldhawk Road, W12 8HJ
020 8749 9340
carpetstoresb@aol.com
www.thecarpetstore.info

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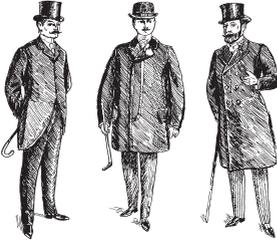


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WEEK 3

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WEEK 4

Monday 12th August - Friday 16th August

WEEK 5

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