

CHISWICK LOCALS



KEEP IT LOCAL!

In the Spring issue of Chiswick Locals we are featuring businesses with a long history in the area and some that are more recent arrivals in W4.

In the latter category is The Plant Shop on Turnham Green Terrace. Having accepted voluntary redundancy from BA during the pandemic, co-owner Lewis Cox and his husband Steven have gone from selling plants from their garden to establishing a worldwide network of suppliers for the new business.

Also new to Chiswick is Luxury Chandelier Light, opposite Fountains Leisure Centre. Owner Amir stocks a glittering range of chandeliers in all shapes and sizes that will add the finishing touch to any room. And if you're a fan of The Italians café/deli on the High Road, do pop into the team's stylish new Pizza Wine Bar next door.

Neil

Neil McKelvie, Editor



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Amir and Violeta



LET THERE BE LIGHT!

Adding a touch of glamour and sophistication, chandeliers are the perfect finishing touch to any interior

Think opulent chandeliers and it's a fair bet that Peckham's finest and the famous *Only Fools and Horses* episode might come to mind. Which was why I asked Amir, the charming owner of Luxury Chandelier Light (opposite Fountains Leisure Centre), whether he arranged for installation in his clients' properties. The answer was, he does it himself – and very carefully indeed!

When Amir opened his showroom three months ago, it was the fulfilment of a long-held personal ambition. He has been living in London for two years, having previously spent two decades running a chandelier and bespoke lighting business in the Middle East.

'Whether you want a glamorous crystal chandelier for the bedroom, an elegant

sculptural focal point for the lounge or simply a stylish floor, table or wall lamp, we have the shapes, styles and sizes to enhance every interior,' he explains. 'And, as well as looking beautiful, our chandeliers provide practical, effective lighting – they can go anywhere.'

All of Amir's stock is individually designed by Italian craftsmen using high quality materials, such as crystal, coloured glass, stainless steel and ceramics. 'I'm always happy to visit people at home to advise on practical matters such as co-ordinating the lighting with the colour scheme and function of a room and, most importantly, the optimum hanging height to create a perfect sense of balance,' he says.

'Whether your taste is modern or traditional, decorative or minimalist, we will have a chandelier to suit. First-class customer service is very important to me, so do come in for a coffee and find out how we can light up your life.'

Luxury Chandelier Light

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Lewis Cox

Photograph: #annabelmoellerphotography

EXPLORING W4'S HOUSEPLANT JUNGLE

Trailing, climbing, hanging, well-known and rare... indoor plants for every taste and budget

'We were so unprepared. We turned up at Gunnersbury Artisan Market with a battered wallpaper table and an old gazebo that wouldn't stay up. Frankly, we were petrified. But we sold every plant. And that was the beginning...'

Lewis Cox, co-owner of Urban Tropicana with his husband Steven Desouza, is recalling the couple's first tentative venture into selling

face-to-face to the public. Previously, they had sold plants grown in their garden online and, after Gunnersbury, they moved onto a stall at Chiswick Flower Market, a shop in Northfields and, since November, the gloriously jungly Plant Shop on Turnham Green Terrace.

'Plants have always been part of my life,' says Lewis. 'I had taken voluntary

redundancy from BA because of the pandemic and so we thought, why not create a business out of a passion? It has all happened so fast. We now have links with nurseries worldwide: the majority of plants come from Holland, we work with a cactus farm in Spain and just yesterday we received rare anthuriums from our supplier in Ecuador.

'The stock changes seasonally with plants for every taste and budget, from traditional snake plants and peace lilies to more exotic specimens, such as new colours and varieties of orchid. Also, we work closely with Sarah Gerrard-Jones (aka the Plant Rescuer) to put together Rescue Boxes of damaged plants that will thrive given a little TLC.

'Many people make a choice based on look, that's natural. Our job is to ensure the plant will thrive in their home or office/workspace: that's why we always ask about light conditions and, of course, we're happy to give advice on care (don't over-water is the Number One tip) and make recommendations.

'Everyone on the team is very knowledgeable and we love talking plants. We've had a lovely welcome to Chiswick and Steven and I are so glad we took the plunge into this business - it really doesn't feel like a job!'

Urban Tropicana (The Plant Shop)

21 Turnham Green Terrace, W4 1RG / 020 8616 0910
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contact@urbantropicana.co.uk
www.urbantropicana.co.uk



Sifu Kai Taylor



Photographs: #doris_heinrich_photography

OVERCOMING FORCE WITH SKILL

New classes for children, teenagers and women-only in a martial art that uses minimum effort to create maximum power

'If you've always wanted to try a martial art, Wing Chun is the perfect self-defence discipline in which to take your first steps,' says Sifu (Master) Kai Taylor. 'It can be practised by children, teenagers and men and women of all ages and physical ability.'

Kai studied at Sydney's International Wing Chun Academy for three years, then trained in Hong Kong under the late, great master, Chu Shong Tin, and has 25 years' teaching experience. 'Wing Chun is based on close-quarters combat and enables those with smaller frames to overcome larger, stronger opponents,' explains Kai. 'It has similarities with Tai Chi and, with a strong

focus on the mind-body connection, it's popular with people interested in Pilates, yoga and meditation.'

For the last six months Kai has been running Monday adult classes (6.30-8.30pm) at the Catholic Centre on Duke's Avenue. In September, he will be launching a new women's-only class (Thursdays 7.30-8.30pm) as well as classes for secondary school-age children (Thursdays 6.30-7.30pm) and for children aged 8-12 (Saturdays 10.30-11.30am and, for this class, numbers will be limited to a maximum of 12).

'My senior students help me to teach and we create a safe, controlled environment,'

says Kai. 'Students receive individual instruction and progress at their own speed. The structure is varied, sometimes everyone does the same activity according to their level of expertise, and at other times we break into groups and focus on different movements.'

For a limited period, Kai is offering a free trial. 'People often say: "I'll come to your class after I get in shape." I always tell them: "You don't need to be super-fit to learn Wing Chun, but Wing Chun will get you fit!" If you would like to sign up for an Autumn class or need more information, do get in touch.'

Kai Wing Chun

The Catholic Centre, 8 Dukes Avenue, W4 2AE
sifu@kaiwingchun.com
https://kaiwingchun.com



Jack Slatter

Photograph: #annabelmoellerphotography

CHISWICK'S NEW PROPERTY PARTNER

'Jack has been professional and helpful. I felt I could trust him throughout the process. His approach was a breath of fresh air.' – Dr Tajinder Singhrao

As the Manager of Madison Brook's new Chiswick office, Jack Slatter's first impressions of working in the W4 property market are interesting to hear.

'Well, I've definitely noticed that people like to come in for a chat,' he smiles. 'Whether they are testing the water about a valuation, asking for specific location advice or just curious about us and our service,

it's always a pleasure. It makes my job much more interesting.'

Founded in 2010, Madison Brook specialises in residential sales, lettings and property management. Jack himself came to the industry following a successful career as a professional actor and singer, travelling the world with hit shows such as *Mamma Mia* and living in Dubai, Russia and

Florida. 'Personally, I've always found a real synergy between my previous experience of performing on stage and guiding clients through the property process in terms of the importance of excellent communication skills.'

Since opening the High Road office (next to Foster Books) in April, Jack and his colleagues, Stuart and Elizabeth, have been busy introducing themselves to the community. 'We want to play an active role in Chiswick,' he says. 'We were delighted to sponsor the recent Grove Park Terrace Jubilee street party, we've joined Social Media groups and met other local organisations – and we've had a lovely welcome.'

'The W4 market is very healthy in all sectors, with properties at a premium. For example, last Thursday we listed five apartments in a development and, by Monday, they had all been let. In fact, we had 48 enquiries between closing on Saturday and Monday morning. Clearly, the demand is there and, with lettings in particular, we're also receiving many enquiries from overseas.'

'The personal touch is key to our approach. We are honest, friendly and knowledgeable – and never over-value to attract business. So, if you are buying, selling or looking to let a property in W4, do pop in for a coffee and say hello. We look forward to talking to you.'

Madison Brook

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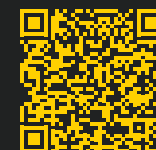
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THE ELECTRICAL PROFESSIONALS

SES's expert 'blue brigade' will diagnose and solve all your electrical issues and carry out a free energy-saving home survey

SES Electrical Contractors' distinctive blue vans are a familiar sight out and about on the streets of Chiswick. Since founding the company in 2010, Byron Sanders has built a successful business based on professional expertise, trustworthy advice and word-of-mouth recommendation.

The core of SES's work comprises electrical installation, repair and testing and, whatever the nature of the job, excellent service is always a given. 'When I was learning the trade, I knew electricians whose workmanship was superb but their customer care non-existent,' recalls Byron.

'My philosophy is to deliver the maximum on both counts, and that's why we are now offering free energy-saving surveys (until the end of July). With domestic running costs currently so high, we've seen a spike in the number of customers asking us to recommend and carry out more energy-efficient upgrades. For example, even something as simple as replacing old halogen spotlights with LED bulbs can make a significant difference: it requires 125 kWh of electricity to run an LED for 40,000 hours as opposed to 1250 kWh for a halogen.'

The SES team is also fully trained on all elements of commercial and light industrial electrics, BAFE-approved (British Approvals for Fire Excellence) to design, install and service fire alarms and accredited with the leading manufacturers of electric vehicles to source, supply and test EV home chargers.

'Since the pandemic inspired more people to work permanently or part-time from home we have seen far more WiFi and data-related enquiries, in particular for extra access points and reliable connections,' adds Byron. 'Equally, government legislation requiring all rental properties to have an Electrical Installation Condition Report (EICR) has prompted a significant demand from landlords.'

'All are technicians are experienced and highly qualified, we carry high levels of stock and we respond quickly and efficiently. And do get in touch if you would like to book a complimentary energy survey of your home.'

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Emily

TAKING THEIR FIRST STEPS...

Petite Performers provides a safe, supportive space in which pre-school children can have fun, be creative and learn new skills

'It's wonderful to see children blossoming in confidence, making friends and flourishing creatively and physically,' smiles Emily Cardno, co-founder of Petite Performers. 'And, we never forget that they are little. It's so important to ensure our classes are fantastic fun while still having a good structure.'

The Petite Performers concept was born when Emily, who lives in Chiswick, and her twin sister Michelle were running dance schools. 'We realised that no-one was providing a high quality ballet, tap, hip hop and drama programme for six-month to six year-old olds, so we created a syllabus to cover all four genres.'

Since then the business has grown fast on a franchise model, with Emily herself owning W4's Petite Performers. 'We opened last year with a core group of dance classes (drama starts in September) at the Christian Centre off Devonshire Road and the Mission Hall close to Chiswick Park station.

'Everyone on the team has professional teaching and/or Performing Arts qualifications, we use props and games and the music and

songs have been written or re-recorded just for us. Around half the children take more than one class each week and parents join in with those for up to three year-olds - it's a nice way for them to meet new people too!

'We believe that all children can learn about dance and drama through play and, in turn, discover skills such as counting, singing, skipping and jumping. It's lovely for us when they leave a class with smiles on their faces and a sense of achievement.'

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SPECIAL OFFER: Petite Performers' Autumn term begins on 16 September. To receive a 15% discount, quote: LOCALS15

Petite Performers

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Chelsea Fine Arts



Maddy Alemayehu



IT'S ALL IN THE METHOD

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

Artist Stephanie Villalba founded Chelsea Fine Arts in 2009 with the vision of teaching any child, whether naturally gifted or an absolute beginner, to draw and paint realistically. One glance at the completed and 'in-progress' paintings around the two light, airy studios (opposite Ravenscourt Park and in Chelsea Wharf) proves that her approach does work.

Over the summer holidays (11 July-26 August), Stephanie and her experienced team will be running classes for young people aged 8-18. The teaching method, which is followed by all the tutors, is founded on the belief that confidence and 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 then develop an original vision.'

The classes include a mix of ages with each student taught on an individual basis and

materials are provided. The children work from beautiful and inspiring still-life set-ups that are composed to focus on key skills, such as perspective, composition and the use of complementary colours.

'We teach in a variety of media because each is relevant to a particular technique or skill,' adds Stephanie. 'For example, charcoal is excellent for encouraging students to depict tonal shapes (dark, medium, light), paint and pastels are used to learn colour mixing from primaries, while 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 classes. 'No previous knowledge is needed. Often students who come with no experience progress the fastest. It's wonderful to see their self-confidence grow and their pride when they leave with their own framed work of art.'

Ravenscourt Park Studio

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Chelsea Wharf Studio

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HOME IS WHERE THE HEART IS

Being able to live safely at home in later life is a comfort. Home Instead's Care Professionals help make that happen...

'Everyone here is passionate about high quality care,' smiles Maddy Alemayehu, Director of Home Instead Hammersmith, Fulham and Chiswick. 'Our standards are exactly what we would expect for our loved ones. We want families to know that their relatives are safe because we are there for them.'

Inevitably, in later life daily tasks in the home become physically more challenging and social contact narrows. Hence many older people feel obliged to move from where they love living. However, there is an alternative. 'That's where we come in,' says Maddy. 'We've been working in West London for 10 years, providing sensitive relationship-led care that helps our clients to enjoy independent, fulfilling lives.'

Maddy, who worked for many years as an Intensive Care nurse, and her team deliver a wide range of services, all of which are overseen by experienced nurses: they include Dementia, Respite and 24/7 Live-in Care, Home Help and Companionship, bespoke care for conditions such as Parkinson's and free consultations on the practical aspects of care.

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'Family or friends usually get in touch with us,' explains Maddy. 'A Home Instead Care Manager then visits the potential client to discuss their needs and explain what we do. If all goes well, we then match the client with one of our specially trained Care Professionals: we place great emphasis on finding points of contact between the two based on background and interests. That's important because many people just like to have a cup of tea and a good chat.'

With many of Home Instead's clients shielding, the Care Professionals played a particularly important role during the pandemic. 'They filled in all the daily gaps – shopping, cleaning, cooking – and reassured families that their relatives weren't isolated,' says Maddy.

'Whatever role we play, we never forget that everyone is different; we're there to be a trustworthy, friendly face. We want to change the face of ageing for the better.'

Home Instead – Home Care & Live-in Care

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The Whitman & Co team

Photograph: #annabelmoellerphotography



Chris Chalmers

NO ONE KNOWS AND SERVES CHISWICK BETTER...

Whether you are buying, selling or letting, the Whitman & Co team has the local knowledge to guide you through the property process

Like many successful, long-standing Chiswick businesses, Whitman & Co has always been a first port of call for local charities, clubs and schools seeking sponsorship for their fundraising events. 'Of course, that all changed during the pandemic lockdowns when the annual W4 social calendar came to a sudden halt,' recalls Sales Director, Chris Chalmers.

'But now, to judge by the number of requests for support that we've received, community life is back and busier than ever. We've always believed in pitching in and playing an active role, so we always try to say yes when we're approached.' Among the beneficiaries of the company's generosity are Grove Park School, Chiswick Rugby Club Juniors, Kew College, the High Road Flower Market, Chiswick Cricket Club and the West London Sinfonia.

'Traditionally, for the Bedford Park Festival, we have donated a brand new bike and organised a raffle to win it, with the proceeds going to the Festival's nominated charities,' adds Chris. 'However, most appropriately, this year the bike, which we bought from Fudge Cycles, has been kindly donated to West London Welcome, a community centre which is run for and with the help of refugees, asylum seekers and migrants.'

When it comes to the property market, Chiswick sales and lettings activity continues to be strong. 'In fact, May was a remarkable month for us - we agreed 29 sales in 31 days,' says Chris. 'However, we are anticipating that recent rises in interest rates on both sides of the Atlantic and wider global events will have some degree of "cooling off" impact.'

Over the last two decades, Whitman & Co has consistently proved that the most effective business strategy is often the most simple. 'We only focus on the area we know best - Chiswick and its immediate surroundings - and we like to build long-term relationships with clients, working with them at different stages in their home-buying and selling lives,' explains Chris.

'Most importantly, our valuations are realistic. We never over-value simply to secure an instruction, we quote figures that we can achieve and we don't put clients under pressure. Being straightforward always pays dividends in the long run as clients will then come back.'

The commercial property sector has also been extremely active - for example, a new *gelateria* called Amorino has just taken on the ex-Manor Springs site - with Director Jeremy Day reporting more enquiries for shop premises than there are vacant units available. 'I think that we're now in a period of transition after the pandemic,' he says. 'The increased

popularity of shopping locally, together with changes to the planning use class order, have meant that there are now very few shops to let. As a result, rents have started to rise.

'Currently, the office sector is a little quieter, with the most significant demand coming from businesses which have decided to down-size their space in response to an increased number of staff working from home.

'If you need any advice or information about buying, selling or letting a property in Chiswick in the near future, we would be delighted to help,' says Chris. 'Do pop into the office and say hello or follow us on Social Media, we look forward to talking to you.'

Whitman & Co

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Christopher Barrow

RISK AND REGULATION

External scrutiny and stringent due diligence are key to every safe custody business

Delivering world-class security demands substantial investment. Metropolitan Safe Deposits' High Road branch is a perfect case in point: the two basement vaults with a capacity of 7500 safe deposit boxes in 12 different sizes were designed and constructed by the industry's leading manufacturer.

The premises itself is equipped with 24/7 perimeter and interior CCTV, seismic and stress detectors, electronic and magnetic locks and bullet-resistant airlock doors. Complementing that proven level of physical protection are multi-layered alarm and biometric ID procedures that ensure back-up systems are always in place.

However, as Chief Executive Christopher Barrow emphasises, other fundamental factors must be considered when creating a successful safe custody operation. 'It's essential for us to maintain the highest standards of practice when it comes to following the Financial Conduct Authority's (FCA) anti-money laundering and terrorist financing regulations and complying with HM Treasury's sanctions regime.

'In particular, since the Russian invasion of Ukraine, there has been an even stronger emphasis on businesses in our sector having rigorous measures in place to check whether customers are subject to financial sanctions. If there is any doubt, it is our responsibility to seek legal advice on how to interpret the rules and then determine the potential consequences and actions to be taken. We believe that commitment to regulatory compliance instils confidence in the eyes of *bona fide* customers.

'Equally importantly, a safe deposit business should only be satisfied once it has been subjected to, and validated by, an independent risk review. Regular on-site assessment provides objective feedback on the quality of security systems, processes and staff training.

'In this industry, trust can take a long time to build, and it is very easy to destroy. We focus on every element of what we do with the same care and, by so doing, we offer the peace of mind that treasured possessions are in safe keeping. Besides which, I'm sure our clients don't want to mix with individuals involved in criminal activity.'

Metropolitan Safe Deposits

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a while the fashion was for muted shades, mostly beiges and greys. They are still popular, but now there's definitely a move towards stronger colours, even if that doesn't often go as far as animal print.

'We deal with 90% of industry manufacturers and so we're able to offer the widest possible selection of classic and contemporary carpets as well as made-to-measure bespoke rugs, stair runners and vinyl, tile and laminate flooring. Last year, we created extra space in our showroom and that has enabled us to display 100 ranges, and there are at least another 100 in stock in our basement should they be needed.'

Clay and Joe guarantee that all their carpets are moth-free, thanks to a chemical that is put on the yarn during the spinning process, and customers are always welcome to take samples home to check how colours and hues work in a domestic setting.

The Carpetstore use their own teams of highly experienced fitters, who will also lay hardboard, ply and latex sub-floors and trim doors. If you are investing in new carpet or flooring, whether for the home, office or a communal property, you'll receive excellent personal service and straightforward advice.



The Carpetstore

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Follow us: #chiswicklocals #TheCarpetstore1

ANIMAL MAGIC

'The Carpetstore transformed our house. Friendly, professional and brilliant results!' – Rick and Rachel Parfitt

Recently, Clay Miller and the Carpetstore team fitted a stair-runner and carpet for a well-known TV personality. To say the least, the design was a bold choice and, apparently, one in tune with the client's flamboyant style (Clay's lips are sealed when it comes to a name).

The Axminster carpet was Ocelot from the Safari range manufactured by Hugh Mackay. 'It's really lovely quality with 80% wool and also comes in Zebra and Leopard prints,' says Clay. 'Some people immediately love it. Others think, we'd never have that in our home. It's all down to personal taste!'

Clay and his brother Joe have been running the Carpetstore for over 25 years and, in that time, they have seen trends come and go. 'For quite

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Michele (centre)



EAT AND DRINK THE ITALIAN WAY

Enjoy delicious 'new-style' pizzas, meat and cheese platters and fine wines

Serving authentic Italian foods and wines from family-owned suppliers, the Italians café and deli is a favourite focal point on the High Road. Over the past few months, a new sister establishment has been taking shape next door and now, with the works completed, the stylish Italians Pizza Wine Bar is open for business.

The team promises to deliver an exciting twist on the classic pizzeria experience. 'We are introducing a new way to enjoy pizza,' explains Michele, the Manager. 'Intentionally, ours are smaller in size than usual and we focus on specific ingredients, so allowing customers to mix and match different flavours at once.

'For example, on the Pizette Rosse menu (tomato base pizzas) we have the Margherita and the Capricciosa (ham, artichoke and olives) and the Pizette Bianche menu (plain base pizzas) includes fresh sausage and wild broccoli and smoked Scamorza cheese and spinach. And, of course, we only use the best Italian flour and a special mix for our dough which delivers a signature crispiness.'

Complementing the pizzas are a delicious selection of meat, cheese and mixed platters (*taglieri*) as well as nibbles (*stuzzichini*), hot plates (*lasagne bolognese*) and traditional desserts,

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such as Sicilian *cannoli* and *tiramisu*. 'And our wine list features bottles from across Italy,' adds Michele. 'They come from small producers who we know and have worked with for many years and all are available by the glass.

'We are open Tuesday-Thursday (5pm-10pm), Friday-Saturday (midday-11pm) and on Sunday (midday-9pm). We look forward to welcoming you and raising a glass – *saluti!*'



The Italians Pizza Wine Bar

460 Chiswick High Road, W4 5TT
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Dr Hala Mahfoud

GET SET FOR SUMMER HOLIDAY SUN

'I really enjoyed my first visit. Dr Hala was warm, friendly and professional and good at taking the time to explain everything.' – Diane Noel

Holidays are on the horizon and Dr Hala Mahfoud and her experienced team of therapists will ensure that you are looking fabulous and feeling rejuvenated, energised and fully beach-body confident.

'Our "summer-ready" facials are always very popular,' confirms Dr Hala. 'We specialise in hour-long HydraFacials (for men and women) comprising five different stages – lymphatic drainage, exfoliation, extraction, hydration and light therapy – which ensure the skin is perfectly prepared for sun exposure.'

'Of course, every client is different – the skin may be dry, rosacea-prone, pigmented or have fine lines – and that's why we always tailor our facials to the individual. And we take exactly the same approach to body contouring, whether that's using ultrasound and radio frequency to

break down fat tissue or carboxytherapy, which smoothes out cellulite and stretch marks and tightens the skin.'

Having worked for many years as an NHS Consultant, Dr Hala opened her family-run clinic in 2017 with the vision of bridging the gap between aesthetics, beauty and medicine. Since then, she has expanded the therapies available and launched her own successful Skincare Collection, which includes an eye serum to reduce wrinkles and dark circles, a lip plumper and a lightweight sunscreen.

One increasingly in-demand treatment is Ozone Therapy, and to some extent that is due to the pandemic. 'It is a safe, effective way of boosting the immune system,' explains Dr Hala. 'Ozone gas injections reach the cellular level, boosting oxygen delivery to the blood

and so activating the immune system to fight infection and combat inflammation and pain.

'Also, hardly a day goes by without an enquiry about PRP (Platelet-rich Plasma therapy), which is based on the body's natural ability to regenerate tissue. Blood is centrifuged to leave a platelet-rich solution which is topically applied or injected into a targeted area – for example, into the scalp to promote hair growth – so starting the healing response.'

Dr Hala's signature personal touch is complemented by investment in the latest medical technology, such as the Femi-Lift laser, which stimulates collagen, the protein responsible for skin strength and elasticity. 'Post-birth, many ladies leak when they exercise, sneeze or cough,' she says. 'The Femi-Lift provides proven, non-surgical relief from stress urinary incontinence and alleviates vaginal dryness and sensitivity during sex.'

'In addition, we have two Alma lasers: the Harmony XL Pro lifts and refreshes skin and is ideal for healing scars, acne, vascular lesions and mole and tattoo removal, while the Soprano ICE Platinum laser has revolutionised hair removal – it is fast, pain-free and suitable for all skin types.'

Charming and friendly, Dr Hala meets all new patients. 'We get to know them and often they become friends,' she smiles. 'We're proud of our work and, and, with the scope of our facilities, we will achieve the best bespoke outcome every time.'

Treatments include: * PRX Peel: scar management and wrinkle reduction
* FibroBlast: lift sagging skin and smooth lines
* Mesotherapy: rejuvenate skin and boost hair growth * Mesosculpt: eliminate facial fat pockets * Non-invasive cellulite and stretch mark reduction using radio-frequency and ultrasound
* Wart, mole, tag and tattoo removal
* Botox, fillers and herbal and chemical peels
* LPG Endermologie: tighten skin and target fat

Dr Hala Medical Aesthetics

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Henry Nicoll



Jane Rossiter



Samuele Alberton

Photograph: #doris_heinrich_photography

IT'S A FAMILY AFFAIR

Burlington Motors is a West London institution. Established in 1956 by Len Nicoll, the successful full-service garage has been handed down through three generations of the family and is now run by Len's grandson, Henry.

'I wanted to join the business and did my apprenticeship here, but my Dad (Barry) actively encouraged me to do something different,' he recalls. 'I went to university but, in the end, I came on board. Our skilled team of mechanics has a huge depth of knowledge. We can handle the repair and servicing of all makes and models, from Minis to Rolls Royces and light commercial vehicles, and we're constantly training to stay up-to-speed with new technology.'

'Our family philosophy has remained the same: big enough to cope; small enough to care. We're not a faceless business and, for us, the customer is never a number. We promise to deliver the best service for your vehicle.'

Special Offer: Burlington Motors is currently offering a free Summer Health Check for all makes of car.

Burlington Motors

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<http://www.burlingtonacton.co.uk>

Advertorial | #BurlingtonW3

JUST 20 MINS PER WEEK

In 2019, having recovered from a mastectomy and knee replacement in previous years, Jane Rossiter was looking for a "new" approach to fitness. She decided to join Attila Leb's fit20 studio (next to The Lamb) and here she shares her experience of the revolutionary training concept.

'I think I was one of Attila's first clients. I went for a chat and he explained clearly how one weekly 20-minute session of super slow-motion exercise delivers results. In particular, I wanted to maintain bone health and muscle strength and Attila devised a personal programme with that in mind. I've been going ever since. I know that I'm stronger, more upright and less tired, and I'm sure my "other" knee, which was causing trouble, would have "gone" but for fit20.'

'Attila is patient, subtly encouraging and knows when to push and when to step back. Also, I like the no-frills approach of focusing for 20 minutes without the distraction of mirrors and music. I'm so glad that I discovered fit20. I always encourage others, whatever their age or medical history, to give it a go - it works.'

fit20

273 Chiswick High Road, W4 4PU
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<https://fit20london-chiswick.co.uk>

Advertorial | #fit20_chiswick

THE SEVEN DEADLY PLUMBING SINS

Forearmed is forewarned! The Italian Plumber's insider tips on making sure that the job is on time, on budget and done to your satisfaction

'Over the past decade, the plumbing trade has definitely upped its game on customer service,' says Samuele Alberton, aka The Italian Plumber. 'And that's down to online reviews; with platforms such as *Checkatrade* and *TrustATrader*, there's no hiding a bad experience.'

'However, there are still cowboys out there committing the Seven Deadly Sins. Here's what to look out for... **Greed:** over-charging and unnecessary work. You received a written quote for the job, but when it is finished the bill bears no resemblance to what was agreed. Among the usual excuses are: "We had to fix A in order to fix B" or "the job was much more difficult than expected..."'

'**Dishonesty:** poor communication. You agreed a time for the work to start, but no-one shows up or the plumber does arrive, but without the necessary parts. **Disrespect:** a disregard for property and possessions. The job will create a mess, but no protective measures are taken or else an old vacuum cleaner that would struggle to pick up confetti is used.'

'**Slovenliness:** lack of self-respect. The plumber turns up looking like they've had a night on the

tiles and the prospect of tackling the job is an inconvenience. **Sloth:** a lazy approach. The plumber can't be bothered to explain what they've done in layman's terms and the invoice lacks a basic job description, leaving you completely in the dark.'

'**Consideration:** or lack of it. All of a sudden you hear the toilet flush upstairs. Not asking for permission is an absolute no-no. **Assumption:** you must pay. The plumber spots an opportunity to make a few extra quid by doing additional work. They don't inform you and complete it without approval or saying anything - and then expect payment.'

'So, there you have it. Do always check who you are dealing with by using the online trade platforms and never be afraid to ask plenty of questions when you make the initial enquiry.'

The Italian Plumber

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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.

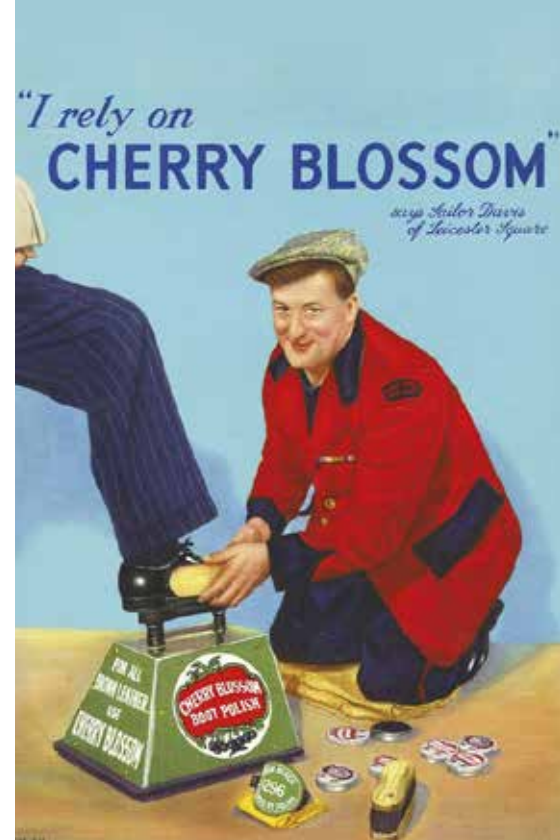
The Masons also bought Boston House in Chiswick Square for use as a social club and Afton House in Bourne Place. After renovation works on the latter, it was let to The Chiswick Memorial Club at a peppercorn rent and was later handed over to trustees to remain in perpetuity as a club for ex-service men.

Dan Mason's most significant 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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