FULHAM LOCALS





























KEEP IT LOCAL

Welcome to Fulham Locals. In this issue we are delighted to be featuring two relatively new additions to the Fulham Road community - Dental Beautique and Mathnasium.

Justyna Kamecka opened Dental Beautique six months ago and she and her team offer professional excellence and thoroughly charming service in every dental discipline. And if your children are struggling with maths, pop into Mathnasium to see Dan Tregoning and Michael Chitty, the franchisee and Manager - they will explain more about their exciting, proven teaching method.

Finally, if you have yet to venture up Fulham Palace Road to The Green Room at W6 Garden Centre, now's the time. It is dedicated solely to houseplants and readers can claim a 15% discount (over $\pounds 10$) on any purchase if they mention our feature (pages 14/15).

Neil McKelvie, Editor

CONTACT US **Editorial and** Advertising:

07956 391739 connect@keepthingslocal.com

Disclaimer: inclusion of information in this magazine does not imply information, products or services are endorsed, verified, or factual. Publisher: Keep Things Local Ltd. All Content © 2020 Copyright Protected. All Rights Reserved.

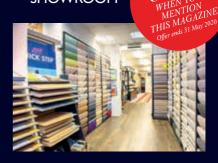
OZMAS DECORATING



Georgie Knight and her expert painting and decorating team deliver superb results on interior and exterior jobs of every size and scope.

30 Elthorne Park Road, W7 2JA | 07772 636 000 info@ozmas.co.uk | www.ozmas.co.uk Advertise with us connect@keepthingslocal.com

- FREE ESTIMATING AND PLANNING
- FREE FITTING ON SELECTED CARPETS
- FAST FITTING SERVICE
- WALK IN SHOWROOM



10% OI

CARPE



'Great service, great carpet. Joanne R. W6



020 8749 9340 156 Goldhawk Road. Shepherd's Bush W12 8HJ carpetstoresb@aol.com www.thecarpetstore.info





HOME FROM HOME

Choose from the new Steak and Spritz spring menus at Fulham's favourite Locale

When the sun is shining, Locale's terrace is the perfect place to enjoy a drink or a meal and watch the world go by. 'I can fully understand that,' smiles Manager, Linn Hedblom. 'But some customers are out there in all weathers. I've seen couples eating under umbrellas and during Storm Ciara I was asked to roll out the awning. It would have ended up on Fulham Broadway!'

Situated on Munster Road, Locale is a 'proper' neighbourhood restaurant with a comfortable, cosy interior and a true family feel. Serving delicious Mediterranean cuisine – the emphasis is on authentic rustic Italian dishes – it is the ideal venue for drinks, group get-togethers and intimate dining.

Locale is introducing tempting new food and beverage offers for Spring, including half-price Monday Steak Nights and a tempting selection of spritz cocktails. The latter features the signature SW Spritz, which was concocted by Linn herself. 'It has lime, cucumber, mint, elderflower and prosecco – and it required dedicated tasting to perfect!

'On half-price Monday Steak Nights we offer a choice of two excellent Argentinian steaks served with chips, side salad and our signature seven herb sauce for $\pounds 10.95$ and $\pounds 12.95$ and, in addition, we have Friday aperitivos with free flatbreads (5-7pm) if you are drinking at the bar and a daily Happy Hour (4-7pm).'

Locale's menus (a la carte, Sunday roasts and Wheatfree) were designed by Head Chef Angelo Martello and use only the freshest seasonal ingredients. 'I've noticed that many customers without allergies order from the Wheat-free menu,' says Linn. 'The Chilli King Prawns are popular and I'd recommend the sautéed Chicken Madeira breast with mozzarella, green beans, roasted tomatoes and Madeira sauce – it's superb.'

With a separate bar area – Molly is in charge of all things drinks-related and mixes a mean cocktail – and draught beers from the Camden Brewery, it's no wonder that former locals who have moved from Fulham still return. 'We provide a friendly service and, in return, we know some lovely people,' says Linn.



Locale 222 Munster Road, SW6 6AY 020 7381 6137 info@localefulham.com www.localefulham.com

Advertorial | Search: #keepthingslocal #fulhamlocals | @localefulham #localefulham

Justyna Kamecka (seated)

THE SMILE SPECIALISTS

The Dental Beautique team is committed to delivering excellent dental care and the most effective facial aesthetic treatments

Having spent a while chatting to Justyna Kamecka, who seamlessly combines the roles of practice owner/manager, lead dentist and hygienist at Dental Beautique on Fulham Road, I had one last question for her: "Do you ever manage to get any time off?"

'Not that much! We've only been open for six months and so, yes, it's been hectic, but also very enjoyable and fulfilling,' she smiles. 'The hard work is worthwhile because my dream has always been to run my own general practice. It's important that everyone here works according to the same philosophy, and by covering several bases I can make sure everything is perfect for my patients!'

Justyna came to the UK from Poland 15 years ago to study at the prestigious UCL Eastman Dental Institute. After graduating, she worked in several London practices, and those experiences have informed her vision for Dental Beautique. 'Our aim is to provide the very best family dental care in every discipline and all under one roof,' explains Justyna.

'Whether it's a routine filling or extraction, preventative hygiene, cosmetic dentistry, implants, Invisalign teeth straightening, periodontics, oral surgery, endodontics or an emergency visit, we are passionate about what we do – and we realise that there's a human being with the teeth!

'We treat patients as individuals and, if someone wants a more confident smile, we look at the whole face – that's why we also offer high quality facial aesthetics such as Environ Skin Care anti-ageing solutions, Juvederm dermal fillers and CACI non-surgical micro-facelifts.'

Advertorial | Search: #keepthingslocal #fulhamlocals



Justyna's handpicked team of dentists and nurses includes specialists in all fields and she has invested in cutting-edge equipment, such as low-exposure digital x-rays and intra-oral cameras. Equal attention has been devoted to creating a spa-like environment with soothing colours – even the dental chairs have comfortable cushioned memory foam.

"That tranquil atmosphere is particularly important for nervous patients,' says Justyna. "We deliberately book longer appointments to allow time to explain a procedure – it's never a case of open your mouth and say nothing! And, of course, people are welcome to come in for a chat and have a look round before we even contemplate any dentistry.

'As a practice, we are committed to helping patients to afford their dental care, hence we have regular special discounts. For example, at the moment, we are giving 20% off a regular check-up and children under-12 go free if a parent is registered with us. Just check our website for the latest offers.'

Justyna also sets aside time every few months to give free check-ups and treatment to children who, for whatever reason, can't afford to visit the dentist. 'It's something I always had in mind to do when I had my own practice.'

'We've had a lovely warm welcome to the area and I'd like to invite Fulham locals to come in to discuss how we can help keep their teeth healthy, their skin beautiful and their smile confident. We look forward to meeting everyone!'

Treatments at Dental Beautique include: * Periodontics: preventing and treating gum disease * Orthodontics: improving the appearance of crooked, protruding or crowded teeth * Cosmetic dentistry: whitening and veneers * Endodontics: root canal treatment * Oral Surgery: correcting imperfections of the teeth and jaw * Dental Implants: replacing missing or damaged teeth * Invisalign: invisible braces to straighten teeth

Dental Beautique

849 Fulham Road, SW6 5HJ 020 3985 7577 info@dentalbeautique.co.uk www.dentalbeautique.co.uk

Advertise: connect@keepthingslocal.com #fulhamlocals | #dentalbeautique



SOLVING THE MATHS PROBLEM

If your children are struggling with maths, transformative tuition with proven results is now available...

'We believe that every child can succeed in maths using our tried and tested methodology,' says Dan Tregoning, franchisee of the newly opened Mathnasium Centre on Fulham Road. 'It is a matter of teaching the subject in a way that makes sense to them as individuals.'

With nearly 1,200 centres worldwide, the Mathnasium method has been changing lives through maths for almost 20 years. 'We teach children aged 6-16,' adds Centre Manager, Michael Chitty. 'The first step for any prospective student is to take a free diagnostic assessment; that enables us to pinpoint what they know, but more importantly, what they don't know. We then design a customised learning plan to teach the concepts the student needs to master. The results are remarkable – students will see measurable changes in attitude, confidence and school progress.'

Mathnasium operates like a gym, with parents subscribing on a monthly basis. Students attend as many times as they like, whenever they like. Each session lasts between an hour and an hour and a half, with a recommendation of two to four sessions a week. There is no need to book in advance giving parents full flexibility.

The approach is based on individualised learning in a friendly environment. 'We aim to operate on ratios of between one instructor to three to four students, whether they are looking to catch up, keep up or get ahead with their maths,' says Michael. 'Whilst we don't set homework, we assist our students with school assignments. We also offer specialist test preparation, tailoring our teaching to assist with 11+, scholarships and GCSE exams.'

Mathnasium has strict criteria for hiring instructors. 'Of course, they must be exceptional at maths,' explains Dan. 'But, equally important is the ability to inspire and communicate with students. So far we've had wonderful feedback, in fact some children have been asking to come more often!'

And should a little extra encouragement be needed, Mathnasium has a reward for achievement policy, with toys ranging from Lego to drones and even an iPhone. 'Of course, the phone takes hard work and outstanding results,' smiles Michael.

Mathnasium of Fulham

777 Fulham Road, SW6 5HA 020 7471 4888 fulham@mathnasium.co.uk mathnasium.co.uk/fulham

Advertorial | Search: #keepthingslocal #fulhamlocals | #mathnasium





Children who consistently attend our learning centres enjoy a transformative learning experience and make tremendous strides in comprehension, confidence and marks.



toward maths improved."



We surveyed parents, and this is what they told us:

"My child's maths skills and understanding improved."

92%

"My child's

marks

improved."

"My child's homework time is easier."

Multiple independent studies conducted by Watson Education have shown that Mathnasium improves student performance on standards-based tests in 20 sessions or fewer.*

More than a half-million parents have trusted us since Mathnasium opened its doors in 2002. But our goal isn't to be the biggest maths education company — just the best.

*See mathnasium.com/our-results



THE RENOVATION EXPERTS

Whitehall Construction has the experience to take any project from design to completion

Stephen Brooks recently completed a re-building project on his house in Fulham. He chose to use Jason Wilkinson of West London company Whitehall Construction as the contractor. Here Stephen recalls the experience of working with Jason.

"The job was a significant one – it took five months in all. We wanted to extend the kitchen-dining room out into the garden, completely re-model the upper floor and, along the way, renovate the bathrooms and kitchen and anything else that came up.

'Our architect organised a tender process with five

builders and I then met three of them, one of whom was Jason. The architect knew and vouched for him and that carried weight. I also contacted some of his previous clients, who were happy, and, on a personal level, I liked Jason. He was easy-going, asked sensible questions and was clearly knowledgeable about the type of work we needed.

'Jason was on site throughout the process and was always straightforward. As we got close to completion and after we moved in, he was particularly impressive in quickly responding to and solving snagging problems. Also, on his own initiative, he installed a hot water circuit that meant we had instant hot water at every tap and didn't have to draw it through the house. I hadn't expected that.

'The Whitehall team was lovely and they even helped out with a few favours, such as putting up a TV bracket. The job came in on time and I was very pleased with the results.'



Whitehall Construction 07971 418857 jason@whitehall-construction.co.uk www.whitehall-construction.co.uk #WhitehallConstruction

Advertorial | Search: #keepthingslocal #fulham locals |

Portia and Georgia

WOMEN ONLY!

Get fit and go green with personal training and group sessions in a female-only environment

'There's no doubt that going to the gym can be daunting, and particularly so for women,' says Portia Mahony, Manager of Terra Hale, Fulham's female-only, eco-friendly gym. 'If you've never been before or haven't exercised regularly in a while, it's so easy to feel selfconscious and intimidated.

'We create a safe space in which women of all shapes, sizes and fitness levels can progress at their own pace in a friendly atmosphere.' Portia, who is an experienced personal trainer, manages the all-female team at the Fulham Road gym and works closely with owner, Michal Homola, the mastermind behind London's environmentallyaware Terra Hale brand.

'I believe that we should pay the same attention to safeguarding the planet as we do to being mentally and physically healthy,' says Michal. 'That's the philosophy of Terra Hale (Strong Earth). So, the gym is made from recycled and sustainably-sourced materials, we have a plastic-free policy and every time a client signs up for a training package we plant a tree on their behalf they receive a certificate with the GPS location.'

Terra Hale's key focus is on bespoke personal training, group fitness and body transformation, all delivered through high quality work-outs designed to help people get fit, gain muscle and tone, boost endurance and strength and become more flexible. 'We specialise in pay-as-you-go small group sessions, with a maximum of eight people to ensure individual attention,' explains Portia. 'Those include High Intensity circuits, TRX body weight conditioning, functional training and, to stretch and unwind, we also offer yoga classes.'

Terra Hale's trainers offer a free assessment during which prospective members can discuss their goals. 'From that, we'll be able to devise a fitness plan tailored to their specific needs,' says Portia. 'As well as being female-only, this is a gym with a difference; if you care about our world, it's the perfect place to do some good while you work at feeling good.'

Terra Hale

853 Fulham Road (entrance on Munster Road), SW6 5HJ 020 3620 1813 info@ terrahale.com www.terrahale.com

Advertorial | Search: #keepthingslocal #fulhamlocals | #terrahaleldn



BE HAPPY IN YOUR SKIN

New treatments, the latest equipment, a relaxing environment... Dr Hala and her team of professional therapists deliver the very best specialist aesthetic and beauty care

'Clients coming to see us for facial and body treatments are talking about it and asking for our opinion – that's only natural,' says Dr Hala Mahfoud. "It" is, of course, coronavirus, and when we spoke the figure for those affected in the UK was nearing 300.

Now leading her own highly respected health, beauty and aesthetic clinic, Dr Hala previously worked for many years as an NHS Consultant. 'Coronavirus seems to be particularly affecting those with low immune systems,' she says. 'We recommend two treatments: firstly, tailored Vitamin IV infusions of minerals, amino acids, anti-oxidants and peptides and, secondly, ozone therapy. In our experience, both these methods are effective in enhancing the immune response.'

Dr Hala founded her family-run clinic in 2017 with the vision of delivering high quality care

in a safe, comfortable environment. 'We have invested in the latest equipment and that means we can adapt our approach according to a patient's age, condition and budget,' she says. 'Also, we are constantly expanding our range of therapies, often in response to patient requests.'

Most excitingly, Dr Hala has recently launched her own branded daily Skincare Collection. It features clinically tested products that combat signs of ageing, restore elasticity and achieve brighter, healthier skin, including non-oily hydrators, revitalising serums to stimulate collagen, a glycol wash, a lip plumper and a lightweight sunscreen.

As the medical profession has discovered more about how the body can heal itself and regenerate tissue, so treatments have been developed based on this natural ability.

Advertorial | Search: #keepthingslocal #fulhamlocals | #Dr_Hala_Clinic

One such is Platelet-rich Plasma (PRP) therapy. 'We call PRP the vampire facial,' smiles Dr Hala. 'It harnesses a patient's own system to rejuvenate skin, reduce fine lines, blemishes and wrinkles, diminish scarring and stimulate hair growth.

"We have also started using PRP in O-Shot treatments designed to enhance the sexual experience. It's a simple procedure. Blood is drawn in the same way as a sample and placed in a centrifuge. That separates the platelet-rich plasma, which is then injected back into the genital area, stimulating stem cells, collagen and blood vessels and heightening arousal and pleasure before and during sex."

Dr Hala's clinic is one of the few in the UK with a Femi-Lift laser machine, which boosts collagen, the protein responsible for skin elasticity. 'Post-birth, many ladies leak when they exercise, sneeze or cough,' she explains. 'The Femi-Lift provides non-surgical relief from stress urinary incontinence and also alleviates vaginal dryness and pain during sex.'

Warm and welcoming, Dr Hala sees all new patients herself (the initial consultation is free) and she is supported by three friendly, fully qualified therapists. 'We understand that everyone is different,' she says. 'That's why we take the time to devise a personal plan for each patient. We're proud of what we do and we want to achieve the very best outcome.'

Other treatments include:

* Carboxytherapy: combat cellulite and under-eye circles * FibroBlast: lift sagging skin and smooth smoking lines * Skin lesion removal: warts, moles, skin tags and tattoos * LPG Endermologie: tighten skin and target fat * Harmony XL Pro laser: lift and refresh skin * Soprano ICE Platinum laser: fast, pain-free hair removal, suitable for all skin types * Mesosculpt: remove facial fat pockets * Botox: fillers and herbal and chemical peels * CO2 laser: skin re-surfacing

Dr Hala Medical Aesthetics

Unit 3-4 Broxholme House, New Kings Road, SW6 4AA 020 7371 8939 info@halahealthandbeauty.co.uk www.halahealthandbeauty.co.uk @HalaHealth



Stella Hockley

YOUR PERSONAL PROPERTY MANAGER

As a non-resident landlord, I require a manager for my London property who is professional, pro-active and able to give recommendations when issues arise. Stella fits these criteria. She has looked after my property successfully for the last 15 years.' – David Hunt

'The tenant of a property I was managing in Shepherd's Bush called me with an urgent problem. To put it nicely, "waste" was coming up through the sink at such a rate that it had flooded the floor and was seeping into the flat below. To make matters worse, it was a Saturday. I tracked down one of my contractors and we sorted it out. This job isn't all glamour!'

I was rather relieved, having asked Stella Hockley to recall her more "unfortunate" experiences as a professional property manager, to find that she has such a polite turn of phrase. Specialising in the West London area, Fulham resident Stella has over 20 years' experience representing absent or not-wishing-tobe-involved landlords and ensuring the smooth running of their tenancies.

'My job is to take good care of the property and shield my clients from all the day-to-day logistical and practical hassles. I like to offer a personal, non-corporate service to both landlord and tenant; I am a point of contact and if I handle any concerns, they don't have to worry.

'Fundamentally, I build trusting, mutually beneficial

relationships. In particular, it's so important to get on with tenants; happy tenants are the key to keeping a property occupied – I will need their cooperation with inspections and viewings – limiting void periods and getting the best return on an investment.'

Having graduated in law, a background that stands her in good stead with the statutory aspect of tenancy agreements, and subsequently worked for London-based property management companies, Stella set up her own business three years ago. She now manages a portfolio comprising homes of all sizes.

Advertorial | Search: #keepthingslocal #fulhamlocals | uk.linkedin.com/in/stella-hockley-shpm

'Some of my landlords live abroad. For example, I have several who are on Foreign Office postings, so they couldn't respond promptly even if they wanted to do so. I cover everything from finding a tenant, checking their references and drawing up the contract to ensuring the relevant regulations (Gas, Energy Performance, Fire Safety and House in Multiple Occupancy) are in order and carrying out the end of tenancy inventory.

'One of my key responsibilities is to handle repairs. Landlords give me a float and I can call on a team of tried and trusted professional contractors to deal with plumbing, gas, electrics, decoration, white goods and pest control issues. I prefer to use one-man bands so I know who is accountable for the satisfactory completion of works. On occasion, I get involved in small refurbishment projects, such as bathrooms and kitchens, and I also look after empty properties, making regular visits to give the owners complete peace of mind.'

'The letting process can be daunting, especially for the first time. There's not much I haven't come across or resolved. This isn't a 9-5 job. If I'm awake at 11pm on a Sunday evening and a tenant needs me, I will come.'

Stella Hockley Property Management

Riverbank House, 1 Putney Bridge Approach, SW6 3BQ 020 7610 9210 stella@shpm.london www.shpm.london



Is your property manager stellar?

Stella Hockley 020 7610 9210 shpm.london



EXPLORING THE HOUSEPLANT JUNGLE...

Paul Holt has created an exciting indoor oasis called The Green Room at the W6 Garden Centre in Ravenscourt Park

In January 2019, Paul Holt, the Creative Director of W6 (and N1) Garden Centre, was killing time before meeting Louise Alhadeff, the Manager, at the Ravenscourt Park site.

'I was looking at the old railway arch right next to the W6 Café and wondering what we could do with it,' he recalls. 'We had tried selling furniture, and that hadn't worked; Leo, the Café Manager, had looked at using it, and that hadn't worked either.

'Then I noticed a single cheese plant abandoned in the back corner. It had been there all winter with no heating and virtually no light, and yet was still alive. I thought, if it can survive, why don't we take out the doors, re-model the interior and convert the whole arch into a space in which to display and sell high quality houseplants. Fortunately, Louise agreed with me!'

A year on from that flash of inspiration, the original brick railway arch has been impeccably restored and The Green Room – as it was christened – is flourishing with a floor-to-ceiling indoor jungle of houseplants and stylish pots, containers and accessories. It has proved hugely popular with the Garden Centre's customers. 'Having plants around simply lifts the spirits,' smiles Paul. 'They are so important in an urban setting; even if you only have a balcony, they provide a fundamental connection with nature.'

Having studied Horticulture and worked as a Nursery Manager, Paul was introduced to Beryl Henderson, who had recently opened the

Advertorial | Search: #keepthingslocal #fulhamlocals

N1 Garden Centre, through a fortuitous mutual acquaintance. 'Beryl needed a temporary Garden Centre Manager and, by pure chance, I'd moved to London with no job.' That was 20 years ago and today, as the business's Creative Director, Paul travels throughout Europe, sourcing plants and accessories.

'Of late, there has been such a surge of interest in houseplants,' he says. 'They offer so much: whether tall, small, trailing, climbing or hanging, they make perfect natural decoration for any home or office. We sell a wide cross-section – from the well-known to the more exotic – to suit every lifestyle. For example, if you travel for work, you don't want a houseplant that demands constant attention; also, since we opened The Green Room at W6, we've found that Insta collectors – they tend to be the younger generation – love our more unusual specimens.'

The friendly Garden Centre team are always on-hand to give expert advice on caring for the houseplants and Paul ensures that the range of accessories is constantly refreshed. 'I always try to reflect current colour trends and because so many people pop into the W6 Café regularly, I need to keep it interesting.'

And finally, which houseplant would Paul recommend? 'It's so hard to choose, but I love *fatropha Podagrica*, commonly called The Gout Plant. It's a succulent with a swollen stem, hence the name, small rhubarb-like leaves and neon orange and yellow flowers that come out as a stalk. It's a real curiosity and a fantastic talking point – I've had one since I was 16 years-old!'

SPECIAL OFFER FOR READERS: W6 Garden Centre is offering a 15% discount on all The Green Room plants and products when you mention this article (over £10). A fantastic range of outdoor plants is also ready for Spring planting (a local delivery and ordering service is available).

W6 Garden Centre and Café

17 Ravenscourt Avenue, W6 0SL 020 8563 7112 info@w6gc.co.uk www.w6gardencentre.co.uk @w6gardencentre @w6gardencentre_cafe





THE WIDE AWAKE CLUB

'Nick and I had excellent communication. He was a professional, personable with a light touch, and explained everything in jargon-free detail.' – Linda Killick

Consultant Shoulder and Elbow Surgeon Nick Ferran is a passionate advocate of awake surgery. 'Some patients are nervous about it, that's only natural. However, once I've reassured them that they won't feel pain – we use effective ultrasound guided nerve blocks and extra sedation if required – and described the benefits of remaining conscious, any anxiety is usually allayed.'

Testament to Nick's communication skills – as well as his surgical expertise and all-round care – is the fact that he recently received Doctify's Certificate of Excellence for Patient Experience (he has a rating of 5 out of 5 based on over 80 reviews). 'I was delighted. Doctify is a nationwide registry of private practice doctors which allows patients to give anonymous feedback on their experience. I use those reviews to inform my approach and, for new patients, it is an invaluable resource in choosing which surgeon to use.

Nick believes that the road to recovery starts with a correct diagnosis. 'When the evidence suggests physiotherapy and injections will achieve the desired results, I always try that route first,' he explains. 'If not, and if surgery is appropriate to the condition, then the advantages of staying awake during the procedure are clear; it means avoiding the risks of a general anaesthetic – they are rare but significant – and postoperative nausea. Also, the pain relief can last 24 hours, patients leave hospital much faster and often they crack on with rehab straight away.'

During the operation Nick explains what he is doing and patients can watch him at work on screen. 'There's no blood, so even those who are squeamish often start asking questions. While patients can choose to have a general anaesthetic, I now find that most prefer the awake option. If they return for more surgery, they ask for it.'

Nick Ferran practices at HCA Chelsea Outpatient Centre and describes his methods on his youtube channel (shortcut: tinyurl.com/ ShoulderTube).

His specialities include:

* Clavicle, elbow, and shoulder fractures and degenerative conditions

- Rotator cuff tears
- * Frozen shoulder
- * Ulnar nerve compression
- * Tennis & Golfers' Elbow

Nick Ferran @ Shoulder & Elbow London

HCA Chelsea Outpatient Centre 280 Kings Road, SW3 5AW 020 7164 6312 admin@shoulderandelbow london.com www.shoulderandelbow london.com

Advertorial | Search: #keepthingslocal | #ShoulderLondon @ShoulderLondon



LUXURY VINYL STYLE

The Carpetstore is the only West London stockist of the Invictus range of wood, parquet and stone-effect vinyl flooring

As in most industries, fashions come and go in carpets and flooring. Few people are more aware of the latest trends – and better able to respond to changing demand – than brothers Clay and Joe Miller, who have been running The Carpetstore for 25 years.

When they add a new brand to their portfolio, as they have recently done with Invictus luxury vinyl flooring, it's a decision based on market knowledge. 'We've noticed that customers are increasingly favouring vinyl tiles over wood and concrete flooring,' explains Clay. 'They are going to be the next big thing – and the quality of Invictus' wood, parquet and stone-look ranges is really outstanding.

'They are waterproof, so are suitable for kitchens and bathrooms, they have an ultrastrong top layer (Scratchmaster) that makes them extremely hard-wearing in domestic and commercial settings, they are warm and silent underfoot and, best of all, they come in a fantastic array of striking designs.'

The Carpetstore already offers a huge choice of classic and contemporary carpets for all budgets as well as made-to-measure bespoke rugs and stair runners. Last year, Clay and Joe also began stocking Sedna eco-friendly carpets.

'The yarn is spun from abandoned fishing nets,' explains Clay. 'According to the manufacturer, nets comprise one-tenth of marine litter and trap tens of thousands of creatures every year. The carpets are soft and durable and come in two qualities: a twist pile for stairs and living rooms and a Saxony, which is a luxurious deep pile for bedrooms.'

All carpets, rugs and runners sold by The Carpetstore are moth-free – a chemical is put on the yarn while it is being spun, hence it is built in – and Clay and Joe use their own experienced fitters, who 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 practical advice.



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

Advertorial | Search: #keepthingslocal #fulhamlocals | #TheCarpetstore1



Gautam and Ritesh

A CLEAR VISION

Whether glasses or contacts, repairs or eye screening, the expert team at Aristone Opticians are Fulham's optical specialists

Not many of us choose our future profession based on a Saturday job, but that's what happened to Ritesh, owner of Aristone on North End Road. 'I started at my local High Street opticians when I was 16 years old. I was helping customers with frames and lens and enjoyed it so much that I began thinking about the optical industry as my career.'

Ritesh bought Aristone nine years ago. 'This building has been an opticians for 60 years, so we're definitely part of the Fulham community! I did consider a new name, but when I heard people talking about "Aristone" rather than "the opticians" I thought why change it.

'We are a small team, we've all been here at least five years and we're proud to be an independent family opticians. We have grandparents and children from the same families who come to us knowing that they'll see a familiar friendly face.'

Providing a personal service is key to Ritesh's approach. 'Of course, there are set processes to follow with every eye test. But we never know what issue will arise (we also carry out glaucoma and diabetic screening) or how a customer will respond. That's why we always tailor what we do to the individual."

All Aristone glasses are made on site. We have a lab upstairs so we can offer a same-day service (that also applies to repairs); customers can come for an eye test and leave a few hours later with their new pair Advertorial | Search: #keepthingslocal #fulhamlocals | #aristoneopticians

of glasses. We stock a huge choice of frames (over 800) split evenly between designer and non-designer makes.

'We also have a wide range of contact lenses. Most importantly, we take the time to sit down with customers and show them how to put the lens in and look after them properly – and we're always here to help if there are any problems.

'Whatever the service. I believe that if someone has a positive experience with us they will come back and recommend us to others."

Aristone Opticians 356 North End Road, **SW6 1LY** 020 7385 9772 aristone.opticians@gmail.com www.aristoneopticians.com



THE HEART OF THE HOME

Celebrating a successful decade of supplying high quality family-friendly kitchens to West London

The contemporary kitchen needs to be a mix of stylish design and flexible functionality, with space for cooking and eating and socialising with friends and family. Whether your taste leans to classic wood Shaker or handle-less ceramic, West London Kitchens will design and deliver a kitchen that's perfectly suited to your lifestyle.

Keith Patterson founded the company 10 years ago and it has earned a reputation for first-class design and customer service. 'Some people come to us with no pre-conceived ideas, whilst others have a clear vision. Whatever the level of research, our design approach is the same: to achieve the very best result in terms of looking good, being practical and meeting the budget.'

West London Kitchens specialises in German (Schüller), Italian (Aster) and bespoke English ranges in every material, colour or finish. All the kitchens are designed and manufactured individually for each client and they are complemented by an extensive range of worktops, splashbacks, lighting, doors and ingenious storage solutions.

Advertorial | Search: #keepthingslocal #fulhamlocals |

Keith has recently installed three new show suites to display the available options. 'We're a small operation and we take great pride in our kitchens,' he says. 'We manage the process from start to finish, I use my own experienced fitters and we always go the extra mile. That's why so much of our business comes from word-ofmouth recommendation.'



West London Kitchens 020 8741 1981 keith@westlondonkitchens.com www.westlondonkitchens.com #westlondonkitchens

chelsea fine arts

> Art studio, creative space and gallery

ELSEA

ART CLASSES FOR YOUNG PEOPLE AGED 8 TO 18

S

BOOK ONLINE WWW.CHELSEAFINEARTS.CO.UK

CHELSEA STUDIO 10 Chelsea Wharf, 15 Lots Road London SW10 0QJ

RAVENSCOURT PARK STUDIO 275 King Street, London W6 9QF

Tel: 07899 908 917 / 07841 630 948 info@chelseafinearts.co.uk www.chelseafinearts.co.uk



WEEK 1 Monday 30th March - Friday 3rd April

WEEK 2 Monday 6th April - Thursday 9th April

WEEK 3 Tuesday 14th April - Friday 17th April

Morning Sessions 10:30 am – 1 pm or

Afternoon Sessions 2:30 pm – 5 pm

(Minimum 3-5 sessions advised)

