

HAMMERSMITH & FULHAM LOCALS



WINTER 2021

KEEP IT LOCAL!

Welcome to the Winter issue of Hammersmith & Fulham Locals. We are delighted to be showcasing a wide array of businesses, all of which have worked hard to adapt to operating in a post-pandemic trading environment.

In the spirit of Christmas, many of our featured 'locals' have excellent seasonal offers. For example, Justyna and her team at Dental Beautique in Fulham have significant reductions on professional teeth whitening treatments, W6 Garden Centre has VIP cards for its regular customers and, if you have a sweet tooth, do take advantage of the discounts on the mouthwatering confectionary at Maison Samadi chocolatier on King Street.

We would like to say thank you to everyone who has supported us through 2021. Whatever you are doing, we wish you a fantastic Christmas and a Happy New Year.

Neil

Neil McKelvie, Editor
neil@keepthingslocal.com



ADDING EXTRA VALUE...



Do you need to upgrade a website, refine a Social Media strategy or shoot a video? Nicholas Smith provides professional business support that will target new markets.

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*'Great service,
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Joanne R. W6



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Photograph: #annabelmoellerphotography



Matt and Warren

COMING SOON! A NEW HOT DESK HUB

Matt and Warren of CP Architects are re-modelling their own premises to create a convenient post-pandemic workspace

At the moment, it's fair to say that the interior of CP Architects is looking rather more like a building site. By early next year, however, practice co-Directors Matt Hedges and Warren Hagues will have moved into a dedicated studio-cum-office and their spacious basement will be transformed into a hot desk hub.

'We do appreciate the irony of us having to work through the "chaos" when that's the process our clients often have to endure,' smiles Warren. 'But, after everything is finished, we'll be able to offer a flexible alternative to the kitchen table or coffee shop to anyone who, post-pandemic, has changed their work-life balance (according to figures from the Office for National

Statistics, 37% of people worked from home in 2020).

'We will have six hot desks each with space for up to two people, fast, reliable Internet, a private meeting area and kitchen facilities. Matt and I are looking forward to welcoming other local businesses, start-ups and community ventures, so if you are interested, do get in touch.'

CP Architects was founded in 1992, Matt joined in 1999 and Warren in 2004, and both are specialists in Hammersmith and Fulham's housing stock. In particular, they are used to negotiating the complexities of the planning processes and familiar with the issues that arise and how to solve them.

'As architects, we look at every project, whether it's a complete

re-build or an extension from multiple points of view: design, including structural technicalities, light issues, usability, construction, the locality and the quality of space,' explains Matt.

'Most importantly, we never take a one-size fits all approach. We don't simply pick from a limited repertoire of options; rather, we provide individual solutions that tick the boxes of the brief and, of course, meet the budget. Contrary to popular belief, we often find that we're the ones holding the purse strings tighter!'

CP Architects

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Maria Chehab

Photographs: #annabelmoellerphotography



THE CRÈME DE LA CRÈME OF CHOCOLATIER

Whether you are treating yourself or buying a Christmas gift, there's a mouthwatering choice for every taste at Maison Samadi

Maison Samadi is an elegant, rather discreet shop. You may have noticed that the chocolatier, which is located between Chiswick and Hammersmith (close to Ravenscourt Park), always has exquisitely tempting window displays. However, only those in the know will be aware of its remarkable nationwide reputation.

Only this year, *LuxLife Magazine* awarded Maison Samadi the title of *London's Most Outstanding Family-Run Chocolatier* and *Travel Awaits*, a luxury lifestyle online magazine with 50 million subscribers, ranked it as one of the *Best Nine Chocolate Shops in the UK* and among the top two in London.

Maria Chehab opened Maison Samadi five years ago. Previously, she had focused on the

hospitality market, for example supplying gifts to hotels such as The Ritz, The Dorchester and The Mandarin Oriental. The King Street shop was Maria's first venture into selling chocolates – from single treats and gift boxes to food baskets and hampers – direct to the public, and it has proved very popular.

In so doing, Maria has built on a remarkable family heritage. 'My great grandfather, Muhieddine Samadi, started the business in 1872 in Beirut,' she explains. 'Hassan Samadi, my grandfather, took over when he was 15 after his father's death, and he made the Samadi name synonymous with outstanding quality and taste; my uncles then expanded the brand across the Middle East and to London. I'm so proud to be following in their footsteps.'

All Maison Samadi chocolates are handmade using the finest, high quality ingredients. 'They contain no alcohol or animal fat except cow's milk,' says Maria. 'Each chocolate is individually wrapped and the gifts are hand-decorated by skilled artisans. I believe that the eye eats before the mouth, and that a gift, even if it's one chocolate, should look beautiful.'

Maria herself devises the recipes ('my training was growing up in my family') and she is always developing products: new this year is a range of honey and a sticky date cake with coffee and pecans. The chocolate choice is extraordinary: milk, dark, white, 'no added sugar', vegan, truffles, chocolate-coated dried fruits, almonds and stuffed dates, *petit gateaux*, macaroons, *marrons glacés*, nougat, chocolate bars ...

The selection process is a key part of the fun at Maison Samadi. 'Customers are welcome to try before buying,' smiles Maria. 'We love that. They can have a coffee – that's the best complement to chocolate – and tell us what they prefer and whether they have any allergy issues. Then, we will help put together

a bespoke gift box (prices start from £5) to suit every taste and budget.'

Maria and her friendly team have many years' experience in catering for weddings and engagement parties, baby showers and corporate events (Maison Samadi has a dedicated corporate gifting service). 'We can create a design with customised decoration and colours that fits any theme,' she says. 'Also, we do the wrapping in the same individual way: I feel personal presentation adds another layer of luxury.'

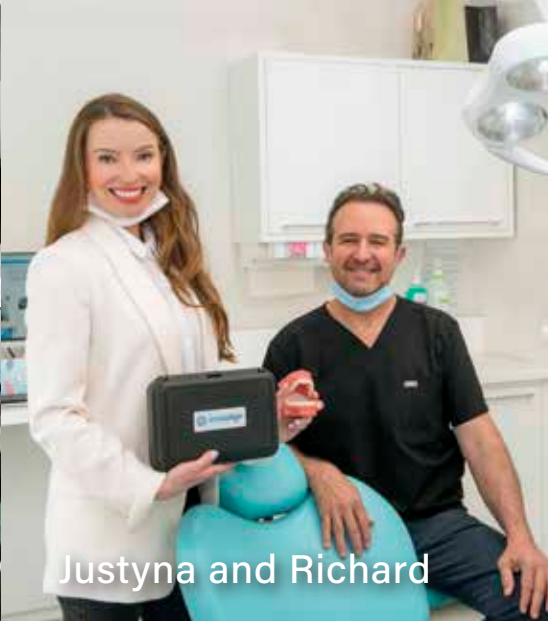
'The philosophy of Maison Samadi is: the Joy of Living, the Pleasure of Giving. We're passionate about what we do and we aim to give every customer a wonderful experience.'

SPECIAL OFFER: *Hammersmith & Fulham Locals* readers can claim a 5% discount on purchases at Maison Samadi. Please quote code Keep05. Valid until 23/12/2021.

Maison Samadi
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contact@maisonsamadi.com
www.maitionsamadi.com



Dr Hala Mahfoud



Justyna and Richard



THE BODY BEAUTIFUL

'I love coming to Dr Hala's clinic. I always walk out like a new person.' – Mandy Bissell

Having worked as an NHS Consultant for many years, Dr Hala Mahfoud opened her family-run clinic in 2017 with the vision of bridging the gap between aesthetics, beauty and medicine. Since then, she has consistently expanded the range of therapies provided by her experienced therapists.

'That's often been prompted by requests from patients,' smiles Dr Hala. 'I don't like to disappoint them.' For the same reason she also devised and launched her own Dr Hala Skincare Collection (the gift boxes make the perfect Christmas present and are available via the website or at the clinic).

'Many clients were asking about the treatments we used and that inspired me,'

she recalls. 'Nothing in the Collection has any fragrance, alcohol or dye and it includes products that combat hyper-pigmentation, rosacea and acne, restore elasticity to dehydrated skin, revitalising serums to stimulate collagen, an eye serum to reduce wrinkles and dark circles, a lip plumper and a lightweight sunscreen.'

Dr Hala and her team always like to get to know each patient – often they become friends – and that personal touch has been complemented by significant investment in the latest medical technology. For example, the clinic has a Femi-Lift laser, which provides non-surgical relief from stress urinary incontinence and alleviates vaginal dryness, and two Harmony lasers

– the XL Pro lifts and refreshes skin and is ideal for mole and tattoo removal and the Soprano ICE Platinum has revolutionised hair removal.

With such high quality facilities, Dr Hala is able to devise a bespoke approach that fits every patient's needs. 'We're proud of our work and we want to achieve the best outcome every time.'

Treatments include:

- * PRX Peel: scar management and wrinkle reduction
- * MesoSculpt C71: an injectable fat reduction procedure
- * Vitamin infusions
- * Wart, mole, tag and tattoo removal
- * Botox, fillers and herbal and chemical peels
- * Body contouring
- * Dr Hala Ozone Lift: an immediate total-body boost
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Dr Hala Medical Aesthetics

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HAVE A WHITE CHRISTMAS!

Make sure your teeth are sparkling with Dental Beautique's special teeth whitening offers

Since fulfilling a longheld ambition and opening Dental Beautique on Fulham Road almost three years ago, Justyna Kamecka, the practice owner and Clinical Director, has expanded the treatments available in every dental discipline. What's more, she always likes to provide patients with excellent special offers, and that's particularly so in the hectic run up to the festive season.

'We want everyone to be looking their very best,' smiles Justyna. 'So, we have put together a range of exciting cost reductions on all our safe, professional teeth whitening methods. We are offering 20% off both home whitening trays and in-house whitening: all we ask is that patients have a routine dental examination just to ensure that there are no

underlying issues that might prevent successful whitening.

'In addition, there is a 15% discount for customers who book a hygiene and dental examination together and 10% off our Airflow hygiene service.' (All these offers are valid until the end of December, please mention LOCALS when booking). 'Also, as usual, teeth whitening is free for those patients who book an orthodontic treatment with our resident specialist, Dr Richard Goulart,' adds Justyna.

'Dr Richard looks after both adults and children, choosing the most appropriate teeth straightening methods – whether traditional "train track" braces or Invisalign – according to each patient's needs.

Most importantly, he has a lovely gentle manner; people actually look forward to seeing him. And another member of our team, Dr Alberto LiGreci, uses specialised Perioblast laser microscopy to treat gum disease: it's a proven process that combats inflammation and promotes healthy gum and bone tissue regeneration.


'Everyone at Dental Beautique is friendly and welcoming – we never forget that there's a human being with the teeth. If you would like to find out how we can keep your teeth healthy and smile confident or take advantage of our pre-Christmas offers, do get in touch with us.'

Treatments include:

- * Cosmetic Dentistry
- * Invisalign
- * Orthodontics
- * Periodontics
- * Endodontics
- * Teeth whitening
- * Dental Hygiene

Dental Beautique

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Christopher Barrow



TICKING ALL THE BOXES

World-class vaults that deliver affordability, convenience and maximum security

Constructing Metropolitan Safe Deposits' building on Chiswick High Road was quite some undertaking. Leaving aside design and planning, it was a 10-month project that required 225 tons of reinforced concrete to create space for two basement vaults made by the security industry's leading manufacturer, Robur Safe of Sweden.

The vaults opened in 2019 and, since then, the business has flourished. 'We're very pleased that demand has remained strong, and that has been driven significantly by local word-of-mouth recommendations,' says Christopher Barrow, Chief Executive of Metropolitan Safe Deposits. 'Particularly pleasing has been the low termination rate: across all three of our branches the average customer stays with us for just under 15 years.'

The safe deposit boxes come in 12 sizes and, disproving the common perception that they are only for the ultra-wealthy, the smallest, which is ideal for small keepsakes, rings or watches, costs £99 p.a (including £10,000 insurance).



'Our security network begins with 24/7 CCTV of the perimeter and interior, with the exception of the private viewing cubicles in the vaults,' explains Christopher. 'The premises itself is equipped with seismic and stress detectors and the "secure area" beyond reception is protected by bullet-resistant airlock doors with magnetic and electronic locks.'

'We have three integrated alarm systems and access is controlled by computer-verified ID and biometric fingerprint procedures: each safe deposit box is individually alarmed and we are alerted if more than a given number are open at one time. To the best of my knowledge, our type of vault has never been breached: if one system fails, a back-up is always in place.'

'Of course, operational procedures must be supported by professional staff and our friendly, close-knit team have all been trained to the highest standards. At a time when UK banks have largely abandoned the safe custody market, we provide an affordable, tried and trusted alternative. If you make an appointment, we would be delighted to explain more about how we operate and the options available.'

Metropolitan Safe Deposits

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Paul and Louise



ENJOY A MAGICAL GREEN CHRISTMAS

With stylish seasonal gifts, premium quality trees, handmade wreaths and a Winter Wonderland, there's festive fun and inspiration for the whole family at W6 Garden Centre

For many families, a pre-Christmas visit to W6 Garden Centre has become a firm date in the diary. 'There's always a friendly community atmosphere here,' says Manager Louise Alhadeff. 'Whether you are buying a tree or shopping for gifts, bringing the children to our Winter Wonderland or meeting friends for hot chocolate and mince pies, we make sure that everyone has the best experience.'

W6 is renowned for the high quality of its Christmas trees. Louise has been sourcing the majority of specimens from the same family-run sustainable grower in Surrey for almost a decade. 'That's for a good reason,' she smiles. 'Firstly, they are exceptional and secondly, and it's not always the case with other suppliers, they are delivered to us fresh. Our trees will have

been cut a few days before arriving and that's so important if they are to stay in good shape through the festive season.

'This year we have an excellent selection of non-shedding cut trees (all come with a guarantee), including Nordmann Firs, slimline Fraser Firs and Noble Firs with striking blue foliage. In particular, the Fraser, which is perfect for small urban spaces, seems to be an increasingly popular choice.

'Customers can also choose a living tree with a root system, potted arrangements and hand-decorated wreaths. We offer local tree deliveries for £5 and our drivers are always happy to carry in the trees and help set them up in a stand.'

Last year, W6 introduced a seasonal pop-up venture called The Christmas Cabin. Curated by Creative Director Paul Holt, it showcased a stylish collection of lifestyle and home furnishing accessories and exquisite seasonal decorations to suit all tastes.

'It was a huge success, so we're doing it again,' confirms Louise. 'Paul has travelled to Europe to source exciting new ranges for our 2021 Xmas collection. The products will feature a variety of colours, including tones of copper, Dutch blue and white, traditional red and green and, the on-trend, lilac and purple.

'Our popular Green Room also has a festive feel. We have a wide cross-section of houseplants, from the well-known to the exotic – our resident experts are always on hand to give advice and top care tips – as well as a fantastic array of gifts and gardening paraphernalia to suit gardens of all sizes.'

If customers would like to take a break over a coffee and cake, the inside seating in W6's lovely Café has now been re-opened and there is still space outside next to large heaters.

And no Christmas visit would be complete without stopping at the Winter Wonderland for a photo opportunity with the giant sleigh! (Please check the website for details and dates of all the festive fun).

'We're passionate about what we do,' says Louise. 'Our aim is to lift the spirits and deliver outstanding service and, at this time of year, there's more reason than ever to come and see us. We look forward to welcoming you to W6 Garden Centre.'

SPECIAL OFFER: If you bring a copy of this magazine to W6 Garden Centre, you will receive a 10% discount on any purchases you make. This offer runs until the end of December 2021.

W6 Garden Centre and Café

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Ellie Romanova

IS IT TIME TO SWITCH BACK TO SHORT LETTING?

'Since Lettsgetsmart took over, our income has improved and is back to pre-Covid levels or better. Ellie is a very good property manager.' – Stephane Bellomo, W12

'Until life changed so dramatically for everyone in March 2020, our short let properties in Hammersmith and Fulham were producing monthly returns 30-100% better than long lets,' recalls Ellie Romanova, London franchisee for specialist short let property management company, LettsGetSmart.

'Of course, tourism and business travel then fell off the Covid cliff. But now travellers are coming back. Demand is increasing faster than supply – on average our portfolio has 90% occupancy – and short-lets are yielding higher incomes than long-term rates.'

For a home-owner, there are clear advantages in short-term letting: the property is rented only when and for how long they want. The downside is that the process requires constant attention to booking, payment, cleaning and logistical issues.

That's where Ellie, who has many years' experience in the sector, and LettsGetSmart come in. 'Most people don't have the time or resources to do what we can,' she explains. 'I get to know every new owner we work with,

as well as every detail of their home, and am always available as a point of contact. We take care of listing the property on platforms such as Airbnb, booking.com and VRBO and also contact our own often repeat guests.

'Not only do we have the market knowledge to maximise returns by adjusting rates to fill any void periods and achieve excellent yields, we also handle all the time-intensive admin. That means looking after every element of the guest's stay, cleaning and maintenance and ensuring the rent is distributed monthly to the landlord (payments are fully insured by Client Money Protect).

'Personal service is at the heart of what we do,' says Ellie. 'If you are contemplating a flexible short-term let and want to achieve the best result for the least hassle, I'd be delighted to explain more about our proven business model.'

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Samuele Alberton

Photograph: #doris_henrich

HEATING EMERGENCY? CALL THE EXPERTS...

'I've used Samuele to fix loos, replace a built-in shower and find leaks. The quality of his work is excellent – I'd recommend him to anyone.' – Alex Seaborne

At this time of year, we all turn up and rely on our central heating systems. 'It's essential that they are working efficiently, both in terms of keeping homes warm and cosy and not wasting money on high bills,' says Samuele Alberton, aka The Italian Plumber.

'There are a few tricks of the trade that can help deliver the most heat for the best cost. If the top of a radiator is cool, it needs bleeding to increase the temperature; make sure boiler pressure is around 1.5; by reducing a temperature setting by one degree, you can save up to 10%; and make sure your timer settings suit your lifestyle.' (For full details of this checklist, see Samuele's website blog).

Samuele has been working in Hammersmith and Fulham for over a decade – his distinctive vans are a familiar sight – and in that time he has built a successful business based on word-of-mouth recommendation.

Samuele takes pride in his team's friendly, efficient customer service. 'No job is too big or small for us,' he says. 'Whether it's preventative

maintenance or an emergency with a faulty boiler (all major makes and models covered), a burst or frozen pipe, a blocked drain or just a persistent leaky tap, we will diagnose and fix the problem with minimum fuss.'

The Italian Plumber currently has a 9.91 rating on *CheckaTrade* (based on 280-290 reviews), is fully certified by Gas Safe and offers a 12-month warranty on all jobs. 'We're here to give you peace of mind,' says Samuele. 'We've worked hard to win our reputation – and we work just as hard to keep it.'

Services provided include: * General Plumbing * Boiler Installation, repairs and servicing * Central Heating installation and servicing * Power Flushing * Radiators/Valves/Thermostats installed and replaced * Shower Installation * Under Floor Heating * Water Pumps * Landlord Gas Certificates/Safety Checks

The Italian Plumber

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Lucy Horitz



John Collins (third from left)



Ritesh



A WINTER LIFELINE

Local London charity Glass Door has launched an appeal to give people living on the streets a room, meals and access to professional assistance over Christmas and the coming winter months. 'This year we have witnessed an increase in the numbers turning to us who are at risk of becoming homeless,' says CEO, Lucy Horitz.

'We will do all we can to prevent that from happening. But for those who have no other option, Glass Door is able to offer a warm, safe place to stay.' The charity is running an 'own-room' accommodation service which provides individual rooms – guests can stay 24 hours a day, seven days a week – for about 55 people.

The project, which is being run in partnership with LHA London, launched on 15 November and will run until early May. The cost for a room and three meals is £32 a day and guests are supported by caseworkers and helped to find routes out of homelessness. If you would like to donate, follow the link on the Glass Door website.

Glass Door Homeless Charity

020 7351 4948
info@glassdoor.org.uk
www.glassdoor.org.uk

Advertorial | #glassdoorlondon

FAMILY VALUES

John Collins is very proud that his family's service, MOT and tyre garage has been serving the W6 community for over four decades, with most customers introduced by word-of-mouth recommendation. 'We've even found that when one of our "regulars" moves away, they leave our business card for the new people!'

Operating from the same Trussley Road premises since 1980, three generations of the family work with each other. 'I started the business with my father Sean,' recalls John. 'He's still involved, my brother Brian runs our Park Royal garage, my son James works with me and Brian's son Jack is with him.'

The experienced team of in-house and dealership trained mechanics can handle the servicing of every make and model from Minis to Rolls Royces. 'Equally importantly, I believe in old-fashioned service,' explains John. 'For example, when we replace a part we explain exactly what has happened and why – and in plain English!'

Collins Motors

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20/20 COMMUNITY VISION

Local independent specialist, Aristone Opticians, has been nominated in the 2021 industry awards

Ritesh, the owner of Aristone Opticians in Fulham, always seems an unflappable character. No doubt, that calmness helps reassure his more nervous patients when they are being fitted for contact lenses. But even Ritesh was taken aback to discover that his team had been nominated for the Covid Hero prize at the national 2021 Optician awards.

'The shortlist of just seven UK opticians had been out for a while,' he smiles. 'However, I only realised that we were one of them when someone rang to ask if I would be reserving a table for the event at the Grosvenor House Ballroom in December. At first, I couldn't work out why they were contacting me!'

During the pandemic Ritesh delivered supplies to his

elderly customers, gave iPad lessons to help them keep in touch with their families and even bought and fitted a Ring doorbell for a vulnerable lady. 'The organisers of the awards wrote to patients and asked for their independent feedback about us,' he explains. 'It's very pleasing to be recognised for both our customer care and community work.'

Aristone was established over five decades ago and Ritesh has owned the business for the past 12 years. Recently, he has expanded the stock to feature a wide choice of frames, including stylish designer ranges from Tom Ford, Lindberg, Ray-Ban, Gucci, Prada and Dolce & Gabbana, as well as a huge variety of prescription lenses.

If a prescription is not available, new glasses can be made

on-site. 'Few independent opticians or chains have a workshop,' says Ritesh. 'We carry out repairs in our upstairs lab and we've also invested in machinery which allows us to cut, grind and polish a lens to 0.1 degree accuracy in a minute.'

'Whether it's an eye test, glaucoma screening or fitting a lens, we provide a fast, reliable service and tailor what we do to the individual. And it's always a pleasure to get to know and look after generations of so many Fulham families.'

Aristone Opticians

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Julie Adams

BUILT TO PERFECTION

'We love our "new" family home. Jason's team took real pride in their work and nothing was ever too much trouble.' – Victoria Brock

Victoria Brock and her husband recently completed a major re-build at their four-bedroom Victorian terraced home. They chose Jason Wilkinson of Whitehall Construction as their contractor and here Victoria recalls the experience of working with him on the seven-month project.

'We bought the property three years ago and then took some time to deliberate about making changes. The house was tall and narrow and like a maze, with lots of small rooms and dark, narrow corridors. Fundamentally, our aim was to open up, extend out and increase the floor space: that involved bringing half the garden inside, creating a mezzanine dining level and enlarging the living room and ground floor.

'Our architect knew and recommended Jason and, when we met him, our first impressions were very positive. He was straightforward, realistic and told us exactly what we needed to know. Of course, it helped that he's lovely: as well as trusting Jason, we knew that we would be seeing him every day, so it was essential that we got on well on a personal level.

'The on-site team reflected Jason's high standards. They were friendly, turned up on time and their workmanship across the board was exceptional – after a while they became like part of the family. Jason himself was always available to answer any questions and he also has an excellent eye for detail. I handled all the interior

decoration myself and, as well as ensuring that the plans were practical, I really appreciated his second opinion.

'If we need any more work done in the future, we wouldn't think of going to anyone else. We absolutely recommend Whitehall Construction.'



Jason Wilkinson

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CARING FOR THE COMMUNITY

For her elderly clients, Julie Adams is a trustworthy, friendly face who provides companionship and practical assistance

Until being made redundant during the pandemic, Julie Adams had worked in the motor trade for 30 years, most recently as a Service Manager. 'I didn't want to sit around,' she recalls. 'I saw it as a chance to make a major change.

'People had said that I was a "caring person" and I had helped look after my husband's grandmother when she was ill at home. When I spotted Home Instead's ad for CAREgivers, I applied – I'm so pleased I did!'

Home Instead Hammersmith and Chiswick is dedicated to helping the elderly live happily and independently at home in later life. Director Maddy Alemayehu and her dedicated team providing practical, relationship-led care that enables their clients to stay where they love and enjoy fulfilling lives.

The company delivers a range of bespoke services – Home Help, Companionship, Personal Care, Dementia Care, 24/7 Live-in Care – and each client has their own individual care plan. Huge emphasis is placed on finding points of

contact between clients and their CAREgivers based on personality, background or interests.

'The training was full on, as it should be,' says Julie. 'When I had finished, I felt fully prepared. My first client was an elderly gentleman who needed companionship: his passion had been buying and restoring old cars, so we had plenty to talk about! I also have a lady who I help get out of bed, wash and get dressed and then I make breakfast. We love just having a cuppa and a chat.

'I couldn't do what I do without the support of Maddy, who is wonderful, and my colleagues. Being a CAREgiver can be really emotional when clients are struggling, or if as happened during Covid, we're the only people they see. But, the rewards are fantastic: often it doesn't feel like a job at all.'

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Joe left, Clay right

FABULOUS FLOORING SOLUTIONS

'Fantastic carpet! The service I received was professional from beginning to end. I definitely recommend the Carpetstore.' – Carmen Neptune

Having worked in the carpet trade for over 25 years, few people are better able to identify the latest trends than Clay and Joe Miller, co-owners of the Carpetstore. The brothers are constantly looking to add to their portfolio, hence they are often the exclusive West London stockists for new ranges.

One of Clay's personal favourites is made by Sedna and it has excellent green credentials. 'The yarn is spun from abandoned fishing nets,' he explains. 'According to the manufacturer, nets comprise one-tenth of marine litter and trap tens of thousands of creatures every year. The carpet comes in a twist pile for stairs and living rooms and a Saxony, which is a luxurious deep pile for bedrooms. The quality is just amazing.'

In recent months the Carpetstore has also taken delivery of the Diamond carpet from Fibre – it is perfect for areas of heavy domestic use – and a herringbone pattern from Brockway which has matching soft loop pile and twist pile, meaning the same design can be fitted on the stairs and in the bedroom.

During the last lockdown, Clay and Joe took the opportunity to lay an Invictus vinyl floor in their showroom. 'We had noticed that customers were starting to prefer vinyl tiles to wood and concrete flooring,' says Clay. 'Invictus' wood, parquet and stone-look ranges are waterproof and extremely hard-wearing, and we wanted to showcase them *in situ*. In addition, we have

begun stocking Distinctive Flooring vinyl tiles from Victoria: they are easy to clean, warm underfoot and there's a fantastic choice of designs.'

The classic and contemporary carpets, made-to-measure bespoke rugs and stair runners are all guaranteed to be moth-free and Clay and Joe always use their own teams of expert fitters, who will also lay hardboard, ply and latex sub-floors and trim doors. Whatever your taste or budget, the Carpetstore will advise you on the best flooring solution for your home.

The Carpetstore

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CHRISTMAS OPENING TIMES

WED 22 DEC • 7am-7.45pm

THUR 23 DEC • 7am-7.45pm

FRI 24 DEC • 7am-5.45pm

SAT 25 DEC • CLOSED

SUN 26 DEC • CLOSED

MON 27 DEC • 10am-4.45pm

TUE 28 DEC • 10am-4.45pm

WED 29 DEC • 9am-6.45pm

THUR 30 DEC • 9am-6.45pm

FRI 31 DEC • 9am-6.45pm

SAT 1 JAN • CLOSED

SUN 2 JAN • 10am-4.45pm

MON 3 JAN • 9am-5.45pm

TUE 4 JAN • NORMAL HOURS



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