

HAMMERSMITH & FULHAM LOCALS



SPRING 2022

KEEP IT LOCAL!

Welcome to the Spring issue of Hammersmith & Fulham Locals. As usual, we are showcasing a wide range of businesses, some with a long history in the borough and others that are more recent arrivals.

Amelia Amos, the owner of Pop School & Stage Academy (PSSA), has been running popular performing arts classes for 3-16 year-olds in Hammersmith for some years: in February, however, Amelia expanded her operation, launching a new weekly schedule in Fulham. And if the Spring weather is tempting you back onto the tennis court, and your skills need honing, Christian Gallan's LOVEtennis team is offering dynamic, fun coaching sessions for adults and children at local clubs.

All of the featured businesses have worked very hard to survive the pandemic, so do keep it local and support them as they recover.

Neil

Neil McKelvie, Editor
neil@keepthingslocal.com



PROMOTE YOUR BUSINESS

We distribute 8000 copies of Hammersmith & Fulham Locals to family homes, cafes, pubs, shops and offices. All advertorials are also posted online and on Social Media and included in our email newsletter.

Do you need to upgrade a website or devise a Social Media strategy? We can provide professional business support that will help you to identify and target new markets.

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Alison Hierlehy

HASSLE-FREE HOSTING

For London homeowners living elsewhere, it makes perfect sense to generate extra income by registering their property on holiday rental sites. At least, that's the theory. In reality, many people are put off by the time-consuming logistics involved – and that's where Alison Hierlehy comes in.

A long-time Hammersmith Grove resident, Alison previously ran her own successful events business – clients included HRH Prince Charles and George Clooney – for 20 years. 'I will organise the whole process,' she smiles. 'I set up the site profiles, write the copy and take photographs, ensure the property is available only when and for how long the owner wants, handle the bookings, vetting and payments, meet the visitors and coordinate cleaning and laundry rotas.

'I buy linen, towels and bathroom accessories and can call on trusted handymen to solve any maintenance issues. Most importantly, this is a personal service and I always like to get to know the owners (Alison also provides home guardianship for clients who want empty properties visited regularly). It's my responsibility to take the best care of their homes and make them money (references available on request).'

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Amelia

YOUNG STARS OF SCREEN AND STAGE

With weekly classes in Hammersmith and now in Fulham, the Pop School and Stage Academy teaches much more than acting, dancing and singing...

'As teachers, our aim is to create a supportive space in which children can have fun, be creative and develop new talents,' explains Amelia Amos, the owner of Pop School & Stage Academy (PSSA). 'We're not trying to produce the "perfect" artist; we use performing arts to foster key life skills, boost self-confidence and allow students to blossom as individuals.'

PSSA runs classes for 3-16 year-olds at the Westside Community School in Hammersmith and, since February, at St Thomas of Canterbury School in Fulham. 'I trained in Dance and Musical Theatre and worked mostly in dance (including performing with Kanye West),' says Amelia. 'But then I needed a fresh challenge. I'd enjoyed teaching children, so I was delighted to take over an independent school like PSSA – that was 12 years ago.'

The classes focus on the core disciplines of acting, dancing and singing (3-6 year olds have an hour a week and the older ones three hours) and the teachers are all currently working in the industry. 'Many children stay on in our "family" to be assistants,' smiles Amelia. 'And, of course, it's just wonderful to see

ex-students, such as Suki Waterhouse and Sophie Simnet, having such amazing professional success.

'We give the children a rounded experience of screen and stage. They all record vocals and are filmed starring in their own pop video and we stage an annual full-scale production of a musical in a theatre with everyone taking part.' Amelia is particularly passionate about PSSA's holiday camps. 'Three years ago, with holiday childcare becoming so costly, I began looking for support and the funds I secured allow us to run camps at half the cost of competitors.

'We help children to unlock their potential and learn performance skills in a safe, friendly environment. Students progress at their own pace and are reassured that it's OK to make mistakes. We love seeing them all step into the spotlight and shine.'

Pop School and Stage Academy (PSSA)
07943 656092
info@pssa.co.uk
<https://www.pssa.co.uk>

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Photograph: #annabelmoellerphotography

ELECTRICAL ISSUES? CALL THE BLUE BRIGADE

Switched to an Electric Vehicle? SES will supply and install a home charger

According to recent figures, last year the number of Electric Vehicle (EV) registrations rose 74% on 2020 (www.nextgreencar.com). And, like any chargeable device, the battery on those vehicles needs to be regularly topped up; fitting a dedicated EV home charger is the most economic, convenient and safe solution.

‘It’s definitely a growing market for us,’ confirms Byron Sanders, Managing Director of SES Electrical Contractors. ‘We’re accredited with all the leading manufacturers and can source and supply the best model, install the cable and fuseboard, commission and test it and fault find. With oil prices sky high, electric is the way forward!’

The core of SES’s work comprises domestic installation, repair and testing and, with Spring coming, there’s currently a significant demand for garden lighting. ‘We also handle all elements of commercial electrics, such as installing and servicing fire alarms and designing and maintaining CCTV and security systems,’ adds Byron.

‘Our team is still regularly called in to carry out remedial work after Electrical Installation Condition Reports (EICRs) have been prepared for landlords by other companies.

Some offer a cheap price, but don’t have the technical knowledge to pick up major defects. You pay for what you get. With us, that’s a thorough professional investigation and a detailed photo-report.’

Whatever the job, two constants with SES are outstanding workmanship and excellent customer service. ‘My philosophy is to deliver the maximum on both counts,’ says Byron. ‘Our engineers are experienced and highly qualified, we carry high levels of stock, invest in the best tools and parts and we always respond quickly and efficiently to calls.’

Services include: * All domestic, commercial and light industrial electrical projects
* Audio and Visual systems * CCTV and Security
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Justyna



Alberto

A NEW NAME... THE SAME FIRST-CLASS SERVICE

To reflect its now well-established place in the local community, Dental Beautique has been rebranded as the Fulham Dental Clinic

It is now three years since Justyna Kamecka, the owner and Clinical Director, opened the independent Dental Beautique practice on Fulham Road. ‘In that time we feel that we have become part of the SW6 community – everyone has been so friendly – and that has inspired us to take a very important decision.

‘We have re-branded the practice and we are now called the Fulham Dental Clinic. Everything else about what we do – the professional treatments in all disciplines, the committed, highly skilled team and relaxing spa-like atmosphere in which patients feel welcomed and reassured – remains exactly the same!’

To mark National Smile Month (16 May-16 June)
Justyna and her colleagues

will be emphasising just how important it is to maintain good oral health and, in particular, how it is linked to wider concerns, such as diabetes, fertility, low birth weight and heart and lung issues. ‘Dental care is not just about teeth,’ says Justyna. ‘For example, we know that the same bacteria are present in both gum disease and the arteries of people suffering with heart disease.

‘Dr Alberto LiGreci, a very popular member of the team, is a highly experienced specialist in using Perioblast laser microscopy to treat gum disease. It’s a proven process that combats inflammation and promotes healthy gum and bone tissue regeneration. We carry out enzymatic, biological and bacterial tests and the results reveal

the exact profile of the gum bacteria, enabling Alberto to target it precisely with state-of-the-art lasers.

‘As always, our philosophy is never just to give our patients a quick fix. Rather, with our treatments we want to resolve any problem once and for all. I’m so proud of what we have achieved; we’re passionate about our work and I’d like to invite everyone to come along to the “new” Fulham Dental Clinic and say hello.’

Treatments include:

* Laser therapy * Periodontics
* Dental Hygiene * Endodontics
* Teeth Whitening * Invisalign
* Orthodontics

Fulham Dental Clinic

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hello@fulhamdentalclinic.co.uk
<https://fulhamdentalclinic.co.uk>

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Christian Gallan



TAKE YOUR TENNIS TO THE NEXT LEVEL

‘Christian is our family coach . . . and my children really enjoy lessons. His enthusiasm is infectious and the fun he brings to junior (and adult) sessions is balanced with a focus on listening and learning.’ – Alison Rust

‘The LOVEtennis “family” is so important to me. It’s always such a kick to have people come up in the street, someone who perhaps I haven’t seen for 10 years, and they say: “Hey Christian, remember me, you coached me when I was a kid.” And they have really happy memories – that means the world.’

Christian Gallan must get stopped often. He has become a familiar, popular face on local courts and, since 2010, he and his team of coaches have built a successful business, LOVEtennis. ‘First and foremost, we create a friendly atmosphere at every session, whether that’s adults, juniors or a school holiday camp,’ explains Christian.

‘Everyone is made to feel welcome and we develop strong bonds between players, parents

and coaches; we’re lucky enough to be doing what we love, and we want our students to feel that same joy.

‘Our approach is very simple: put everything in – no short cuts and maximum effort – and make it dynamic and fun. There’s no right or wrong; we adapt to every age, ability and experience and we all follow a consistent style, using the same language and session structure. I’d rather run a smaller programme and be sure that, as coaches, we fit 100% with the LOVEtennis philosophy.’

Born in Germany, Christian moved to Australia with his family when he was eight. ‘For me, tennis started with Boris Becker. It must have been my German heritage, and I loved his all-action style. I played with my Dad on public

courts, joined a club, entered tournaments, and reached a ranking of 15 in the Australian Juniors.

‘At that point, I realised that the professional dream wasn’t ever going to happen for me. That hurt. But I recalibrated, studied Economics at university and I never thought, I’ve wasted all that time training. The beauty of tennis at every level is that you learn life lessons, such as discipline, respect and how to deal with disappointment and success.’ While still in Australia, Christian was asked to assist with coaching sessions for junior groups. ‘I enjoyed it – I loved helping players get better. Of course, I didn’t think of it as a career, but it proved to be the spark.’

LOVEtennis operates at Chiswick Tennis Club, Hartswood Tennis Club and Westminster Sports Grounds. If you’re not a member, you simply sign up on a termly basis for a LOVEtennis coaching membership and that becomes your pass to join Christian’s sessions at that club (Chiswick and Hartswood have floodlights, so it’s a year-round programme).

‘Of course, our aim is to teach tennis well and get results,’ says Christian. ‘But we’re also using the game as a vehicle; it’s so rewarding to see a kid who has hung back suddenly become more confident.

‘Equally, we strongly believe in making a wider contribution, hence we run fundraising tournaments for the Upper Room and Good Going Out Chiswick, support the Shepherd’s Bush Family Project and assist with funding to teach tennis to thousands of young children in Malawi.

‘Everyone deserves top quality coaching every single time they step on the court and, beyond that, we want to make a positive impact on our clients’ lives and the community. Nothing makes us happier than making a difference!’

Christian Gallan’s LOVEtennis

info@love-tennis.co.uk

Insta: @thelovetenniscommunity

<https://www.love-tennis.co.uk>



Ricardo Canadinas

THE CUTTING EDGE

Having just celebrated 30 years in business, Ricardo and his team at Anna's Hair Salon provide first-class hairdressing with a delightful personal touch

'Hairdressing was the last thing that I thought I would ever do,' smiles Ricardo Canadinas, owner of Anna's Hair Salon on Fulham Palace Road. 'Aged 16, I did my apprenticeship here with my mother (Anna) – and I hated it! Aged 17, I studied for a degree in Performing Arts and then I spent years travelling the world with Spirit of the Dance.'

It was only when Anna became ill that Ricardo thought again. 'Also, I must admit, I was hitting my late 20s and thinking, how long can I carry on dancing? The upshot was, 14 years after I'd left, I re-joined my mother and re-trained (he is now a Masters Colour Expert with Wella).'

Anna founded the business in 1992. 'She started on her own and built it into a very successful salon. I'm so pleased that I was able to work with her before she passed away in 2017.'

says Ricardo. 'Afterwards, I decided to carry on, but I had my own vision: while keeping Anna's lovely loyal regulars, I wanted to be much more creative, especially in colouring, and take a new approach that reflected my skills and moved the business forward.'

'Today, Anna's is predominantly a colour salon and we attract a new, younger clientele who want their highlights done regularly. I'm lucky to have a superb team of experienced professionals and they are all-round hairdressers, so one stylist will cut and colour. Also, I'm proud that we're a 100% sustainable eco operation: all our paper, plastic, foil, hair and chemical waste is recycled and the towels are compostable.'

'One thing that never changes at Anna's is the customer service. We love to build a rapport with clients – they become friends – and "Fulham exiles" still come from Brighton, Exeter and even Hull to have their hair done. We provide a high quality service, good conversation, a nice coffee or tea and a really enjoyable experience – it's like coming to a second home.'

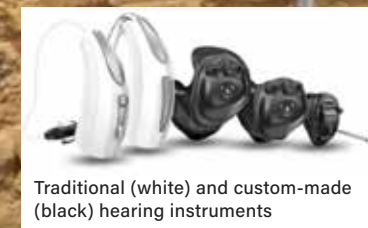
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Deepak Jagota



Traditional (white) and custom-made (black) hearing instruments



PRECISION-FITTED, CUSTOM-MADE HEARING AIDS

No more putty-in-the-ear syringing! Deepak Jagota is offering his patients the ultimate non-invasive ear-scanning solution

Since opening his successful High Road practice, Hearing Well, in 2016, hearing aid audiologist Deepak Jagota has consistently invested in state-of-the-art technology. Even by Deepak's standards, however, he has recently acquired a remarkably sophisticated piece of kit.

'It all started during lockdown,' he smiles. 'Clients were coming in having lost or broken their hearing aids. The issue was with traditional models that go over the ear: thanks to all the juggling with masks and glasses, they were being easily dislodged.'

'One popular solution is to opt for a custom-made rechargeable hearing aid that pops straight into the ear. Until now, that has meant mixing up putty into a paste and syringing that into the ear to create a hard mould; for many people, that was an uncomfortable experience.'

'That's why I have now acquired the latest 3D laser ear scanner. Using a handheld probe, I can scan and take measurements of the ear section by section. Those measurements are combined into a 3D model; the whole process

is amazingly precise, much less invasive and only takes five minutes. Afterwards, I just send the digital file to the manufacturer. I must admit, it took me months of practice to master the technique, with my wife and children as guinea pigs, but it's been worthwhile – I've already had excellent customer feedback.'

Deepak's passion for new technology is complemented by a personal approach based on old-fashioned customer service. 'I allocate as much time as is necessary to each patient. It's not a conveyor belt. If someone is a little nervous and needs longer to chat, that's a pleasure,' he explains.

'Equally, as an independent audiologist, I can choose the best solutions from all the leading manufacturers, and that flexibility also applies to the cost and style of an aid. I love what I do. Life is too short to put up with a problem that reduces the joy of connecting with others.'

Hearing Well

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Christopher Barrow

A SAFE HAVEN IN THE CRYPTO WORLD

Metropolitan Safe Deposits' state-of-the-art West London vaults deliver affordability, convenience and proven world-class security

Traditionally, it is assumed that safe deposit boxes are used to store precious metals, family heirlooms and private documents. And, of course, they are. However, the exciting evolution of crypto-business has prompted a new demand from predominantly younger investors seeking maximum protection for their assets.

'Owners of crypto-currencies, such as Bitcoin, use a private key (it is a 16-digit code) to access and manage their digital coins,' explains Christopher Barrow, Chief Executive of Metropolitan Safe Deposits. 'However, if that private key is hacked or the code simply forgotten, there is no central ownership register; in effect, the money is lost.'

'A salutary case is a gentleman in Wales who, eight years ago, accidentally threw away a hard drive containing details of his private key to 7,500 Bitcoins. Today, they would be worth around £240 million; sadly for him, the drive is buried permanently in a landfill. For many crypto-investors the preferred solution is to transfer the all-important code onto a USB device and put that in a safe deposit box; it is offline, beyond the reach of cyber-criminals and securely accessible.'

Metropolitan Safe Deposits offers a tried and tested security facility. 'We have 24/7 CCTV of the perimeter and interior of our three vaults, the premises is equipped with multi-layered alarm systems and the "secure area" has bullet-resistant airlock doors with magnetic and electronic locks,' says Christopher.

'Access is controlled by computer-verified ID and biometric fingerprint procedures and each safe deposit box is individually alarmed (there are 12 sizes costing from £99 p.a.). To my knowledge, our type of vault has not been breached. We provide the peace of mind of knowing your possessions - whether treasured mementos or a USB stick - are in safe keeping.'

To read Christopher's blog about crypto security, visit: <https://www.metroSAFE.co.uk/editorials/news-releases/date/2022/02/08/crypto-investors-turn-to-physical-storage-for-security/>

Metropolitan Safe Deposits

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CHISWICK KNIGHTSBRIDGE ST JOHN'S WOOD



exclusive West London stockist for a particular brand. Having held back during the pandemic, companies are now making up for lost time with regular exciting product releases.

‘Recently, we have taken delivery of a new herringbone in funky blues and yellows from Fibre,’ says Clay. ‘Also, an 80% wool twist pile produced by Victoria; a while ago the favoured colours were beiges and greys, but now there’s a fantastic choice of reds and golds.’

The Carpetstore also supplies and fits stylish Louis De Poortere stair runners. Widely considered the market leader in design and high quality manufacturing, they are 80% woven wool Wilton, have a pre-finished edge which won’t fray and doesn’t need to be whipped or bound, and come in 12 different designs, 144 colours and four width sizes.

Clay and Joe guarantee that all their stock – classic and contemporary carpets, made-to-measure bespoke rugs and stair runners – are moth-free and they always use their own teams of expert 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 will receive excellent service and straightforward advice.



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

MULTIPLE CHOICE

‘I used The Carpetstore to replace my carpets. The fitters did a fantastic job. I recommend them 100%.’ – Kevin Birch

With over 25 years’ experience in the trade, and an extensive contacts book to match, Clay and Joe Miller, co-owners of the Carpetstore, are always able to offer their customers the widest possible choice of carpet colours, styles and patterns (as well as tiling options) at all budgets.

‘We regularly deal with 90% of industry manufacturers,’ explains Clay. ‘Last year, we created extra space in our showroom and that enables us to display 100 ranges – and we still don’t put everything out on show. There are at least another 100 in stock in our basement. That means if someone comes in with a specific request for a more unusual carpet, we can usually bring up a pattern book to suit.’

Clay and Joe are constantly adding to their portfolio and often the Carpetstore is the

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Emma Hanks

Photograph: [AnnabelMoellerPhotography](https://www.instagram.com/AnnabelMoellerPhotography)

YOUR PERSONAL PROPERTY ADVISOR

Whether you are upsizing, downsizing or a first-time buyer, Emma Hanks will secure the right property, for the right price and beat the competition

What’s on your “must-have” list for a new home? A large garden, guest accommodation or a converted loft-cum-office? Being near a particular school or good transport links? Whatever the criteria, Emma Hanks can source the very best properties and at the best price.

Emma is a private client Buying Agent for JM Chase, one of the UK’s leading independent property search businesses; she has 20 years’ property buying and selling experience in the industry and is the company’s London specialist. ‘Once we have been retained and briefed by a new client, I put my “little black book” of contacts to work,’ explains Emma.

‘While a traditional agent can only ever sell what’s on their books, we’re constantly scouring the entire market to find suitable options. Often, we’re able to introduce a client to a off-market seller who hasn’t yet instructed an agent, and agents themselves regularly call us before marketing a property to check if we might have an interested party.

‘We take care of the whole purchase process through to completion. We preview properties,

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put together a shortlist of the most promising ones for viewing, arrange a tour and then, if the clients wish to make an offer, we handle all the negotiations. Sometimes, clients who have found their perfect house still ask us to negotiate; our experience and contacts with selling agents make a significant difference in winning sealed bid situations.’

As well as residential searches, Emma also covers the commercial and rental markets – in the latter case that means mostly interim lets for clients who are between homes – and she can put clients in touch with local solicitors, surveyors and reputable contractors.

‘Buying a home is always such an emotional process and we provide clients with informed, objective advice and, ultimately, the reassurance that, whatever the budget, they are getting the best value for their investment. As one client recently said to me: “I’m never buying another property without you!”’

Emma Hanks / JM Chase
07801 232544 / ehanks@jmchase.co.uk
<https://jmchase.co.uk>



Photograph: #doris_hainrich_photography



Samuele Alberton



A LIFELINE FOR FAMILIES LIVING WITH DEMENTIA

Home Instead is recruiting an Admiral Nurse to work with clients diagnosed with dementia and raise awareness of the condition in the community

Admiral Nurses are *the* specialists in providing dementia care. Fully trained by the charity, Dementia UK, their role is twofold: firstly, to assist people living with dementia, enabling them to stay independent at home for longer; and secondly, to help their families, giving them the strength to cope with the bad days and the energy to enjoy the good days.

As one of its range of bespoke services (including Home Help, Companionship, Respite Care and 24/7 Live-in Care), Home Instead Hammersmith and Chiswick already offers sensitive, practical Dementia Care. However, recognising the strong demand for “next level” support among clients, Director Maddy Alemayehu is recruiting an Admiral Nurse to join her dedicated team.

‘It’s extremely stressful to look after someone with dementia, especially a loved one whose behaviour and personality is changing,’ says Maddy. ‘An Admiral Nurse has the time to listen and the knowledge to solve problems; they are present throughout the journey, building a close relationship with the client.

‘Whatever the stage and type of dementia, the Nurse will work with our CAREgivers and the family to assess needs, coordinate a care plan and liaise with other professionals, often acting as a bridge between health and social services. Also, and most importantly, they will know when to say to the family, you must step back and take respite time.’

Maddy has ambitious plans for Home Instead’s Admiral Nurse to play an active role in local West London communities (W4, W6, W3, W5, W12 and SW6). ‘Dementia care is an issue that we take seriously. So, as well as training and advising our staff, I want the Nurse to run workshops to promote a better understanding of the condition. Our aim is to make a tangible difference to the lives of all dementia sufferers, not just Home Instead clients, and allow them to remain in the home they love.’

Home Instead – Home Care & Live-in Care
186 Sutton Court Road, W4 3HR
020 8746 1213
hello@homeinstead.co.uk
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GOT A GARDEN? GET A TAP!

‘I’ve used the services of The Italian Plumber for five years. Samuele is friendly, reliable and trustworthy. I wouldn’t hesitate to recommend him.’ – Georgina Pereira

The clocks have finally gone forward, the evenings are getting longer and the prospect of sunny days are on the horizon. And for Samuele Alberton, aka The Italian Plumber, it’s the time of year when customers ask him and his experienced team to install new (and fix faulty) garden taps.

‘Spring is coming and, if you are fortunate enough to have a garden, it’s time to tackle the post-winter clear up and then get down to the garden centre to stock up on some new plants. And, of course, that means they will need watering in.

‘But do you still have to bend and twist like a gymnast to fill up a heavy watering can and then haul it back and forth around the garden? Or do you open your kitchen window, feed the hose through and then try to keep it attached to the sink tap? There is a practical solution; why not treat yourself to an outside garden tap in exactly the position that’s most convenient – and if your garden is particularly long, you could have one at each end!

‘No more heavy lifting. No more contortionist tricks. And, equally important, no wasted

hours given over to a repetitive mundane task, so leaving you more time to actually enjoy being outdoors. It’s really not an expensive job, it can be done in super-quick time – just a few hours – and we can even install a shiny new bracket to hang your hose on.

‘If you would like to book an outdoor tap installation, do give us a call. And if you’re in a hurry, we can usually get everything sorted within a day or two.’

Other services include: * General Plumbing
* Boiler Installation, repairs and servicing
* Central Heating installation and servicing
* Power Flushing * Radiators/Valves
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* Water Pumps * Water Supply Pipe repairs
* Technical surveys and system reviews
* Landlord Gas Certificates/Safety checks

The Italian Plumber

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H&F Civic Honours Award-winner

'I would like to say a big thank you to the local residents who nominated me in this year's Hammersmith & Fulham Civic Honours. Receiving the Leader's Recognition award meant so much to me. I feel very lucky to have been part of – and served – the Brackenbury Village community for 50 years.' – John Stenton

John Stenton Family Butchers

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Fariba Fazeli (Fabi)



LOOK GOOD AND FEEL FABULOUS

With doctor-led aesthetic treatments, beauty therapies, professional hair styling and an authentic hammam, Gisoo offers top-to-toe rejuvenating care

You wouldn't necessarily know it from walking past, but Gisoo delivers a remarkable range of aesthetic treatments and revitalising wellbeing therapies in its spacious High Road premises (close to the junction with Goldhawk Road).

Fariba Fazeli (known as Fabi to her many regulars), and her business partners, Dr Hormoz Massoumi and Dr Mitra Karimi, have owned Gisoo since 2018. 'It's rare to have a doctor-led clinic,' she explains. 'Dr Massoumi and his experienced team use the latest technology and techniques to carry out aesthetic procedures, such as dermal fillers, laser hair and mole removal, scar excision and PRP facials. They always take the time to get to know each patient, understand their individual needs and devise an effective bespoke approach.'

Fabi grew up in Iran, where she worked as an English teacher. 'I was very interested in health and beauty,' she recalls. 'But my father said: "you had a proper education, you must get a proper job." That was the culture. After coming to the UK in 1996, I became a translator for the Home Office, so managing Gisoo has been a late career change – and I love it.'

The salon also offers an extensive choice of hairdressing options, from classic cuts to creative colouring and bridal hair and make-up, and beauty therapies, including manicures and pedicures, waxing and laser treatments, facials and eyelash tints and extensions.

And then, in the basement, there's the traditional *hammam*. 'It's the only one in West London,' smiles Fabi. 'A *hammam* – or steam bath – is the perfect way to unwind; clients can enjoy a massage, a full body exfoliation with a mitt (a *Kese*) and a deep cleansing wash and, afterwards, we always serve refreshing tea.'

'We care about our clients. We always look forward to catching up with them – sometimes staying open until 9pm for appointments – and all our therapeutic, beauty and hairdressing services are provided by highly qualified and very friendly professionals.'

Gisoo

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Ritesh



THE GENERATION GAME

Whether for new glasses, fitting contact lens or prompt repairs, Aristone Optical is Fulham's family-friendly independent specialist

Looking after the eyes of generations of many Fulham families, Aristone Optical has been a constant in local life for seven decades. 'The business has been built on delivering the latest lens technology and offering the best personal service – and that's still our philosophy today,' says Ritesh, who has been the owner for the past 13 years.

'We never take a conveyor belt approach. It's so much better to sit down with clients and take as long as necessary to answer questions, provide a variety of options and make recommendations. Of course, no two eye tests are the same (we also carry out glaucoma and diabetic screening) and everyone responds in different ways. And for us it's just much more enjoyable to get to know the people we serve.'

When it comes to frames, design is now a key factor in the customer's decision making. 'That's why the major brands launch new ranges and refresh existing ones regularly through the year,' explains Ritesh. 'Hence, I always keep an eye on current trends in trade and fashion magazines as they will eventually filter down to the general market.'

'Rather than picking just a few glasses from many different brands – that becomes a mishmash – I prefer to showcase the full spectrum from companies such as Ray Ban, Tom Ford and Lindberg; they are all fashion-conscious, stylish and really stand out in their use of highest quality raw materials.'

Unlike most independent opticians or major chains,

the Aristone team is able to make and repair glasses in the shop's upstairs workshop. 'Last year, we decided to invest in sophisticated state-of-the-art machinery which allows us to cut, grind and polish a lens to 0.1 degree accuracy in a minute,' adds Ritesh.

'With an extensive choice of designer and non-designer glasses (and contact lens), we'll definitely have a style and shape of frame to suit everyone. And, of course, you'll receive our signature friendly, reliable service.'

Aristone Optical

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Louise and the W6 team

W6'S GOLD MEDAL-WINNING GARDEN CENTRE

Spring bulbs, herbaceous perennials, seasonal trees and shrubs, houseplants . . . and much more besides for the urban gardener

Since opening under the arches next to Ravenscourt Park in 2011, W6 Garden Centre and Café has become firmly established at the heart of the community. 'Whether a customer comes to buy high quality plants, choose gardening and homeware gifts or catch up with friends at the Café, our friendly team will ensure that they are welcomed and looked after,' says Louise Alhadeff, W6's Manager.

Last year was a momentous one for the Garden Centre. Fulfilling a long-held ambition of its founder, Beryl Henderson, W6 was invited to create a stand for the RHS Chelsea Flower Show. Conceived by Creative Director Paul Holt, it won a coveted Gold Medal and was judged the Overall Winner in the Houseplant category.

That award was particularly apt as one of the Garden Centre's most popular attractions is an indoor plant oasis. Christened the W6 Green Room, it is home to a glorious variety of houseplants and stylish pots and accessories, and W6's experts are on hand to give care tips.

Equally integral to W6's operation are the Urban Gardens teams. Working with clients in their own gardens and using the same outstanding stock as the Garden Centre, they have the horticultural expertise to revamp any space – from devising a planting plan and breathing life into borders to laying turf and cutting hedges – and they also provide ongoing maintenance.

For many locals, W6's Café is a favourite place to enjoy a break over delicious cakes and coffee: the indoor area is open Wednesday to Sunday and there's plenty of outdoor seating on the sunny terrace. 'If you need practical advice about which plants are best suited to your space, our knowledgeable staff are always delighted to help,' says Louise. 'We want everyone to have the best experience here.'

W6 Garden Centre and Café

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www.w6gardencentre.co.uk