

# Showroom of the month

## Farnham Furnishers Designs

Farnham Furnishers has been transformed into a large kitchen, bedroom and studio showroom, aimed at providing inspiration and designs for any taste and lifestyle



**F**arnham Furnishers, based in the market town of Farnham, Surrey, has recently gone through a major refurbishment and has turned a dated 1960s concrete office into a modern, glass-fronted showroom with limestone cladding and bronze accents. The space is now 4,000sq ft and takes up the entire ground floor of the building.

Within the space, there are 29 displays with 13 kitchens, nine bedrooms, and seven studies. The whole showroom ranges from the ultra-modern to the traditional English handmade furniture. Each style of display has options for a range of budgets, for example the contemporary designs have displays that are suitable for family homes to more high-end budgets, where island counters come with champagne coolers.

With such an abundance of displays, there are also seven full-time consultants, who are seated around the showroom, which allows clients to walk around but never be too far away from advice and help if they need it.

"All the displays are planned by the showroom designers themselves, who also design their own desk and presentation areas," explains director David Hall. This creates space for both the designers to showcase their work and also have a comfortable area to sit with clients.

When clients walk round the showroom, they are taken on a journey through different

sections and lifestyles. Hall said: "The showroom décor varies from display to display to help differentiate the room sets and create a 'mood' in each zone, with a relaxed, unhurried, no-pressure feeling."

The showroom includes many brands, including Crown Imperial, Warendorf, Loddenkemper and its own brand – Farnham Furnishers, which offers traditional handmade in-frame furniture hand-painted on-site. "Over the past 27 years, Farnham Furnishers has become its own very distinctive brand. We work with a number of manufacturers and our clients come to us more for our bespoke design style," says Hall.

The showroom is established in the local community and many interior designers from London, down the coast and north as far as Oxford all travel to visit the showroom.

"Farnham Furnishers has only ever advertised once since 1991," adds Hall. "Our business is based on our reputation, recommendations and repeat business from loyal clients. That said, with the expansion and facelift of our studio in the town centre, Farnham Furnishers has been rebranded and with the launch of our new website, which we update regularly with projects, this keeps our audience up-to-date with our designs and customer feedback. We are finding that this platform has been increasing our footprint dramatically."

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1. **Directors David Hall** and Philip Cox in the newly refurbished showroom in Farnham
2. **A drinks bar area** with Kaelo integrated wine cooler. Combines curved glass and mirror in a drinks and glasses display cabinet that match the Lucern Lake quartz worktops
3. **Farnham Furnishers** has its own hand-made furniture, and by the entrance is this kitchen with double chamfered and scalloped doors with a black oak continuous finger rail, Barocco granite worktops with a Spekva black oak breakfast bar
4. **Bedroom Furniture** by Farnham Furnishers that features both a contemporary hand-painted front panels and a more traditional shaker design with decorative beading and crisscross detail on mirror
5. **Warendorf contemporary** kitchen with opaque white lacquer and raw oak veneer accent is a customer favourite and is situated at the front of the showroom