



Modern Elegance

Local design firm **The Plush** specialises in creating homes that not only combine functionality with artistry, but also reflects the elegant character and stories of those who dwell within

“Creating designs that are practical yet reach the highest standards of aesthetics” has been an essential part of The Plush’s winning strategy and a key reason for its continued success in Singapore and around the region. Helmed by design director Evelina Hu, along with chief designer Alvin Felipe, The Plush focuses on achieving three factors for every project it undertakes: Elegance, Proportion and Uniqueness.

With this threefold approach, each home transformed by the design team is a bespoke creation unlike any other. Every space demands its own

attention and this is where the team gladly devotes its time to making sure all the details are realised to the most exacting demands the firm sets for itself.

VISION FOR THE MODERN

This beautifully realised showflat at The Panorama condominium is another outstanding feature in its diverse portfolio. It offers an ideal vision into contemporary home living for urban city dwellers. Here, The Plush takes its inspiration of creating a retreat to complement a simple yet elegant lifestyle to new heights with its adroit use of space, textures and styling accompaniments.



NOTHING BUT THE BEST

The firm began with a mood board that consisted of subtle notes and neutral tones to set the scene for splendour in the setting of the five-bedroom apartment. This was further accented by rich textures and touches of colour in the soft furnishing to add personality and life to the décor. In searching for the right accessories for the home, the team embarked on a worldwide search when it came to the choice of lighting designs and wallcoverings. The final look comprises lights brought in from Hong Kong, wallpaper designs from Pierre Frey Paris, curtains from Designer’s Guild England as well as custom-made furniture pieces to suit the various proportions of specific areas in the home.

THE HIGH LIFE

In order to enhance the modern concept of the apartment’s design, The Plush utilised a subtle approach. Small touches such as concealed lighting in the living room ceiling and cleverly designed shelving units, help to



project the look of a luxuriously appointed suite. The clean lines create the impression of an expansive living space and help to open up the rooms as well.

NOT TREND BUT TIMELESS

While every home is different in design, one common theme that The Plush seeks to inject into all its projects is that of timelessness. For the team, a good home design is one that can grow with the family and

also stay relevant regardless of prevailing trends. Striking a delicate balance between form and functionality is also what makes the team’s works stand out from the crowd. For The Plush, the indication of a successful project is when it meets and exceeds the expectations of the homeowner. Make an appointment with Hu to find out how they can help to realise your dream home too. ■

THE PLUSH

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