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text BRIDGET TAN photography WINSTON CHUANG
art direction NONIE CHEN

COUNTRY road

THERE'S VERDANT GREENERY, BOTH IN AND OUTSIDE THIS SHOWROOM OF CLASSIC FRENCH FURNISHINGS.

It isn't often you come across lush "countryside" just minutes from the city. So, when the owners of furniture store The Cottage Crafts – Daniel and Romie Ho – drove by the Garden Hub off Margaret Drive, they decided it was the perfect space for a new store to showcase their home and garden products, including a vast array of high-end artificial flowers and outdoor furnishings. Says Daniel says of the outdoor-centric lifestyle destination, "There aren't many such open spaces with lush greenery in Singapore."

The two-storey, 9,000sqf space can showcase a much larger selection of the shop's classic French-style furniture than the existing outlet in Ann Siang. Visitors to the store now experience a variety of themed room settings – from elegant cream interiors to elaborate gold and maroon aesthetics. The new showroom is also awash with vibrant "blooms", including white orchids, roses and even waist-high box ball trees – staples in traditional European design. The artificial flora looked so authentic that "the helper of one customer watered the fake floral arrangement, thinking it was real," quips Romie. Prices for this faux foliage range from a few dollars for a stalk to \$500 for a complete arrangement.

Staff at the shop will also offer advice on choosing the right blooms for your space. Daniel says, "Flower colours should suit the room. For example, pink flowers belong in a bedroom instead of the kitchen." In spite of the beauty they have created, the owners are not stopping until they have achieved perfection. "We are still waiting for our French and German wallpapers and intend on creating a garden-like area in the patio. On your next visit, the look will be very different," says Daniel excitedly. ●



The showroom displays a variety of themes, and floral arrangements to match the space. **below** Inspired by European museums, the walkway of the shop is lined with ornate frames. **bottom** Verona clock, \$398.



THE THEMED ROOM SETTINGS

RUN THE GAMUT FROM ELEGANT

TO RICH AND ELABORATE.



THE COTTAGE CRAFTS 60 Jalan Penjara, Block K, Plots 92 and 93