

# kbbreview

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ANALYSIS  
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# Showroom of the month

## Sheraton Interiors, Whitton, Twickenham

The Sheraton Interiors team put the Covid lockdowns to good use by giving their South London showroom a luxurious revamp



**S**heraton Interiors has been on Whitton high street, in Twickenham, for four of the company's 15-year history. Although the main structure and layout of the showroom remains the same, during the winter lockdown, owner Shehryar Khan took the opportunity to revamp the showroom to include new displays and some special, on-trend features.

The showroom includes seven different displays. The main kitchens are deliberately spacious to give their customers a true feeling of how each design could look in their own home, but these sit alongside smaller focus pieces like a built-in bar, to add interest to the layout and open up their clients minds to new ideas.

Two of the new displays were originally purchased for the company's stand at this year's Ideal Home show, which was unfortunately cancelled due to Covid restrictions. Rather than waste the time and effort put into those displays they have been included in the showroom revamp. The renovations also gave Khan an opportunity to update the appliances on display and incorporate new details like smart lighting. The design team has also expanded over the last year, so more work space was also included in the redesign.

The bespoke, built-in bar at the entrance of the showroom fills in the awkward space under the stairs and is popular with customers. It not only creates a talking point but also shows the team's expertise and creative flair that allows them to create luxurious kitchens in awkward spaces.

Finally, there has been a new addition of a bold green shaker style kitchen with a butler sink and luxurious handles.

This traditional display has become so popular that it has been purchased again and again by customers. "Most consumers buy what they see," explains Khan. "Some people would never think of choosing a green kitchen, but after seeing our displays, they are wowed, and they often end up wanting that exact kitchen – including the Buster and Punch handles even though they are expensive.

"It can be hard for clients to visualise when putting colours together, so, being able to see a real display can make all the difference. When they see it in front of them the idea of the design becomes a lot more tangible rather than showing them swatches or samples or even good visuals."

Even the small details are a big consideration for Sheraton Interiors as it is these, according to Khan, that make the showroom a luxurious and high-end space but fun and engaging at the same time. "The atmosphere when you walk into the showroom is so important, he explains. "We tried to concentrate on what we like and what the clients want. We have included lifestyle products like soap and diffusers throughout the whole showroom. Also, music and a coffee machine add to the whole experience.

"It's the small details that often get overlooked, but they add to the whole experience – even things like how we present coffee for our clients on marble trays or the fact we bring them bottled water, make all the difference." **K&B**





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1. The showroom front is a floor to ceiling glass window, which not only lets in lots of natural light but also acts as a billboard when the showroom is closed
2. Including displays like this fully stocked bar, helps sell the more unusual design elements to consumers as they can better visualise what they would look like in their own home
3. With its dark wood door fronts and Dekton marble island, this display at the front of the showroom takes inspiration from nature
4. Pantry sales have exploded since the installation of them in the showroom, proving that consumers are influenced by what they see on display
5. This bold green shaker style kitchen with a butler sink and luxurious handles has become a popular choice among Sheraton's clientele
6. To contrast the darkness of the green kitchen, marble and a white butlers sink were featured to help balance the design
7. These stylish, eye-catching pendant lights add a touch of luxury to the showroom and help inspire clients