

NEW FURNITURE LABEL ACCENTUATE HOME LAUNCHES IN SINGAPORE

(October 2012, Singapore) Interior designer/furniture designer Aisha Ashraf launched furniture brand Accentuate Home in 2011 to provide luxe pieces with quality finishing at affordable prices.

The Pakistan-borne and Singapore-based designer's inaugural collection was conceived when Aisha started sourcing for furniture for her own home and began designing for workshops to execute her designs.

This furniture and design label to be available in Singapore is a collection that features classic contemporary yet eclectic furniture, which flaunts clean lines, sleek silhouettes and unique details. It includes coffee and side tables, bar cabinets, storage trunks and accessories. Each item can be individually customized according to colour, upholstery and size to cater to individual needs. The collections are constantly evolving, the latest being embroidered leather cabinets and hand-painted storage units. These are all limited edition pieces as a maximum of 5 units are made per design.



Accentuate Home succeeds in keeping prices affordable for its furniture by keeping overheads low and employing a unique warehouse approach to display its items. Being a Pakistani, it was important for Aisha to give back to her home country hence the designer chose to have her upscale designs manufactured in Pakistan, providing employment and a steady source of income to the people in Pakistan.

She also makes a point to donate a portion of her proceeds to the factory to show her support of their craft, dedication and hard work.

Accentuate Home participated in the Singapore International Furniture Fair in Singapore in March 2011. Since then, the company has received numerous orders from around the world and is manufacturing for a renowned US retailer. Alongside her furniture, Aisha is providing interior design and homestyling services to residents of Singapore.

Accentuate Home items are priced from \$1,100 onwards for a side table and is located at Block 1092 Lower Delta Road Unit 07-04, Singapore 169203. Tel: 6732 8303

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