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**who** AISHA ASHRAF, DESIGNER,  
ARTIST AND PHOTOGRAPHER  
**why** HER NEW FURNISHINGS  
SHOP AIMS TO BRING LUXURY  
PIECES TO EVERY HOME  
**she loves** PAINTING PEOPLE  
**she hates** LAZY  
INDIVIDUALS WHO DON'T TRY



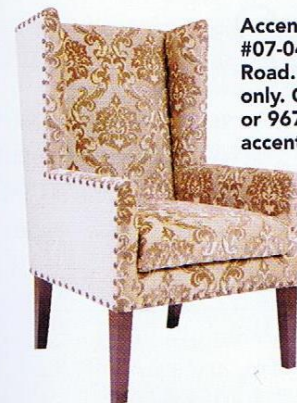
With homes shrinking in size, one would think twice about decorating with typically bulky classical European pieces. Spotting a niche, furniture designer Aisha Ashraf created such a collection – albeit in compact dimensions – as part of her new brand, Accentuate Home. The name comes from these “accent pieces”, which become talking points for guests who visit your home, she says. “They are meant to complement the contemporary furniture pieces most people have,” she states.

The soft-spoken, Pakistan-born designer, who graduated from the Rhode Island School of Design in interior architecture, came to Singapore six years ago after her husband got a job posting here. She joined LTW Designworks, specialising in interior decor for hospitality establishments throughout Asia. She also sourced for art pieces for luxury hotels.

After leaving her job to spend more time with her family, she dabbled in interior design work for friends and her own home. Her pals were so impressed by her customised furniture, they started to place orders – which led her to launch Accentuate Home.

Aisha’s background in luxury furnishings helped her create handcrafted pieces boasting luxe materials and details. Dressing tables and side cabinets are hand-carved and fitted with mirrored surfaces, or upholstered in faux fur. Especially popular is a side table upholstered in exotic leather (ostrich, shark and crocodile) that doubles as a TV console. “I like to combine the different styles I come across when I travel,” she says. “Aesthetics aside, I try to create something that is functional and durable, too.”

All Aisha’s designs are made in Pakistan, with new pieces arriving every quarter (she does custom jobs, too). On her decision to base her brand of luxury in an industrial building, she says, “I want to keep luxury affordable so everyone can have a piece of it.” ●



**Accentuate Home is located at #07-04, Blk 1092 Lower Delta Road. Viewings are by appointment only. Call Aisha at 6732-8303 or 9673-7844, or visit [www.accentuatehome.com.sg](http://www.accentuatehome.com.sg).**

far left Aisha Ashraf at Accentuate Home.  
left The Carver Wing Chair is made of solid rosewood and upholstered in embossed velvet.