

HAMMONDS
THE FITTED FURNITURE COMPANY

Moments

VOLUME 5



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CODE
9511

H A M M O N D S
THE FITTED FURNITURE COMPANY

Life is
better
with
storage

Winner of 2018 Houzz Awards





Preface

As the sun shines a little brighter in the sky, slowly the fierce frosty mornings are becoming less harsh and we're waving goodbye to snowy showers. The first daffodil shoots are emerging out of the thawing soil and we'll soon start to see the clusters of blossom bursting out of the twig-like branches. Spring is here, and we are embracing it with open arms.

Since the start of 2018 we have visited some exciting new customers homes, fitted with Hammonds Furniture, that we can't wait to show you throughout. Including a sleek Vigo fitted home office and a painted Harpsden bedroom.

We welcome in our springtime sale, giving you the opportunity to receive great savings on new fitted furniture. Create a more

organised space with unique storage solutions, just in time for the season of home cleansing.

What's more, we're taking the time to enjoy the Easter break with the perfect carrot cake recipe, celebrating the holiday with a little indulgence. The book club holds some great reads to discover, from poetry to romance, find out what we recommend.

We hope you enjoy this volume of Moments and feel inspired, as we have some exciting news; after the success of volumes 1-4 last year, we'll be creating new editions more regularly than last.

Be sure to keep a watchful eye in-store and online for the next edition.

If you'd like to subscribe to Moments for free, please let us know by emailing us at moments@hammonds-uk.com.

Moments

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We visit an elegant Seton bedroom transformation in the countryside.



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THE DESIGN HUB

A place where inspiration meets expertise.



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PERFECTLY PAINTED HARPSDEN

A favourite with our customers, we show you what a real Harpsden bedroom looks like.



BOOK CLUB

Three inspiring reads we're sure you'll love.



VIGO HOME OFFICE

We visit the Formby family to see their home office designed for storage and study.



A CHAT WITH JENNY

We get to know the Store Manager of our newly refurbished flagship showroom in Hedge End.



A Country Chic Bedroom Transformation

FITTED FURNITURE CRAFTED
TO COMPLEMENT A ROOM
FULL OF CHARACTER.



THE BRIEF

Having recently moved into their new home, previously an old village school, Mr and Mrs Wright came to Hammonds looking for beautiful fitted furniture with ample storage, that not only looked great but complemented the character of the property. >>

A bright bedroom window with white frames and floral curtains. Below the window is a light-colored wooden bench with a tufted cream cushion. To the right is a matching wooden vanity table with a small framed picture and a vase of white flowers. A small potted plant sits on the windowsill. The wall is a light sage green, and the floor is light wood. A white bed with a quilted coverlet is partially visible on the left.

SPRING
SALE
20% OFF*
+ an extra
10% OFF*
SELECTED RANGES



SPRING
SALE

BEDROOMS FROM

£43[†]

PER MONTH

THE DESIGN

The bedroom boasts very high ceilings with beautiful large sash windows. The couple wanted to maximise on the space available and create seating to enjoy the natural light from the windows. They were drawn to one of the lighter furniture finishes to provide a sense of calm throughout. The shaker style



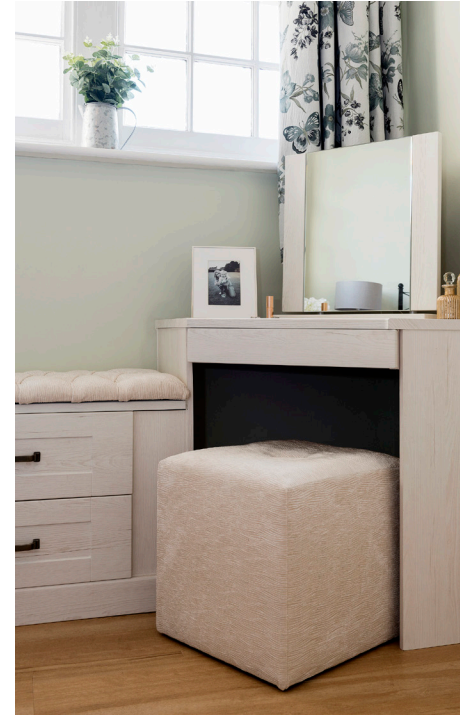
Seton range in White Ash was the perfect range, with the

addition of a classic brushed metal handle, in-keeping with the country style setting of the room.



Designer Jason Holtby worked closely with the couple's brief and room potential to suggest storage solutions that would work perfectly in the space. Top boxes above the hinged wardrobes made the most of the high ceilings, for long term storage. A linen bin maximises the use of the area in the corner, between the window seat and bedside cabinets, discreetly hiding the laundry. Deep buttoned seat pads below the window not only add cosiness to the

bright and airy room, but create a comfortable and sturdy space to sit while slipping on socks or reading a good book. A coordinating dressing table and mirror in the same White Ash finish to the wardrobes, fits neatly in



the other corner, giving Mrs Wright a dedicated space to get ready in style, benefiting from the natural light.



*Spring Sale discount applies to furniture only. Available on selected bedroom ranges only. Minimum cash deposit 20%. Ask staff or see website offers page for more details. †Applies to finance orders only. Minimum order value £1800 (net). Minimum finance order value £1100 (net). Minimum cash deposit 20%. The Hammonds Home Improvement Account offers low monthly repayments at 14.9% APR Representative. All finance is subject to status, please ask designer for full terms & conditions.

THE VERDICT

The couple described how happy they were with the finished result. "It's been a phenomenal transformation. I'd absolutely recommend Hammonds to my friends and family. Free standing furniture would never have made the best use of the high ceilings like Hammonds fitted furniture. We are so happy with our bedroom, we're also having a Hammonds fitted kitchen installed in the next few months too."



Carrot Cake

CELEBRATE THE HOLIDAY WITH
A LITTLE INDULGENCE.

It wouldn't be Easter without a sweet recipe, and this one is well loved throughout the nation. A classic cake sure to put a smile on your family's faces, making the perfect afternoon treat. Or ideal after a long springtime walk.

Ingredients

- 155ml sunflower oil, plus extra for greasing
- 230g self-raising flour
- 1 tsp baking powder
- 1½ tsp ground cinnamon
- ½ tsp mixed spice
- ½ tsp ground ginger
- 230g light brown muscovado sugar
- Finely grated zest of 1 satsuma or mandarin, plus strips to decorate
- 100g pecans, halved
- 260g carrots, coarsely grated
- 3 medium free-range eggs, beaten

For the icing

- 50g butter, softened
- 200g full-fat cream cheese, we recommend Philadelphia
- 100g icing sugar, plus extra to dust
- Finely grated zest of 1 orange

For the orange peel

- 2 oranges
- 200ml water
- 200g caster sugar

Method

1. Preheat the oven to 180°C/fan160°C/gas 4. Grease an 18cm loose-bottomed round cake tin and line the base with baking paper. Sift the flour, baking powder and spices into a large bowl. Add the sugar, zest, pecans and grated carrots, then stir until well combined. Stir in the beaten eggs and oil, then mix well.
2. Pour into the prepared cake tin and bake in the oven for 1 hour or until a skewer comes out clean. Transfer to a cooling rack, leave in the tin for 5 minutes, then turn out and leave to cool completely before icing.
3. For the icing, beat the butter in a large bowl with a hand mixer until really soft. Add the cream cheese and beat again until well mixed. Sift over the icing sugar, add the orange zest, then beat until smooth. Store, covered, in the fridge until needed.
4. For the orange peel, carefully pare the zest from the orange. Put the water and sugar in a saucepan and heat until the sugar has dissolved. Add the orange zest and remove from the heat. Let the zest sit in the sugar syrup until it has completely cooled.
5. Carefully cut the cake in half then spread half the icing between the cake layers and the other half on top. Decorate with the orange zest strips.

A Day Out In Cheltenham

A CENTRE FOR CULTURE, BORDERED BY COTSWOLDS COUNTRYSIDE, FILLED WITH ARCHITECTURAL BEAUTY.

Nestled on the West border of the Cotswolds, Cheltenham is a quintessentially English town, a centre of culture and home to an abundance of festivals.

Known for its Regency buildings, a sign of its previous history as a spa town, this architectural beauty truly is one to see. One such example is the impressive Town Hall, built at the turn of the 20th Century with intricately decorated coved ceilings and marbled Corinthian style columns.

As spring begins, so does one of the most prestigious Cheltenham festivals, the

Cheltenham Races, home of the Gold Cup. Jump racing has the finest horses, jockeys, owners and trainers battling it out for the top prize, between March 13th-16th. From a Jazz festival in May to the famous literature festival in October, if diving into a world of culture is for you, Cheltenham is the place to visit.

The countryside of the Cotswolds is not the only beautiful landscape alongside the town of Cheltenham to visit. Pittville Park, opened in 1825 is a picturesque sanctuary just outside of the town centre. The Grade II

listed park features a Grade I historic pump room, home to aviaries with a lake nearby.

Discover the perfect place for a tittle in the evening at one of Cheltenham's eclectic collection of bars and pubs. Choose between a wide range of places with trendy, modern interiors or cosy retreats. If you're into wine, we recommend The Great Escape or Sixways Wine Bar. You'll receive a warm welcome with an expertly chosen, wide selection.

Whilst visiting Cheltenham, you can explore our recently rejuvenated showroom at Sixways. Home to four brand new kitchen displays from modern Liverton to more traditional Harraton. Our ranges suit a wide variety of style and tastes, including the popular Croft kitchen display, painted in exclusive Farrow & Ball Plummett 272. Our bespoke painted kitchen option is available directly through Hammonds, if you're looking to create a unique and decadent painted effect. In addition to kitchen >>







displays we offer an excellent collection of fitted bedroom and home office furniture ranges to view.

Dedicated Store Manager, Mandy Rampton has

worked for Hammonds since 2009 and committed Store Demonstrator Maria, holds 5 years Hammonds experience. Together they make a welcoming, happy

and experienced team at the Cheltenham showroom.

Mandy and Maria are very welcoming and look forward to popping the kettle on for you and providing



**SPRING
SALE**
UP TO
50% OFF*
OUR KITCHEN
COLLECTION



SHOWROOM LOCATION

Sixways, 199 London Road,
Charlton Kings, Cheltenham,
GL52 6HU
01242 243428

their advice from years of experience, while you browse the Hammonds ranges over a nice hot drink.

*Up to 50% off Hammonds Painted Kitchen on selected ranges & furniture only.
Up to 40% off Liverton, Loxley & Marlow (furniture only).



Our showrooms are designed to provide you with as much inspiration as possible, so you're completely happy when making your new furniture purchase. We hold a variety of sliding wardrobes, hinged bedroom furniture and home office ranges nationwide. 'The Design Hub' is an interactive space

where you can let your ideas flow. With the help of our expert Store Managers and Demonstrators, who are full of knowledge and inspirational advice to guide you along the way, when choosing the perfect storage and furniture range to suit you and your family's style and needs.

Explore a huge selection of

furniture finishes in the sample zone, touch and feel them while matching them against a variety of handle options. If you find a range you love on display in the showroom and would like to see it in a different colour tone, 'The Design Hub' is the perfect place to discover all the options. It's simple to select

The Design Hub

A PLACE WHERE INSPIRATION
MEETS EXPERTISE.



samples from the display rack and see for yourself the colour and texture of what it would look like, when installed in your home.

An easy to use, interactive touch screen computer is on display in most of our newly reinvigorated showrooms, giving you even more inspiration at your fingertips.

They provide you with a wide collection of range images and real customer home photography, plus much more!

Take the opportunity to visit your nearest showroom to experience everything 'The Design Hub' has to offer and start your transformation with Hammonds today.



Harpsden

PAINTED TO PERFECTION
WITH A WOOD GRAIN
FINISH.



Shaker style doors with intricate beading and a hand-painted finish, makes the Harpsden bedroom furniture range one of our most luxurious. It's not only stylish, adding a subtle statement

to a room but also oozes elegance. Feel the wood grain on our Harpsden hinged wardrobes with the option of sliding doors. Finishing touches are also available including bedside cabinets, glamorous dressing tables, stools and headboards. >>



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*Spring Sale discount applies to furniture only. Available on selected bedroom ranges only. Minimum cash deposit 20%. Ask staff or see website offers page for more details. Extra 5% off bedroom ranges only.
Glass top on bedside cabinet has been customised and is not offered by Hammonds.

Our seasonal sale has started, where you'll receive 20% off plus an extra 10% off fitted bedroom and office furniture, when you purchase with Hammonds.

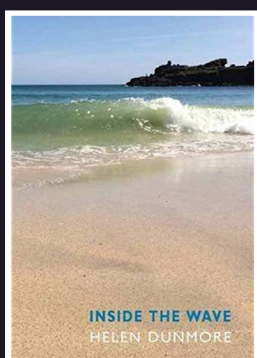
If you would prefer to spread the cost of your new furniture, we offer helpful finance options, making payments more manageable. See our offers page on the Hammonds website for more details or discuss further with an expert designer, who shall discuss the options with you on a free personalised home design visit.

If you would like to book a design visit to view 3D visuals of your desired room designed with Hammonds Furniture, you can book online at www.hammonds-uk.com or ask a member of staff in store to book a visit on your behalf.

Book Club

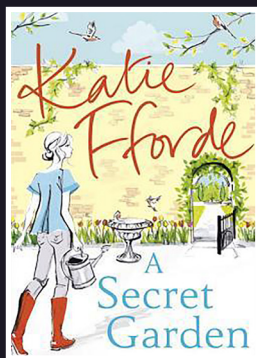
BETWEEN THE PAGES, WHERE WORDS CAN TAKE YOU, DISCOVER SENSATIONAL STORIES TO SINK INTO.

There is something special about the way a story unravels in your mind, through an author's words. Be taken to mystical places; past, present or future, or fall in love through a characters eyes. Great books stay with you for a lifetime and we love sharing what lovely reads we have recently discovered. For more book club recommendations, visit www.hammonds-uk.com/blog.



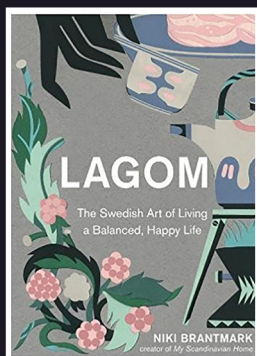
Inside the Wave – *Helen Dunmore*

Poetry that was surely the most emotional and intricate of 2017. Helen Dunmore's 'Inside the Wave' is a collection of exquisite and intense poems that explore the borderline between the living and the dead, capturing the bliss and anguish of the voyage. A bestselling author and award winner, she was well known for her children's books and novels but also her poetry. The final poem written before she died, 'Hold out your arms' is included in the revised edition of 'Inside the Wave' and is as much captivating as it is heart-breaking.



A Secret Garden – *Katie Fforde*

Set in the grounds of a manor house in the Cotswolds, a beautiful place for Lorna and her friend Philly to work. Even though they are surrounded by their friends and family, the door to true love remains closed. What changes happen to their lives when they make the discovery of a secret garden? Fforde truly brings the beauty of the Cotswolds to life in this delightful romantic novel. Fall in love in the pages of this very enjoyable read.



Lagom – *Niki Brantmark*

Uncover the secrets of the Swedish philosophy of life called Lagom meaning 'just enough'. It's all about a healthy balance, without making extreme changes to your life. Live life a little less stressed by understanding this inspiring philosophy and all it takes is a little understanding. This is a delightful book written by Niki Brantmark, founder and curator of the award winning blog, 'My Scandinavian Home'. An important element of this book are principles in order to live sustainably with a few tricks such as upcycling or using more efficient light bulbs.



Vigo Home Office

AN ORGANISED SPACE DESIGNED WITH STUDYING IN MIND.



THE BRIEF

The Formby family wanted to create a calm room to tidy away their collection of books, photo albums and files, whilst providing the children with a neat area to concentrate on homework. The ability to tuck away wires whilst keeping the room light and airy was also important in the brief. >>



SPRING
SALE
20% OFF*
+ an extra
10% OFF*
SELECTED RANGES

“We were really impressed with Neil the designer who visited us at home; he was very professional and helpful.”



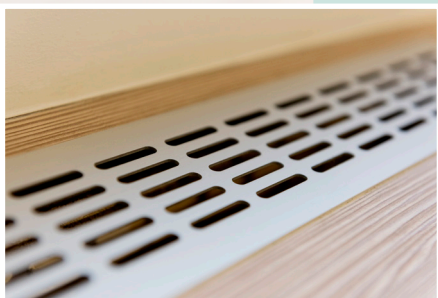
THE DESIGN

The friendly Hammonds designer, Neil Lalouette measured the room and created a design that gives the family lots of storage solutions. Fitted shelving and cupboards means that the family can neatly store their collection of books,

photo albums and files. The style of the cabinetry that they chose was Vigo, in light pine and vanilla gloss. The colour combination stood out to them, as it is light with a distinctive look. Handleless push to open doors within the shelving, showcases the sleek finish, exaggerating the space

to make the room look bigger. Mrs Formby particularly likes the texture of the grain on the wood finish, giving the room that extra bit of character. A retractable desktop power port was fitted, to make study life that little bit easier, without reaching for awkward plug sockets.





THE VERDICT

“We’re very happy; we should have had a Hammonds office fitted years ago. The kids now have a calm area to do their homework, and if we ever need to work from home we have the perfect area to concentrate.”

We Meet Store Manager, Jenny

WE VISIT HEDGE END AND DISCOVER WHAT JENNY ENJOYS MOST ABOUT HER ROLE.

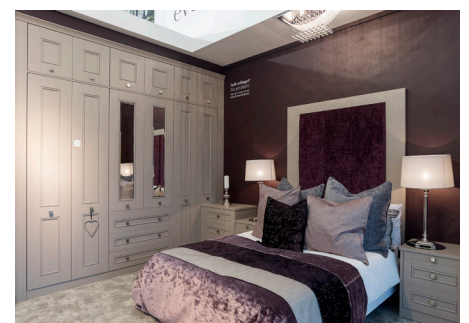
Product expertise, great customer service and an approachable persona, are just some of the skills our friendly store staff hold within their repertoire. We wanted to get to know a little more about one of our dedicated Store Managers, based in our newly refurbished showroom in Hedge End, Southampton. Jenny Railton has been working for Hammonds for almost a year and her passion for her role shines through when she welcomes customers in-store.

What do you enjoy about working in the furniture industry?

The people aspect I enjoy the most, I love listening to a customer's story, their ideas and helping them find the perfect storage solutions. It's great when customers pop in with photos, after the installation for us to see the transformation of their new room with Hammonds Furniture. The design process of fitted furniture is very creative and I enjoy seeing their vision come to life.

Can you tell me more about the team at Hammonds within Hedge End and who works alongside you?

Marie and Nicola, who are brilliant Store Demonstrators and lovely ladies, also based at Hedge End showroom have worked for Hammonds for several years. Both have a wealth of experience and product knowledge. Anita and Louise, who are based within our Next concession in Southampton, just a few miles away, also work in the store from time to time. What makes us a great team is the enthusiasm and brand passion that is shared.





Why do you believe Store Managers and Demonstrators are an important part of the customer's experience?

We are often the first friendly face a customer sees. Any home improvement is an important purchase and with an extensive product range, there are naturally a lot of questions to be answered. With so many options it is important customers gain all of the information they need to make the right decisions about their room. We welcome customers to take as much time as they need with us in-store, where they can browse the ranges over a complimentary hot drink.

Is there a part of the job you find challenging?

A challenging day is always the best day! Footfall and time frames can't always be predicted as customers visit us at different stages of the process, spending anything between 15 minutes to 3 hours in-store. Putting tasks aside and prioritising the customer is always the key.

Moments

VOLUME 6

In the next edition, we'll be celebrating the full embrace of the spring and looking forward to warmer weather. We'll be sharing with you our latest fitted furniture offers and more inspiration to help get those ideas rolling for your home. There will be more real customer's homes and expertly styled store displays, all wrapped together with the colours and spirit of the season.

To subscribe to 'Moments Volume 6' please email us at moments@hammonds-uk.com and you'll be the first to receive a copy.

If you liked this edition, follow us on social media to keep up to date with our activities. We'd love to see your very own moments, please hashtag **#hammondsmoments** and we'll repost as many as we can.



We'd love you to follow our journey online.

The dream is closer than you think...

YOU CAN GET CLOSER TO THE KITCHEN, BEDROOM
OR HOME OFFICE OF YOUR DREAMS AT OVER 100
HAMMONDS SHOWROOMS ACROSS THE UK.

- Abingdon** - within Lee Longlands
- Basildon**
- Bilston** - within Leekes Department Store
- Bolton** - within Furniture Village
- Boston** - within Downtown
- Bristol** - within Furniture Village
- Bristol** - within Gardiner Haskins
- Bristol** - within NEXT
- Bromley**
- Bury St Edmunds** - within Glasswells
- Camberley** - within Next Home
- Canterbury** - within Nasons
- Cardiff** - within NEXT
- Cheltenham**
- Chester** - within Alan Ward Furnishings
- Chorley** - within Doorway to Value
- Christchurch** - within Cookes Furniture Store
- Colchester** - within Hatfields
- Cross Hands** - within Leekes Department Store
- Croydon** - within Furniture Village
- Croydon** - within NEXT
- Dudley** - within Cousins Furniture Store
- Edinburgh** - within NEXT
- Edmonton** - within NEXT
- Erdington** - within Cookes Furniture Store
- Failsworth** - within Housing Units
- Fakenham** - within Aldiss
- Farnborough** - within Furniture Village
- Friern Barnet**
- Gateshead** - within Furniture Village
- Gibraltar**
- Gillingham** - within Furniture Village
- Glasgow** - within Forest Furnishing
- Glasgow** - within NEXT
- Grantham** - within Downtown Superstore
- Guernsey**
- Guildford** - within Furniture Village
- Hedge End (Southampton)**
- Hedge End (Southampton)** - within Next
- Hereford** - within Annetts
- High Legh** - within High Legh Garden Centre
- High Wycombe** - within Furniture Village
- Hinckley**
- Hull** - within NEXT
- Ipswich** - within Glasswells World of Furniture
- Ipswich** - within NEXT
- Isle of Man** - within AJ Millichaps
- Jersey**
- Kingston** - within Bentalls Department Store
- Leamington Spa**
- Leeds** - within Christopher Pratts
- Leeds Birstall** - within Furniture Village
- Leicester** - within Next Home
- Llantrisant** - within Leekes Department Store
- Macclesfield** - within Arighi Bianchi
- Maidstone** - within Newnham Court Shopping Centre
- Maidstone** - within NEXT
- Manchester** - within Furniture Village
- Melksham** - within Leekes Department Store
- New Malden** - within Furniture Village
- Newcastle** - within Fenwick Department Store
- Norwich** - Aldiss
- Norwich** - within NEXT
- Nottingham**
- Nuneaton**
- Peterborough**
- Plymouth** - within NEXT
- Poole** - Furniture Village
- Preston**
- Reading** - within Furniture Village
- Romford** - within Furniture Village
- Salford, Manchester** - within Cousins Furniture Store
- Sheffield** - within NEXT
- Sheffield** - within Ponsford
- Shepton Mallet** - within Haskins Furniture
- Shoreham** - within NEXT
- Shrewsbury** - within Alan Ward Furnishings
- Slough** - Furniture Village
- Solihull** - within Cousins Furniture Store
- Southampton** - within Furniture Village
- Southport** - within Stokers
- Southsea** - The Fitted Bedroom Centre
- Stockton on Tees** - Furniture Village
- Telford** - Furniture Village
- Thurrock** - within Furniture Village
- Tillicoultry** - within Sterling Furniture
- Torquay** - within Charltons
- Trafford** - within NEXT
- Truro**
- Tunbridge Wells** - within Furniture Village
- Waltham Cross** - within Fishpools
- Warrington** - within NEXT
- Watford** - within Furniture Village
- Wednesbury** - Furniture Village
- Wednesbury** - within NEXT HOME
- York** - within Rodgers of York

Click on your nearest showroom above for more details.

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