

# PENHALIGON'S - HONG KONG



## THE BRIEF

UK-based Fabled Studio needed the perfect flooring to convey the heritage, eccentricity and artisanal craft of the Penhaligon's brand in its Hong Kong boutique. Wood was key to the design intent - referencing the base notes of the quintessentially English fragrance house and creating an experience that appealed to the senses of smell, touch and sight.

## THE SOLUTION

Fameed presented his unique handcrafted inlaid wood flooring to represent the authenticity and history of the brand. 17 square metres of a custom-made in-laid marquetry flooring was provided using a high-quality French oak with an intricate pattern, accompanied by border planks for the edges of the room. The marquetry was chosen because it embodied the handmade artisanal nature of the perfume and is intended to age beautifully, lasting for generations to enjoy, like the Penhaligon's itself.

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For Penhaligon's first opening in Hong Kong, we wanted a traditional parquet floor that lived up to the quality and iconic nature of this quintessentially British brand. What we also needed was a practical, fast and competent partner who could deliver this within a tight timescale. Fameed Khalique and the San Miniato Opus Linea collection were the perfect match.

The product was fantastic. The service was excellent. Five weeks from approved drawings, the custom-made floor was loaded onto a plane bound for Hong Kong and installed a week later. Fameed and the team made our lives easy at a time when so much was being completed, and without this we would not have been able to provide our client with such a defining feature of their store. We are currently working on a second store for the client and Fameed's name was one of the first on the specification.

*Steven Saunders, Director, Fabled Studio.*

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FAMEED KHALIQUE

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## ABOUT US

Fameed Khalique offers a collection of the world's most innovative and unique materials. We also offer a bespoke sourcing solution to help clients find exactly what they need, no matter how challenging.

## BE INSPIRED

Come and visit us to experience the innovative collection hands on, or follow us on Twitter, Pinterest and Instagram to receive our feed of constant inspiration.



## CAN WE HELP?

See what our team can achieve for you. Get in touch on +44 (0)20 7351 2401 or [info@fameedkhalique.com](mailto:info@fameedkhalique.com) [fameedkhalique.com](http://fameedkhalique.com)

