

# D'INITIAL



PEA CHONG  
Director

# CONCEPT

## GALLERY

*The D'Initial Concept showroom is tucked away on the second floor of a shophouse along Tanjong Katong Road. Sandwiched between cafes, coffeeshops and hip eateries, the discreet entrance to the D'Initial office can easily be missed. This however, hasn't stopped several curious passers-by from walking up the steps expecting to find themselves in a quaint, hole-in-the-wall café. "It happens more often than you'd think," laughs director Pea Chong. "And it just means that we've designed a showroom that's very laidback, looks welcoming and is intriguing enough to warrant a closer look."*

The homely vibe of the D'Initial Concept showroom is an apt representation of the boutique design firm's aesthetic: cosy interiors with a strong emphasis on soft textures and a warm, welcoming ambience. Pea calls this look "home style", a term that she came up with. "It's creating a universal look in the home where everyone, even house guests, will feel completely at ease when they step in."

She goes on to explain that interior design trends are heading in a direction where homeowners value comfort and versatility above all else. "Design has always been about creating versatile spaces that can be adjusted so anyone, even strangers, will feel comfortable."

Pea's focus on providing bespoke interiors means that D'Initial Concept only offers personalised services instead of mass-market renovation packages. "It's all about the experience! We provide this feeling of exclusivity so the homeowners will feel special. For us, the design is the most important aspect of a home renovation and we want them to enjoy the experience."



(Top) Small details like these mirrored tiles contribute to the "home style" look that D'Initial Concept has cultivated

(Above) Each client and project is given personal and customised attention that feels very exclusive