

D' INITIAL CONCEPT



From left: JASLYN HONG Manager | PEA CHONG Creative Director | ASHLEY LOH Manager

ESTABLISHED: 2011

OUR STORY:

We are a team of designers with diverse styles and perspectives, united by a love for creativity and a desire to explore new ideas. With unique experiences and a collaborative spirit, we continuously learn, grow, and refine our craft. For us, design is about creating meaningful spaces while embracing curiosity and innovation.

WHERE WE SHINE:

Understanding each homeowner's unique lifestyle and dream aesthetic is at the heart of what we do. Through detailed planning and 3D walkthroughs, we help

them visualise their future home, ultimately creating well-designed spaces where they can relax and recharge.

TOP ADVICE TO CLIENTS:

A successful design journey starts with trust. When you work with us, bring an open mind and a willingness to explore new ideas.

WHAT TO EXPECT FROM US IN 2025:

In line with shifting trends, we will put even greater emphasis on tailored designs that reflect individual lifestyles, versatile spaces that adapt to changing needs, and holistic designs that promote wellness.



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Project type:
3-bedroom
condominium unit
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Floor area:
1,141sqft



PAST PERFECT

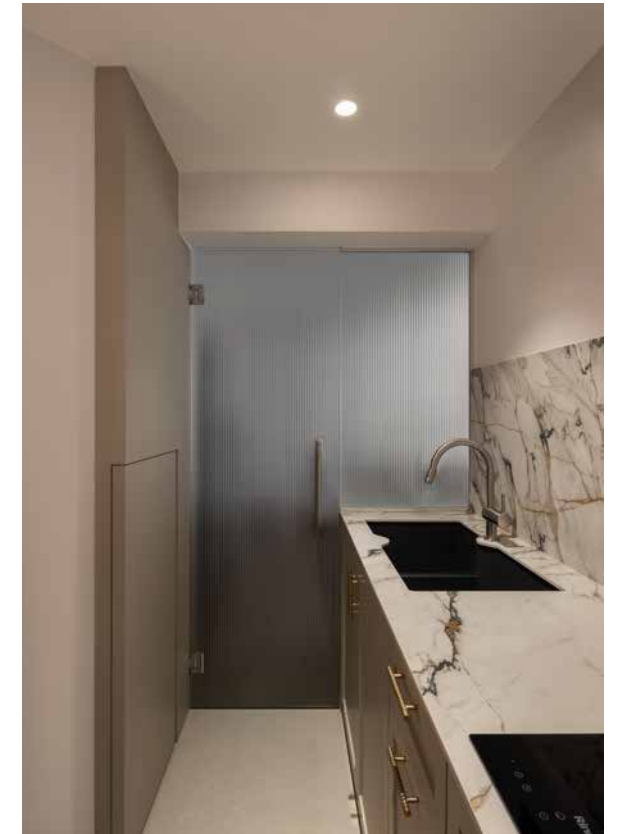
Bridging past and present, this home by D' Initial Concept reinterprets Victorian elegance through a refined contemporary lens.

TEXT JANICE SEOW

^ All-in-one pantry
Heeding their clients' request for a modern Victorian-inspired apartment with luxurious touches, Ashley Loh from D' Initial Concept has designed a warm, inviting home where contemporary design meets classical details. Floor-to-ceiling shaker-style cabinetry offers ample storage and easy access to food and drinks at mealtime, while pocket sliding doors neatly conceal the minibar when not in use.



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The homeowners' love for Victorian design is given a contemporary spin in this elegant apartment



Simple elegance

The colour palette is a study in artful restraint, with gentle shades of cream and woody textures infusing the home with a soothing ambience. In this minimalist setting, the wainscoted walls command greater attention, adding depth to the space, while the herringbone flooring contrasts beautifully with the arched window and organically shaped sofa, creating a seamless and harmonious flow throughout.



Kitchen luxe

(Top) The compact kitchen has been completely revamped. The floor has been overlaid with light grey tiles, and the marble-patterned countertop and backsplash introduces a touch of luxury, elevating the overall aesthetic. Part of the yard bathroom has also merged with the common bathroom, making the latter more spacious and practical for daily use.



Sophisticated sanctuary

Exuding timeless luxury, the common bathroom sees the harmonious fusion of marble patterns and soft ambient lighting. The space is elegantly and simply furnished with a tall pedestal sink and slim shelving serving as focal points, and the space is a minimalist haven designed to elevate daily bathing rituals.





Dine in comfort

Designer Ashley has completely refreshed the space. The once dark-coloured interior now feels bright and uplifting in light shades of cream and warm browns. The dining area comfortably accommodates a table for eight and there is plenty of countertop space to prep and serve food and drinks when the family entertains.



A classical dream

(Bottom) The master bedroom maintains a cohesive aesthetic with wainscoting details, warm wood flooring, and cream-coloured walls. This time, accents of grey also colour the space and give it a contemporary touch. With its minimal furnishings and serene ambience, the room is thoughtfully designed as a tranquil retreat, perfect for rest and relaxation.



Touch of character

(Left) Luxurious yet intimate, the master bathroom showcases bold patterned tiles that pair seamlessly with marble-patterned walls, adding depth and character. The elegant vanity, complete with an open shelf, enhances both style and functionality by providing easy access to toiletries.



Keep it lit

The decorative tiles continue into the shower stall, enriching the space with personality. Soft cove lighting casts a warm, inviting glow, enhancing the ambience while subtly reflecting off the bronze bathroom fixtures. A harmonious blend of sophistication and comfort, the bathroom is a refined retreat.

