

# Furniture to fit

**Denise Barkley** visits an Abingdon company creating upholstery with classical good looks, supreme comfort, and personally customised for the client too...

**B**uilding on an established reputation and spotting a fresh gap in the market can send a business into the stratosphere – and that is what reupholstery specialists Asnew are hoping for with their bespoke furniture collection made in the heart of Oxfordshire.

The Adams & Moore range will launch on February 1, and it can be viewed at the new showroom alongside the Asnew premises in Abingdon.

The names of directors Gary Morley and Jeremy Adamberry, who founded Asnew 13 years ago, have influenced the name of the new furniture company Adams & Moore. Gary and Jeremy have many years of experience in the upholstery trade, and they have carved a highly respected niche reupholstering, repairing and remodelling their clients' much-loved furniture in need of a new lease of life. Often furniture gets passed down from generation-to-generation, and holds great sentimental value.

"Restoring your furniture helps to keep your memories alive," said

Gary, 52, who has worked in the furniture trade all his life and is delighted that his son Richard, 22, has now joined the company.

But it was furniture "beyond hope" or just not of sufficient quality to be worth revamping that led to the launch of the exclusive Adams & Moore range of the finest sofas, armchairs, dining room chairs, bar stools, ottomans, footstools and headboards – and all can be customised to the client's specific requirements.

"Asnew revamps all kinds of furniture, and the majority of it is of good quality so it is well worth doing, but sometimes it really isn't, and we saw an opportunity to offer replacement quality furniture handmade by our craftsmen," said Gary.

"Our bespoke service allows the customer to choose the ideal size, finish and fabric for them – and this can all be done at our new design studio and showroom.

"We hear over and over again that mass-produced

furniture, and the fashion for extremely large sofas that overwhelm the average home, are not what people want. They are crying out for well-made furniture with classic proportions, and comfort is paramount."

Gary said they recently fulfilled an order for a couple who had very different requirements for their sofas.

"The husband was very tall and his wife was short, and they each wanted a sofa to fit their proportions," he explained. "We made the lady's sofa with a lower back and less depth in the seat, while her husband's was the opposite – a higher back and more leg room. They were delighted."

Each piece of furniture is custom-made to order and built by hand at the workshop in Abingdon. Gary and Jeremy are proud of their solid beech frames which are glued, screwed and dowelled for longevity,

and guaranteed for 15 years. Sprung chair backs with excellent lumbar support are another standout feature. "We offer a

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**Milton armchair**



*The new design studio is a source of furnishings inspiration*

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truly personalised service at appealing prices," Gary added. "Our designs are influenced by traditional and modern classics, and incorporate unique features specified by the client to make each piece truly individual.

"People may say they love a piece of furniture because it has 'the perfect supportive back' or 'wonderful cushions' and we set out to replicate that in a new piece for them."

As well as producing their own furniture range, Jeremy heads up product development, designing furniture for top-end companies internationally.

Adams & Moore and Asnew moved into larger premises in Abingdon in the summer, and it gave Gary and Jeremy the opportunity to set up a new design studio and showroom too, where their interior designer Chloe Webster has created a chic and relaxing environment in which to make all those important decisions about furnishing fabrics, curtains, trimmings, wallpaper, curtain poles and so on.

"Our interior design service has been such an important innovation for us," said Gary. "The customer is the heart and soul of the business, and they love the personal touch and expertise that Chloe brings.

"She has had sole responsibility for designing our new studio and extended our range of fabric suppliers too. She's an integral part of our team."

Adams & Moore, visit the website: [adams-moore.co.uk/](http://adams-moore.co.uk/) products or drop into the showroom at Unit 17, Nuffield Way, Abingdon OX14 1RL, call 01235 462344

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**Asnew/Adams & Moore directors Gary Morley, left, and Jeremy Adamberry with interior designer Chloe Webster**

# A designer's perspective

**Denise Barkley** spoke to Chloe Webster, 21, interior designer and showroom manager for Adams & Moore and Asnew

**Tell us about your career Chloe**

Although I have always liked fabrics and dressmaking, I never planned a job in design. It was while working in marketing and PR that I became interested in writing features for architectural and interior design companies. I went on to study at KLC School of Design in London, and this gave me the confidence to launch my design career.

**Do you agree that furniture can have great sentimental value?**

Most certainly. At home my Cairn terrier, Pepsi, sits on an armchair in the snug which has been passed down through the family. It was looking very tatty so we have recovered it in a durable Matthew Williamson fabric in soft grey and pink. Pepsi loves it. I've just posted before and after pictures on my blog.

**How has it felt to oversee the new design studio?**

It has been an amazing experience to be able to stamp my style on our new design

studio, which has a blue and silver colour theme. We have one of the largest fabric collections in Oxfordshire and I believe the new design studio offers the perfect creative space in which to generate inspiration and ideas. I love working with clients to find the perfect look for their homes. When someone's face lights up and they say "that's exactly what I want" I am as thrilled as them. We have great plans for the design studio and next year we are extending our product range to include rugs, lighting and home accessories including beautiful hand-blown glass.

**Is it important to follow interior design trends?**

I encourage my clients to go with what they like and trust their instincts. Following trends can dilute that.

**What does the design process involve?**

We offer consultations in client's homes, and each project is totally personalised taking into account the style of the house and the client's brief. The design process is driven by a feeling of what is right for

the space. The main features I consider for fabrics are quality, durability, price point, choice and availability. I have created a resource library which suits a variety of styles but only includes suppliers I feel can really offer this. One of my favourite designers is Bernie de le Cuona, whose fabrics are absolutely stunning. We recently covered a headboard in her antique paisley fabric and it looked sensational. Another favourite is GP & J Baker.

**Is there a standout collection for you?**

The Cubana Collection by Matthew Williamson has received an enthusiastic response from our clients. The colours are taken straight from his catwalk fashion designs such as jade, turquoise, coral, orange and cerise, along with calming neutrals like silver, ivory and linen. I have used his Zamba fabric, a practical chenille, on our bespoke bar stools in the studio.

• *Appointments for design consultations in the studio should be made in advance by calling 01235 522770 or emailing [chloe@asnew-upholstery.co.uk](mailto:chloe@asnew-upholstery.co.uk).*



**Interior designer Chloe Webster creates a mood board for clients**



**Interior designer Chloe Webster in the new design studio**