

FURNITURE

RESIDENTIAL PACKAGES

EXCLUSIVE

5 top tips to 'dress
to sell' P.19

OUR FAVOURITE DESIGN
TRENDS FOR
NEXT
SEASON'S
INTERIORS
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BRONZE,
SILVER, GOLD
AND MORE P.5

See our new
accessories
packages
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headoffice³





If you're interested, you'll do what is convenient; if you're committed, you'll do whatever it takes.

John Assaraf



Our Design Manager, Annette Du Toit heads up our talented design team based in Leeds and works closely with the Architect team on residential development design.

Experienced in interior design, developing commercial interiors and working for a range of residential clients including private individuals and residential developers, the team actively engage with design trends and are passionate about creating interiors with impact.

At headoffice³ we do things differently.

As design and build experts, we specialise in office-to-residential and large scale residential developments. Uniquely, we provide a complete turnkey solution managing the development project completely, from concept to completion.

Everything we do is focused on delivery for our clients. The advantage of working with us, is not just convenience of a dedicated and seamless project completion but the fact that we are committed to excellence.

Our commitment to our clients includes ensuring a smooth entry to market.

Our furniture supply and installation service was borne out of demand from clients to extend our service from construction to taking the development to market.

Our design team are experienced in furnishing, styling and finishing to deliver stylish, aspirational and cost-effective furniture solutions. Our schemes are guaranteed to be appealing as a result of seasonal on-trend updates to our packages.





OUR SERVICE PROMISE



Our furniture packages and products are carefully selected to ensure durability and quality for the best price, without compromising on style, specifically for the Build-to-Rent and Private Rental Sectors.



Our delivery team operate nationwide and installation is included within the cost of delivery. Our team is experienced and professional and will deliver with the utmost care and consideration for tenants, location and delivery time. For more information about delivery costs see page 21.



If you choose to use our styling service, our interiors team will finish and dress your show apartment to be photo shoot ready. For longer term show apartment packages, our team can advise on accessories for dressing.



Our finishing and styling service includes the dressing of your show apartment to be camera and appointment ready and is charged on a day rate of £500 plus vat. There may be some additional minor cost for staging items. Our team are experienced in presenting spaces for photo shoots or show appointments.



Where possible, we source from suppliers local to your site to reduce carbon footprint and only work with reputable suppliers with positive working practices.

By entering into an agreement for the supply of goods and services, you agree to our terms and conditions. For a copy of our full terms and conditions please [follow the link](#) or view them on our website.



GOLD FURNITURE PACKAGE

Create a contemporary luxe look with classic shades and high quality finish to appeal to the top-end of the market.

One Bedroom £4109 +VAT

- Grey 2 seater sofa
- Grey armchair
- Glass nest of tables
- Glass coffee table
- Media unit
- Glass circular dining table
- Grey dining chairs, set of 4
- Upholstered bed & mattress, 4ft 6
- Bedside tables, set of 2
- Set of 3 drawers

Additional Bedroom £1248 +VAT

- Upholstered bed & Orthopaedic mattress 4ft 6
- Grey 3 drawer chest
- Grey bedside drawers, set of 2

Bedroom 1 Additional wardrobe £1126 +VAT

Bedroom 2 Additional wardrobe £355 +VAT

GOLD FURNITURE PACKAGE CONTENTS*



Manhattan Sofa
2 Seater Grey Finish



Greenwich Buttoned
Armchair Dark Grey Finish



Belize Coffee Table
Glass Finish



Belize Media Unit
Glass Finish



Belize Nest of Tables Glass
Finish



Centrum Dining Table
Glass Finish



Hardisty Upholstered
Dining Chair Grey Finish



Carlton Bedside Table Dark
Walnut Finish, Set of 2



Chelsea Divan &
Orthopaedic Mattress
Vanilla Finish, 4 ft 6



Carlton Chest of 3 Drawers
Walnut Finish

Additional Bedroom



Kingsland Bedside Table
Concrete Grey Finish,
Set of 2



Chelsea Divan &
Orthopaedic Mattress Grey
Finish, 4 ft 6



Kingsland Chest of 3 Drawers
Grey Finish

Bed 1 Additional wardrobe



Carlton Double
Wardrobe & Drawer
Walnut Finish

Bed 2 Additional wardrobe



Kingsland Double Wardrobe
Grey Finish

*Where items are unavailable or out of stock, they will be replaced with similar or equivalent items



SILVER FURNITURE PACKAGE CONTENTS*



Metropole Sofa
2 Seater Dark Grey Finish



Halo Fabric Wing
Chair Dark Grey Finish



Manila Bed Frame with
Upholstered Headboard &
Deluxe Orthopaedic Mattress
Dark Grey Finish



Lupo Chest of 4 Drawers
Stone Finish



Milo Coffee Table
White Oak Veneer Finish



Milo Lamp Table
White Oak Veneer Finish



Monaco Chest of 4 Drawers
Cream Finish

Bed 1 Additional Wardrobe



Monaco Double Wardrobe
Cream Finish

SILVER FURNITURE PACKAGE

Get the scandi look with subtle shades and contemporary styling, to target the mid-range market

One Bedroom

£3025 +VAT

- Grey 2 seater sofa
- Grey armchair
- Lamp table
- Coffee table
- Media unit
- Square dining table
- Dining chairs, stone finish, set of 4
- Upholstered bed frame & deluxe mattress, 4ft 6
- Bedside cabinets, cream finish, set of 2
- Set of 4 drawers cream finish

Additional Bedroom

£1095 +VAT

- Wooden bed frame & deluxe orthopaedic mattress, 4ft 6
- 4 drawer chest, stone
- Bedside cabinets, stone, set of 2

Bedroom 1 Additional wardrobe

£407 +VAT

Bedroom 2 Additional wardrobe

£407 +VAT



Square Dining Table



Hardisty Upholstered
Dining Chair Grey Finish



Manila Bed Frame with
Upholstered Headboard &
Deluxe Orthopaedic
Mattress Stone Finish

Bed 2 Additional Wardrobe



Lupo Double Wardrobe
Stone Finish



Malmo Media Unit
Oak Finish (TV not included)



Monaco Bedside Cabinets
Cream Finish, Set of 2



Lupo Bedside Cabinets
Stone Finish, Set of 2

*Where items are unavailable or out of stock, they will be replaced with similar or equivalent items



BRONZE FURNITURE PACKAGE

The Bronze range works well with all accessories packages and creates a contemporary look which will appeal to first time buyers

One Bedroom

£1719 +VAT

- Grey 2 seater sofa
- Grey armchair
- TV shelf unit
- 2-in-1 coffee tables
- Dining table set - table & 2 dining chairs
- Grey upholstered bed frame & paedic mattress, 4ft 6
- Bedside tables white finish, set of 2
- Set of 3 drawers two-tone finish

orthopaedic

Additional Bedroom

£812 +VAT

- Grey upholstered bed frame & orthopaedic mattress, 4ft 6
- 3 drawer chest stone finish
- Bedside tables stone finish, set of 2

Bedroom 1 Additional wardrobe

£395 +VAT

Bedroom 2 Additional wardrobe

£339 +VAT

BRONZE FURNITURE PACKAGE CONTENTS*



Cavendish 2 Seater Sofa Grey Finish



Helena Fabric Chair Dark Grey Finish

Additional Bedroom



Astor Upholstered Bed Frame & Orthopaedic Mattress Dark Grey Finish, 4ft 6

Bed 1 Additional Wardrobe



Monaco Double Wardrobe Cream Finish



Simone 2-in-1 Coffee Tables White & Grey Finish



Beaumont Upholstered Bed Frame & Orthopaedic Mattress Grey Finish



Mobus Chest of 3 Drawers Oak Veneer Finish

Bed 2 Additional Wardrobe



Mobus Double Wardrobe Stone Finish



TV Shelf Unit White Finish



Origins Bedside Tables White Finish, Set of 2



Dining Table Set, Table & 2 Chairs, Chrome & White Finish



Carson Set of 3 Drawers Two-Tone Finish



Mobus Bedside Cabinets Oak Veneer Finish, Set of 2

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the devil is in the detail

This season's hottest design trends

Our furniture packages are developed in line with the latest design trends and are updated according to seasonal changes. Here's our latest predictions for the best in interior design

To maximise your development's GDV, you'll need to make sure you position your development appropriately for your selected target market. With the buy-to-rent sector predicting strong growth over the next 5-10 years, you'll need to think about durability as well as style and cost. With this in mind we make sure we're at the forefront of the latest design trends to ensure we can help you furnish and finish your development for a successful marketing strategy. We'll not only supply a complete furniture solution for your residential development, but also install, dress for photography and finish your show apartment, ready for marketing.

Our Top 5 design predictions:

Geometric Nothing says contemporary city style than bold geometrics. Inspired by Orla Kiely classics, geometric prints lend a clever retro feel and depth to any interior scheme, whether its curtains, floor coverings, tiles or cushions. Mix with chrome and silver accessories and soft, luxurious textiles to complete the look.

Metallic accents It's not just gold that is seeing a return to popularity. Brass and copper also makes for stunning accents in lighting, wall accessories and finishing touches and mixed with simple accessories like bamboo framed mirrors and glass side tables, the effect is stunning.

Natural beauty While it seems a while before we'll tire of all shades of grey - we're getting hungry for a bold new perspective. Emerald green is a strong choice for a touch of jewelled luxury or bold natural prints on wall coverings such as flocked floral wallpaper or palm prints. Teamed with natural wood furniture or something a little more retro, this trend will have an enduring appeal.

Colour Fast From contrasting to blending, the colour palette remains fundamental to any scheme. Contrasting schemes are still strong however softer combinations are seeing a resurgence in popularity - coral works with grey, stone and pastel shades of green and teal.

Forever fabric If we had our pick it would probably be sumptuous velvet and thankfully it's everywhere. The velvet chesterfield is still holding its own as the must-have piece in any stylish residence. Colour splashes in soft luxurious velvet create stunning statements: choose from deep berry to zesty lemon or burnt orange or for something more enduring, choose from slate grey or classic french navy.

ACCESSORIES PACKAGES* GOLD & NAVY

Bedroom 1+ Lounge £1893 +VAT
Bedroom 2 £499 +VAT

Bedroom 1

Bedroom 2

Lounge



- 2 table lamps
- 1 mirror
- 3 scatter cushions
- 2 throws
- 1 artwork
- Bed Pack: 4 pillows, 1 x 13.5tog double duvet, 1 fitted double sheet, 1 double duvet cover, 4 pillow cases



- 2 table lamps
- 1 mirror
- 1 teal throw
- 3 scatter cushions
- 1 artwork
- Bed Pack: 4 pillows, 1 x 13.5tog double duvet, 1 fitted double sheet, 1 double duvet cover, 4 pillow cases



- 1 Floor lamp
- 1 mirror
- 1 throw
- 1 rug
- 3 scatter cushions
- 2 artwork

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ACCESSORIES PACKAGES* CORAL & GREY

Bedroom 1+ Lounge £1539 +VAT
Bedroom 2 £372 +VAT

Bedroom 1

Bedroom 2

Lounge



- 2 table lamps
- 1 mirror
- 3 scatter cushions
- 2 throws
- 1 artwork
- Bed Pack: 4 pillows, 1 x 13.5tog double duvet, 1 fitted double sheet, 1 double duvet cover, 4 pillow cases



- 2 table lamps
- 1 mirror
- 3 scatter cushions
- 1 throw
- 1 artwork
- Bed Pack: 4 pillows, 1 x 13.5tog double duvet, 1 fitted double sheet, 1 double duvet cover, 4 pillow cases



- 1 Floor lamp
- 1 mirror
- 1 throw
- 1 rug
- 3 scatter cushions
- 2 artwork

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ACCESSORIES PACKAGES* GREEN & GREY

Bedroom 1+ Lounge £1673 +VAT
Bedroom 2 £318+VAT

Bedroom 1



- 2 table lamps
- 1 mirror
- 3 scatter cushions
- 2 throws
- 1 artwork
- Bed Pack: 4 pillows, 1 x 13.5tog double duvet, 1 fitted double sheet, 1 double duvet cover, 4 pillow cases

Bedroom 2



- 2 table lamps
- 1 mirror
- 3 scatter cushions
- 1 throw
- 1 artwork
- Bed Pack: 4 pillows, 1 x 13.5tog double duvet, 1 fitted double sheet, 1 double duvet cover, 4 pillow cases

Lounge



- 1 Floor lamp
- 1 mirror
- 1 throw
- 1 rug
- 3 scatter cushions
- 2 artwork

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KITCHEN BUNDLES*

Dining Essentials

£150 & VAT



- Placemats x 4
- Large plates x 4
- Small plates x 4
- Bowls x 4
- Wine glasses x 4
- Short glasses x 4
- Cutlery set - knives, forks, dessert spoons, teaspoons - 4 of each

Kitchen Appliances Chrome

£140 & VAT



- Toaster
- Kettle
- Microwave

Kitchen Appliances White

£100 & VAT



- Toaster
- Kettle
- Microwave

FINISHING & STAGING ITEMS AVAILABLE ON REQUEST

We are committed to delivering excellence to our clients. This is why we operate on a 100% referral basis for projects completed. Our clients always return because we make life easy for them by delivering a complete design and build solution from concept design and planning to handover.

If you've opted to use our furniture supply and installation service and would like us to help with your finishing touches, including lighting and window treatments speak to our design team who will be happy to assist in selecting and arranging installation of suitable window treatments and lighting options. We are also happy to provide sets of Bathroom Essentials, including towels, hand soaps and staging items depending on your requirements.

Please note: **bespoke window dressings** are subject to lead times.

Also available:

- Bathroom Essentials
- Lighting & Shades
- Window Treatments

Just add any of the above to your order form in the space provided and we'll call you to confirm requirements



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5 ways to 'dress to sell'

To capture your buyer's imagination and create the 'desire to buy', you need to tap into the buyer's lifestyle aspirations.

Our clients secure the majority of their sales off-plan as a result of good marketing. We deliver appointment-ready, dressed apartments for a fast turnaround on your investment. Here, Annette du Toit, Design Manager, shares a few of her top tips for 'dressing to sell'

Choose a few designer or statement pieces to give a sense of designer 'status.' This can range from a designer kitchen accessory to some on-trend artwork. Choose a feature to draw attention to and dress it to complement.

Keeping things simple isn't as easy as it sounds. It's tempting to over-accessorise to make an apartment look welcoming and lived in but less is always more. You're far better choosing, for example, a number of key accessories to give the impression of a finished apartment. A simple trick to make the most of few accessories is to group pieces together - dress the walls with pairs of artwork or place objects in threes to create a better display.

Keep your colours to a minimum. Of course it's great to incorporate some colour contrast with an accent colour as we have in our accessories packages but don't go overboard. Keep your accents to 1 main colour or 2, maximum - don't be tempted to go for any more than that. It will distract the buyer from what you want them to see - a fabulous place to live.

Create a feeling of light and space with clean lines and strategically placed pieces. Large mirrors can be positioned to reflect the best of the natural light and enhance the illusion of space. Keep window coverings simple and not overly heavy to allow maximum inflow of light from the outside.

Personalising is a very difficult balance to achieve. Most buyers don't want to see too many personalised artefacts but they do want to be able to imagine themselves living there. You can cleverly effect a touch of personalisation with a selection of books on a lamp table or the odd framed photo but keep the print inside the frame fairly generic to allow them to imagine their own photographs in the frames.



HOW TO ORDER



You can choose to email us a copy of your completed order form manually or electronically (see opposite) to furniture@headoffice3.com.



To place your order by telephone, please call us on **0113 257 7777** to speak to the furniture services team.



DELIVERY & INSTALLATION

Our delivery team are experienced professionals who deliver and install to a high standard of care.

Delivery is calculated on a per mile basis and includes the cost of installation. Costs will vary as it is subject to the number of apartments and size of apartments.

For a quote on delivery cost please contact us on **0113 257 7777** and speak to our customer services team.

Since graduating in Interior Design and Architecture, Elise Ashley has worked across a range of sectors including commercial and high-end residential projects.

“Through design, it is possible to transform a space. I particularly enjoy incorporating elements from the natural environment to enhance the design outcome.”

PRICE LIST ORDER FORM

CONTACT NAME		EMAIL/PHONE	
COMPANY NAME		INSTALLATION DATE	
COMPANY ADDRESS		SITE DELIVERY ADDRESS	

PRODUCT	PRICE	QUANTITY	TOTAL + vat
GBL1 GOLD 1 BEDROOM & LOUNGE	£4,109.00		
GB2 GOLD ADDITIONAL BEDROOM	£1,248.00		
GBW1 GOLD ADDITIONAL WARDROBE 1 BEDROOM	£1,126.00		
GBW2 GOLD WARDROBE 2ND BEDROOM	£355.00		
SBL1 SILVER 1 BEDROOM & LOUNGE	£3,025.00		
SB2 SILVER ADDITIONAL BEDROOM	£1,095.00		
SBW1 SILVER ADDITIONAL WARDROBE 1 BEDROOM	£407.00		
SBW2 SILVER WARDROBE 2ND BEDROOM	£407.00		
BBL1 BRONZE 1 BEDROOM & LOUNGE	£1,719.00		
BB2 BRONZE ADDITIONAL BEDROOM	£812.00		
BBW1 BRONZE ADDITIONAL WARDROBE 1 BEDROOM	£395.00		
BBW2 BRONZE WARDROBE 2ND BEDROOM	£339.00		
NGAB1L NAVY & GOLD ACCESSORIES BED 1 & LOUNGE	£1,893.00		
NGAB2 NAVY & GOLD ACCESSORIES BED 2	£499.00		
CGAB1L CORAL & GREY ACCESSORIES BED 1 & LOUNGE	£1,539.00		
CGAB2 CORAL & GREY ACCESSORIES BED 2	£372.00		
GGAB1L GREEN & GREY ACCESSORIES BED 1 & LOUNGE	£1,673.00		
GGAB2 GREEN & GREY ACCESSORIES BED 2	£318.00		
DE DINING ESSENTIALS	£150.00		
KAC KITCHEN APPLIANCES CHROME	£140.00		
KAW KITCHEN APPLIANCES WHITE	£100.00		
ABE ADDITIONAL BATHROOM ESSENTIALS	POA		
AWT ADDITIONAL WINDOW TREATMENTS	POA		
ALI ADDITIONAL LIGHTING ITEMS	POA		
SS STYLING SERVICE-SHOW APARTMENT	£500.00		
DII DELIVERY (INCLUDING INSTALLATION)	POA		

[CLICK HERE TO SUBMIT ELECTRONIC ORDER FORM](#)

**Where items are unavailable or out of stock, they will be replaced with similar or equivalent items*



**To enquire about our furniture packages
call us on 0113 257 7777
www.headoffice3.com**