



## HOUSE OF BEAST

# Design with a Touch of Class

Competitive retail, commercial and residential projects look to HOUSE OF BEAST for that luxurious, timeless design that inspires and exudes the essence of class and refinement. LOUIE SHUM walks us through his unique concept.

“**T**he philosophy of our company is to create in each project a unique sense of luxury which translates into a new lifestyle through our ideas of design and harmonization of space,” says Louie Shum, creator and the brains behind Hong Kong’s much celebrated interior design company – House of Beast.

“We are particularly keen on fine details such as premium craftsmanship and the deliberate usage of various refined materials (which clients love to feel as well as touch). We also provide a holistic experience to our clients by taking into consideration their concerns such as health and well-being for different ages and stages of life,” Shum explains.

### Building on Success

“There are indeed a lot more opportunities for my industry in the past years due to the vast wealth creation in Greater China particularly mainland China. However, I have been proactively focusing in Hong Kong market instead due to my strong connections in this region. Most of our projects that I have executed for mainland Chinese clients were referred



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by my Hong Kong clients and I have been consciously selective in choosing who to service given the culture and taste consideration,” says Shum.

“We are a strong advocate of after sales service which is very much appreciated by our clients. Our goal is to have return customers as well as new client referrals.

I believe we offer a more esthetically product while not sacrificing functionality. Equally important is that we charge a very reasonable price consider the quality we produce.”

### Quest for the Best

“It’s understandable that elite clients tend to go for the well-established design firms and star architects. To serve this market I have been persistent in striving for excellence. I have focused on getting my priorities right, using my resources wisely and staying focused on creating design that offers the ‘wow factors’. Of course, I had to develop the right relations to get potential new clients and winning awards in the past year has been beneficial to my business development.”

On the question of expansion, Shum says, “instead of focusing on how to expand my company in the quickest way, I would rather spend my energy on pursuing excellence in whatever I lay my hands on and taking my creativity to the next level. I am a firm believer in competing with myself instead of with others. In the near future, I aspire to channel my design philosophy and creativity to furniture, objects and materials on top of interior design.”

### Beyond Service

Shum has a focused approach where it comes to driving his business. To him success comes as a result of “continuously striving for excellence in whatever we do and always run the extra mile. We are passionate in what we do and it shows! We appreciate and understand the importance of learning from past experiences in order to go to the next level. We make every effort to be client centric and always have their needs in mind. Naturally, being creative also means bold enough to take some calculated risks of course, but this is necessary in business. I am sure that referral business won after impressing clients is the way forward and this is what we do best,” he concludes. ■



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