



C3 DESIGN GROUP LTD.

Creative Concept Construction

LUN CHEUNG and PAUL CHUI possess a propensity to create innovative, yet practical designs for home and office.

Lun Cheung and Paul Chui have had a decade long friendship which began when both were still taking up interior design courses. When Lun became best man at Paul's wedding in 2012, the pair realized over talks about career and the future that they shared the same passion and vision towards the practice and industry. They then founded C3 Design Group Limited that same year.

Pooling together resources and contacts to build their initial customer base, the company began with only a few thousand dollars capital and a rented workplace table. It now has several notable projects under its belt, showcasing creativity, simplicity, and ingenious use of space.

The Right Approach

C3 Design Group is committed to creating innovative and practical concepts, promising to rack its brains to achieve customers' dream homes. Their task is to continuously innovate, and take each guest from design to completion without time-consuming bother.

"We've had more than 8 years experience in interior design and renovation with different firms," says Paul Chui. "A commonality we found is that most companies are missing a standard guideline. What we want is to build a new image and break this old frame of business, helping our customers solve their problems with professional knowledge and structure."

Starting a company on a whim can



C3 Founders Lun Cheung and Paul Chui.

sometimes be a recipe for disaster, but the two founders have managed wonderfully. "Lun and I have different strengths. I am mostly responsible for marketing tasks while Lun takes charge of overall design and communicating with our customers. Although sometimes we experience much difficulty in our expanded roles, the positive feedback we later on receive from customers for our designs and service more than makes up for it."

While C3 strongly competes in price, Lun and Paul ensure that the company's designs are suited for any budget, and well worth the cost.

"What makes customers comfortable and trust in us is listening. We are happy to hear our customers out, to know what they need and want to add to our designs. Other interior designers have the bad habit of imposing designs on their customers and unwittingly putting them in a state of unease."

The Next Idea

Competition in the design industry grows in both strength and number.

Success in the business means capturing a distinct look and feel while offering the best value for money and remarkable service. In this regard, C3 Design Group seems to have achieved a good mix. Only time will tell of how long it will hold, but Lun Cheung and Paul Chui are already looking forward.

"Our hope for ourselves and C3's future is to have more breakthroughs, including more chances to work with different industries. In addition to interior design, expansion into graphic and product design is our next step. We are now registering our trademarks, hoping it can someday be one of Hong Kong's local brands to successfully make it into the international market," says Paul.

"In the meantime, we will continue to develop our interior design portfolio and provide high quality service to customers. In addition to expanding the business, we also want to make more efforts in creating employment opportunities for the youth." ■

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<http://c3-design.wix.com/main>



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