



HONEST DESIGN SERVICE LTD.

True to Form

TOM NG and CY YIU believe in always taking the right route.

Tom Ng & CY Yiu realized their combined talents and singular mindset could create a company capable of achieving great things in design and service provision. Merging one's more than 10 years experience in interior design and client management and relations with the other's handful of skills and knowledge in the construction field, they formed Honest Design Service Limited.

Hong Kong's interior design market is expected to grow at a faster rate. Besides the increasing need and number of housing estates, Cantonese families also seek higher quality living standards.

"Hong Kong is known for small space living," says Tom Ng. Adapting and making efficient use of any available space is a priority. More people, however, are beginning to deem intelligent and aesthetically pleasing design as equally important; a direction that Ng predicts will be present for at least 10-20 years. "A large factor driving families to follow this trend is the need to provide a good environment for children in learning, growth, and fostering relationships with their families," he says.

More companies are built based on collaborative arrangements between designers and production teams. This easy startup method sees many new interior design companies adding to the competition. With Hong Kong's design services now 40-50% more expensive than it was 5 years ago, some companies have given discounts to bag deals, while using lower quality materials and methods, and production teams with less qualifications.

"The longer you stay in this industry, the harder it will be. Still, our company believes we will only achieve more the longer we remain, because we follow a set of guidelines executed in a sincere



**Honest Design Services Founders
Tom Ng and CY Yiu.**

and honest manner, which in return helps us create a growing network of satisfied customers."

True Value

"Many interior design companies hire outside project management teams. These companies do not have control over the end product among other things, and outsourced parties add to overall project budgets. This practice, however, secures their profits," says CY Yiu.

"We have our own in-house project management team, which is very rare. This affords us the benefit of total control of our product quality and a lower overall budget, making us stand out in the market.

"Many companies do not want to take this risk – when a problem occurs, they will need to fix it themselves, whereas outside parties work within the budgets design companies already paid them. Our construction team is trustworthy, passionate, and routinely gets the job done, allowing us to take the risk."

True Innovation

"Putting us at the top of the game is our 3,000 square foot workshop in Hong Kong dedicated to product testing, experimentation, installation, and assembly. To keep up with our design aspirations, we constantly look for and invent new hard-

ware. The workshop enables us to understand more about our design choices, and expels unnecessary stops when handling assembly onsite. It is a playroom for designers to explore possibilities for their intended functions.

"In Hong Kong, not many companies have such facilities and only depend on computer renderings. This does not only put our company in the lead but also gives our in-house designers an alternative design process," says Ng.

True Calling

Honest Design Services had projects for large corporations in the past, but relatively low initial construction deposits and long timelines often with frequent delays and interruptions caused many difficulties and much pressure. Today, it can manage the risk more easily, having enough assets to support projects of such scale. Now a grown team with three chief designers on board, it is on the cusp of expansion with either a larger flagship showroom or an additional exhibition space. The organization has gone far with the positive support of the founders' family and friends, proactive staff, and happy clients, all of whom can attest to the company's forthright approach and sincere service. As Tom Ng and CY Yiu put it, "simple design is not so simple," but through right means, the highest standard of any project can be attained. ■

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