



OBLONG DESIGN AND SERVICES LTD.

The Long Way Round

LUKE LEUNG made his way in the interior design industry at a gradual pace, and is now in position to stir up the market.

While boasting some of the most expensive real estate in the world, Hong Kong has scores of unimpressive property. Other than being situated within the territory, without further development, thousands of residential units have little in terms of justifying the price, which often could fetch a luxury house in countless locales around the world. For this reason, interior design firms are in high demand. Theirs is the ability to make the smallest, most decrepit flats south of Shenzhen into Cinderella stories.

The industry however is no mother lode for its many professionals. It takes a combination of strategic imagination, precise execution, and tireless promotion to stand out from the competition and acquire business. Luke Leung is doubtlessly aware of the challenge, as he braves the red ocean waters with Oblong Design and Services Limited.

Surveying the Area

After finishing his interior design studies, Leung worked for a few companies in the retail design and project management fields six years before starting his own business, a period of crucial immersion.

"I believe that the demand for interior design services has both risen and ele-



Oblong Design Founder
Luke Leung.

vated in Hong Kong, and that there are more people, especially from the younger generation, who wish to invest in their quality of life and a better living environment. However, the often-small sizes of common flats in Hong Kong leave little room to work with. Our task is to cater to our customers' expectations, in that we can provide them with beautifully designed and decorated spaces even with the limited space," says Leung.

Founded only in July 2012, professional interior design and construction company Oblong Design already boasts

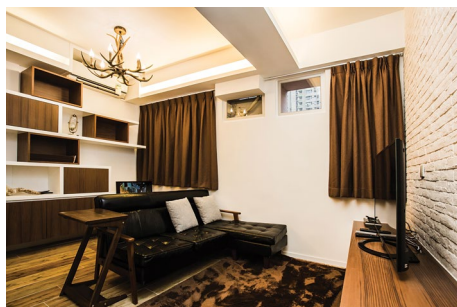
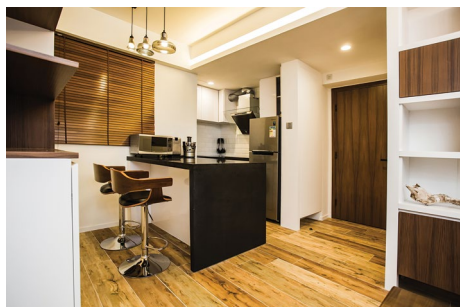
a wealth of collective experience, with a number of impressive residential and commercial works in its portfolio. "We are a one-stop provider of professional services ranging from overall planning to interior design, furniture design, and construction, always present to supervise and inspect all the relevant details of every project," says Leung.

Tasteful Touches

"Simple, yet elegant" is the key concept of Oblong Design's product, according to Leung. Through innovation and inspiration, the firm finds ways to transform modest, uninteresting apartment units into delightfully chic and comfortable living spaces fitting the lifestyles and personalities of its clientele. Passionate in its practice, the company produces output that speaks for itself, cleverly concocted and carefully constructed.

"Our designers are engaged in every stage of production, enthusiastically looking for new ways to improve our end product. This level of involvement has consistently brought us our clients' trust and confidence."

While the company has done exceptional work in the residential arena, Luke Leung is looking to land larger projects, and more retail and office clients. As Oblong Design continues to create commendable designs, these grand possibilities are hardly far-fetched. ■



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