



RAZ INTERIORS LIMITED

Signature Quality

There is no room for bland space, if RACHEL POON, ALEX PANG and ZETA CHU have anything to say about it.

In studios overlooking the dramatic view of Kowloon Bay, Rachel Poon, Alex Pang and Zeta Chu oversee the various phases of a number of luxury design projects. The trio founded RAZ Interiors Limited in 2013, a young company already gaining fame and merit in the industry.

Rachel, Alex, and Zeta respectively head the marketing, business development, and design aspects of the organization. Their mission is to exhibit works that are refined, avant-garde, and beaming with zest.

Flavour and Energy

"Hong Kong people have put more emphasis on the quality of their lifestyle over these last 5 years," says Alex. "Some of them are looking to upgrade, and are willing to spend more for renovation."

"Another side of the market is made up of foreign investors who buy luxury property for investment, and see interior design as an added-value action," continues Rachel. "Even in the commercial market, bosses have higher expectations and design requirements for offices compared to 10 years ago."

"Our company focuses on the high-end market as we are fully experienced in luxury design and renovation," says Zeta. "To serve this sector, you need a keen sense of style and beauty. We understand this market's needs, and are ready to provide comprehensive services catering to our clients."

Urbane Mindset

RAZ Interiors provides a unique design service suited to client's needs. "While wanting to promote an upgraded lifestyle, our designs must simultaneously harmonize with our clients' habits," says Zeta.

"We also provide our clients with



a suite of personalized services," Alex adds. "Many people feel that the process of renovation is a tedious job. Common complications are the need to arrange for a temporary residence while work is being done, and the storage problem posed by existing furniture; even the car park could be another issue. To address these, we offer an extra 'steward' service which helps our clients make arrangements for all above problems."

"Apart from that, we source many eco-friendly products from around the world for our work. It is our policy to use green products for our projects to reduce pollution, in an effort to aid in protecting the environment," says Rachel.

Looking Forward

"The interior design industry has had intense competition in the last half-decade," comments Zeta, referring to the current concerns of the business. "Other than competition between interior design firms, many new housing units already have excellent basic fixtures, luxury furnishings, and well-known appliances. This leads to less people who are willing

to renovate their homes, and will instead just buy loose furniture."

"There is also a lack of experienced contractors," Alex adds, "thus we must be careful to maintain good relationships with the few workers around."

Despite such hurdles, RAZ Interiors enjoys steady progress. It is poised to tackle more commercial projects including show flats, and work in the hospitality sector with hotels and clubhouses. Among its more noted products are the arched ceiling of Ice Vanilla at TheONE in Tsim Sha Tsui, and the 8,000 square-foot Club Legend. In the long term, the company seeks a foray into the international market and further its industry identity. It recently won the Asia Pacific Property Award 2015, Architecture Single Residence.

"We believe awareness is an important factor of our success," says Rachel. "We plan to join more international competitions as part of our comprehensive marketing plan to enhance our presence in the coming years." ■

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