



THE MADISON GROUP

Bringing Dreams Home

BEN YIU's work spans nearly two decades of providing excellent, tailored lifestyle solutions to realize the unique dreams of each customer.

Having a strong affinity for design, Ben Yiu wanted something with a strong focus on both concept and quality. Observing a lack of high-end kitchen suppliers in mid-90s Hong Kong, The Madison Group's founder entered into a partnership with German kitchen brand bulthaup, begetting nearly 20 years of success in luxury lifestyle retail.

An industry very much tied with the property market, the demand for high-end interiors has grown with the boom in premium real estate over the years, and the company has strategically capitalized on the myriad opportunities.

Promise of Quality

"What we offer, and what our clients are searching for, doesn't just look elegant and stylish, but is also extremely well-made by passionate and highly skilled people, using the best materials, and built to last decades of everyday use. It's great to have volume, but what we deliver has to fulfill the highest standards of quality, craftsmanship and service. We keep this in mind for every aspect of the business, as do our brand partners," says Ben Yiu.

Each of the brands The Madison Group represents – bulthaup, Sub-Zero, Wolf, and Rimadesio – have their own extremely compelling stories, shares Yiu. The company grew its portfolio slowly over the years and were drawn to these brands for their values as well as their products. "The proof was in the pudding, so to speak."

These four brands have a few things in common. "They all have a high level of customization; their products are never mass-produced, but built especially to suit the customer's preferences; their offerings embody the highest standards of quality and performance. Lastly, they are all family-owned brands. This is



**The Madison Group
Founder and Managing
Director Ben Yiu.**



important because it is so much more than a business to them – it's their legacy. When their priority is to protect the legacy that generations of their family have worked so hard to build, they are fiercely committed to their brand promise."

House of Madison

"To help our guests fully explore what our brands have to offer, we've reimaged our flagship retail spaces as House of Madison, designed with four pillars of service in mind: experiment, play, inspire and fulfill," shares Yiu.

"Experiment" is inviting guests to interact with the space – feel the material, pull open drawers, open a few doors, and get to know the product offerings. With 'play', we get a little more creative through social events, art installations, workshops and many more, so guests have a more engaging experience with the brands. 'Inspire' is when they start to imagine their dream home and lifestyle. The final stage is 'fulfill', where our team works closely with them to turn their dreams into reality.

"This has worked really well to help guests connect with our brand stories, and understand how their features complement their unique lifestyle in their dream home. Not all guests walk in knowing exactly what they want or need,

but while exploring House of Madison, inspiration could come."

Feedback Loop

Everything at The Madison Group comes down to customer experience, from the moment they first step into its retail spaces to final installation.

"No two homes are exactly the same. Even if you build an amazing product, each customer will use it in their own unique way. This understanding is so important to us that customer feedback from Hong Kong, China, and Singapore has gone all the way to the brands' global product development teams, influenced the way they adapt their product offerings, and in some cases, even led to all-new product offerings."

The House of Madison concept will soon extend to the company's locations in China, strengthening its retail business in that market. The Madison Group currently has retail locations in Shanghai, Beijing and Hangzhou, with expansion to Chengdu and Guangzhou on the table for the near future. For Ben Yiu, everything is possible, and any challenge can be a potential opportunity. ■

For more information please visit
www.themadisongroup.asia