

2022/23

building a
lifestyle



MANOR
INTERIORS

honey

Where life is sweeter

Creating a lifestyle is not selling a physical product, it's selling an idea! One that gives people the tools and the desire to want more...to believe in more.

When a kitchen is designed, it's designed to be a kitchen, somewhere we cook, bake and to wash the dishes...



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*Don't let a simple word
define it's use, allow a
room to simply be
a room...*

designed for living!



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Understanding the brand



Honey don't build houses, they build lifestyles. Houses are easy - but inspiring a new way of living is what challenges Honey to do better.

This is a fresh 'somewhat sweet' new addition to a market consumed by housebuilders looking to simply develop land, but not lives!

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Looking to make new build homes that bit sweeter to live in!

So, how do
we achieve
this vision?



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1. Create relatable palettes.

These will add flexibility and promote individualism. A selection of palettes that capture and relate to varying lifestyles, NOT just another passing trend.

Too much will be overwhelming, too little and Honey won't capture the wider audience and lifestyles within.

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2. Sharing your vision.

Being transparent to the buyer is the best (possibly only) way to gain respect, trust and a happy partnership.

Sharing the vision of Honey allows the buyer to not just be another 'buyer', but a custodian of the brand - someone who can share their lifestyle with others.

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3. Creating guidance.

Not everyone will know what they are after or what 'lifestyle genre' they are, so we will look to define this within coms' to guide them down a path.

Creating a 'hand holding' scenario allows us to manage the outcome, which in-turn allows us to manage the palettes and direction better.

Relatable palettes



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Relatable palettes



As we originally did for Avant Homes, we will look to create a selection of 'predetermined' palettes that will allow the buyer the ability to choose their own combination.

The aim is to whittle this down to a manageable collection, that truly captures a lifestyle (not just a trend)!

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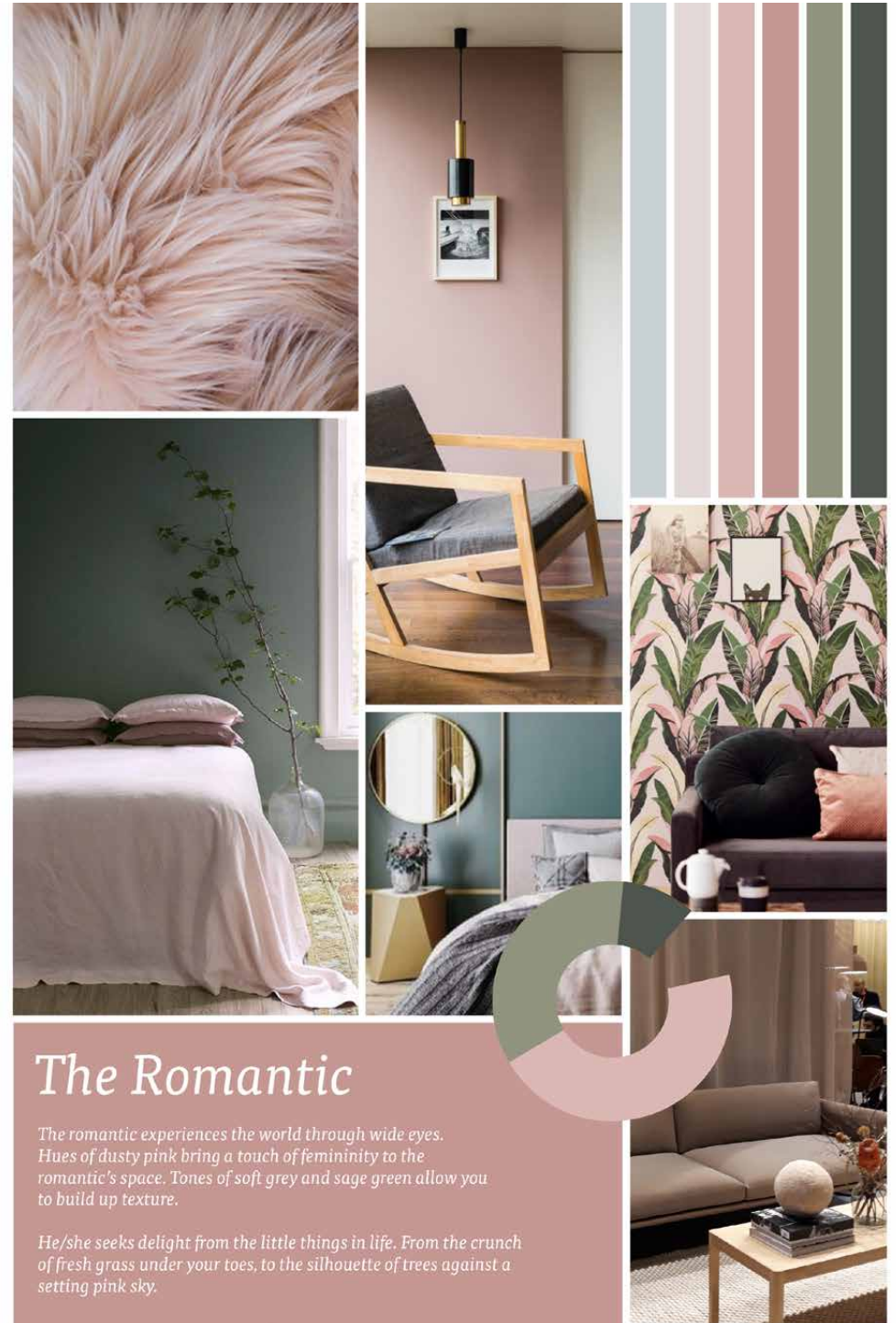
Trends are important, but these can come and go. Capturing the way that someone will live their life, will be how Honey stands out!

Relatable palettes

01 - The Romantic:

The romantic experiences the world through wide eyes. Hues of dusty pink bring a touch of femininity to the romantic's space. Tones of soft grey and sage green allow you to build up texture.

He/she seeks delight from the little things in life. From the crunch of fresh grass under your toes, to the silhouette of trees against a setting pink sky.



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02 - The Minimalist:

The minimalist brings a fresh approach to classic design. Inspirational, and one step ahead of the rest, he/she blends subtle monotoness with natural textures in a flawless fashion.

From bold tones of charcoal, to rustic shades of beige, the minimalist can turn subtle undertones into a modernist sanctuary.



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03 - The Traveller:

The traveller is a brave, independent and inquisitive soul. The multiple hues in this palette reflect the open nature and heart of this character.

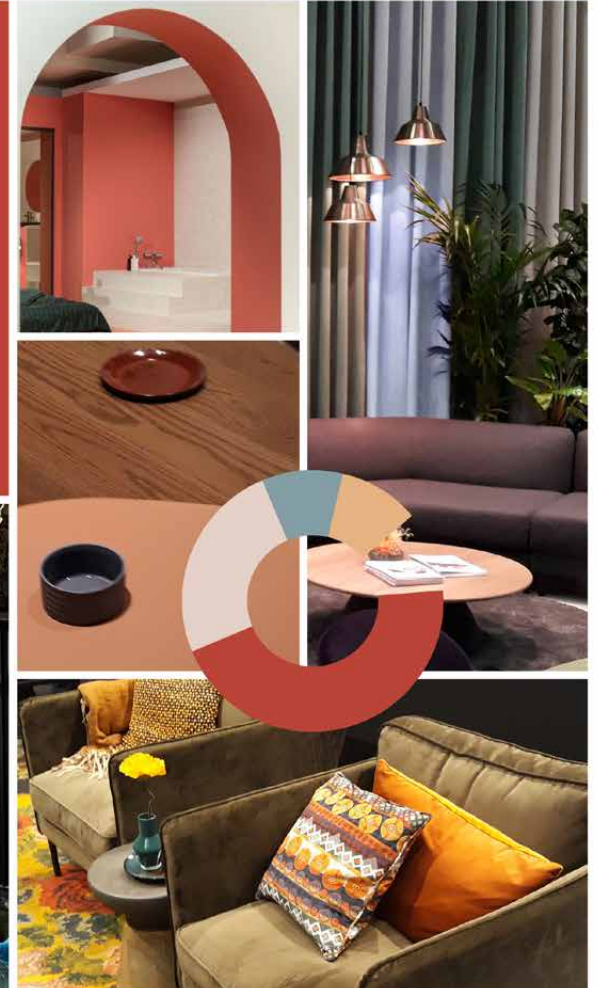
The traveller can never truly be 'captured' because they're in constant flux; learning, growing, exploring, creating. Their sense of freewill and energy encourages you to follow your own dreams. Here today, gone tomorrow.



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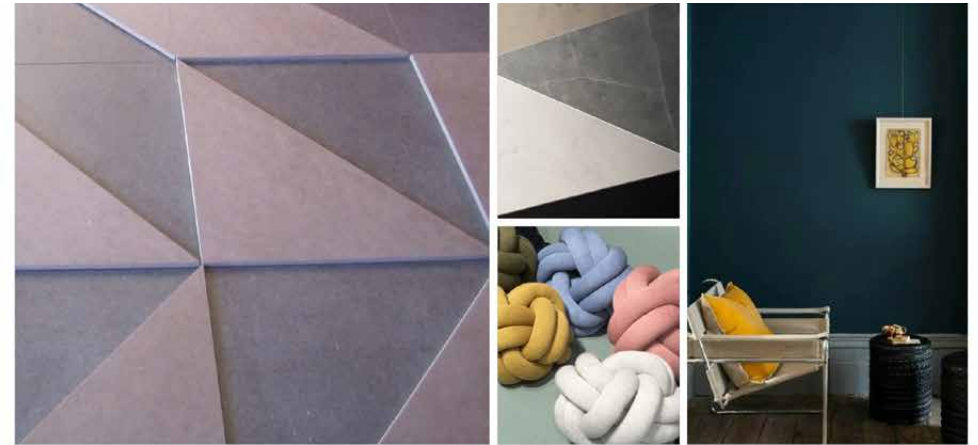


Relatable palettes

04 - The Entertainer:

The entertainer takes bold hues and curates them in a carefully constructed manner, blending soft curves with hard lines.

With a meticulous eye for detail, he/she relishes in sourcing beautiful objects to inspire and impress. From dark notes of an aged Burgundy, to freshly baked Parisian delicacies, the entertainer leaves guests feeling like royalty.



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In order to deliver a lifestyle driven brand, you need to share your vision so that the consumer / buyer is fully engrossed in it's values - believing in everything it represents.

Honey will succeed as a new 'home lifestyle' brand to the market as it will be 1 of a kind, but also by sharing it's ideas, values and vision with all it's customers - making each buyer work for you!

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Manor Interiors will support Honey with the tools / assets across kitchen (& bedrooms) to promote their brand. From literature and imagery to sample boards.

Create

guidance



Create guidance



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Nothing is truly bespoke, not without having a large price tag attached, but this is not Honey's audience!

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We will create a product that has a high visual impact, taken from a 'set menu'. Giving the customer what they want, whilst allowing us to deliver without compromise or unneeded complication.

Designs, features & rules



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Key kitchen features to every Honey Home:

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Additional seating in the kitchen (living/eating) area for connectivity and socialising in all house sizes.

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Design proposal 1:

Focal



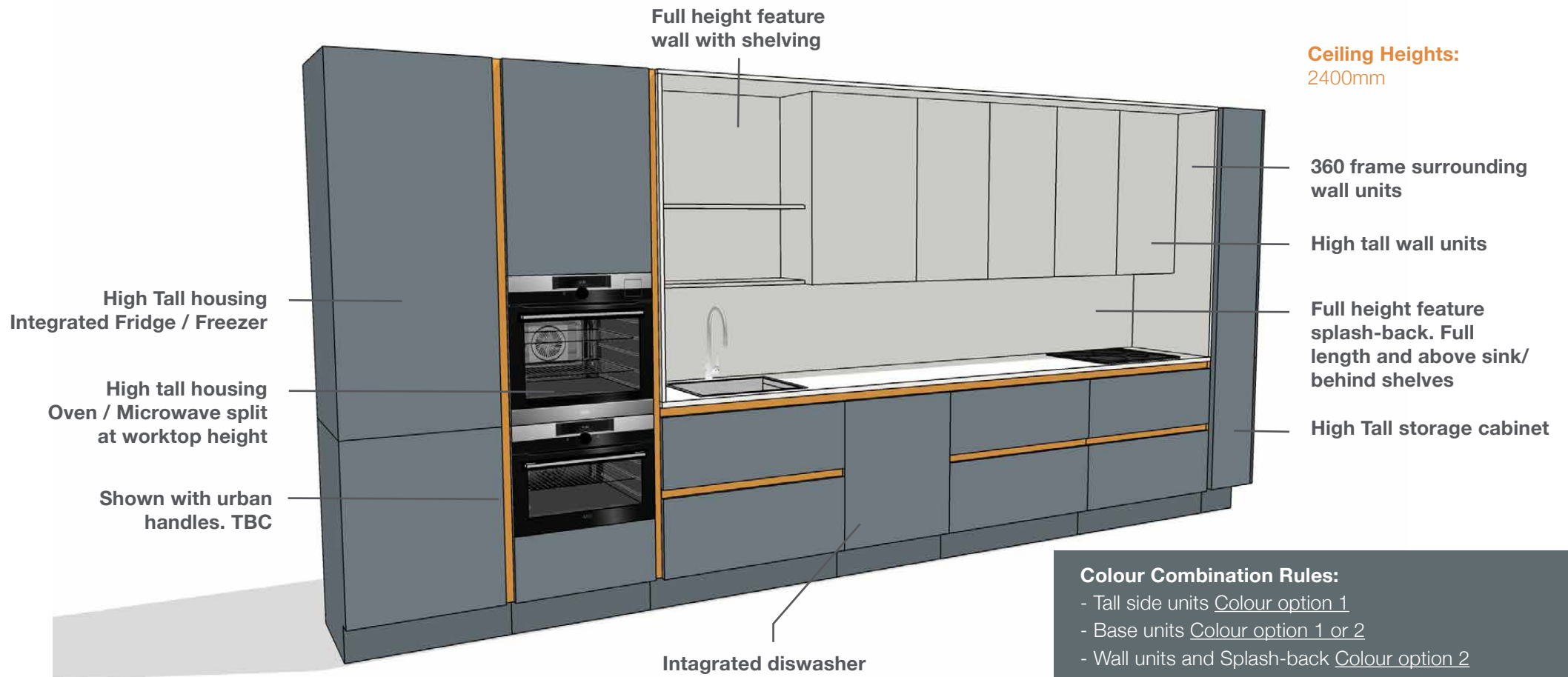
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Proposal #1 - Focal



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The 'Focal' design creates a focus point drawing the eye in the center of the design, using the tall units to either side. To add to this, the central/open section of the design is perfectly framed with colour matched panels creating a 'picture frame' effect.



Proposal #1 - Focal



Straight run / Galley (*example*)

L-shape (*example*)



Expanding / Rotating the kitchen: Rules

In order to make the kitchen wider or to turn into an L-shape. Split here, keeping the Hob unit always to the far right, next to the tall shelving unit.

Proposal #1 - Focal



With Island upgrade unit (example)



No plinth

This makes the island a piece of the furniture and not another extension of the kitchen. The aim with this piece is to make sure the kitchen and living space become one!

Adding an island:

As an added upgrade the buyer can add on an island to their purchase. This will **NOT** have any feed or waste too or from the unit, and will be a freestanding piece of furniture that can be moved if desired.

X2 lengths ONLY available.



Feet

Designs widely used in modern furniture today. These will complement the handle choice.

Design proposal 2:

Inclusive



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Proposal #2 - Inclusive



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The 'Inclusive' design uses a simple construction, that allows strong colours and featured accessories do all the work. This design is kept simple so that it includes itself into the larger room set. The layout of the tall units draws the eye along it, leading you to the next room.



Proposal #2 - Inclusive



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Straight run / Galley (*example*)

L-shape (*example*)



Expanding the kitchen: Rules

In order to make the kitchen wider expand from here. Keeping the sink and dishwasher units at the far left of the design.

Rotating the kitchen: Rules

In order to make the kitchen turn into an L-shape split here. Only rotating the tall units, keeping the oven on the longer run, increasing the space to the right.

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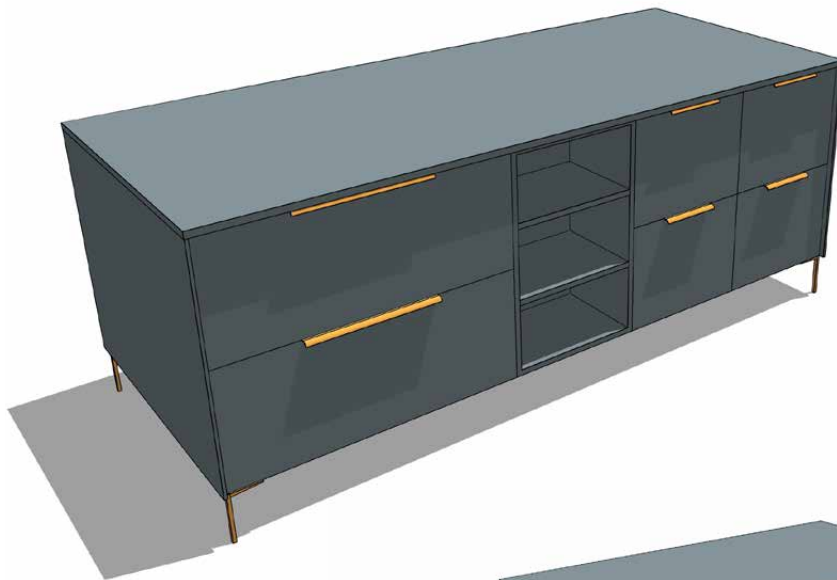
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Island options

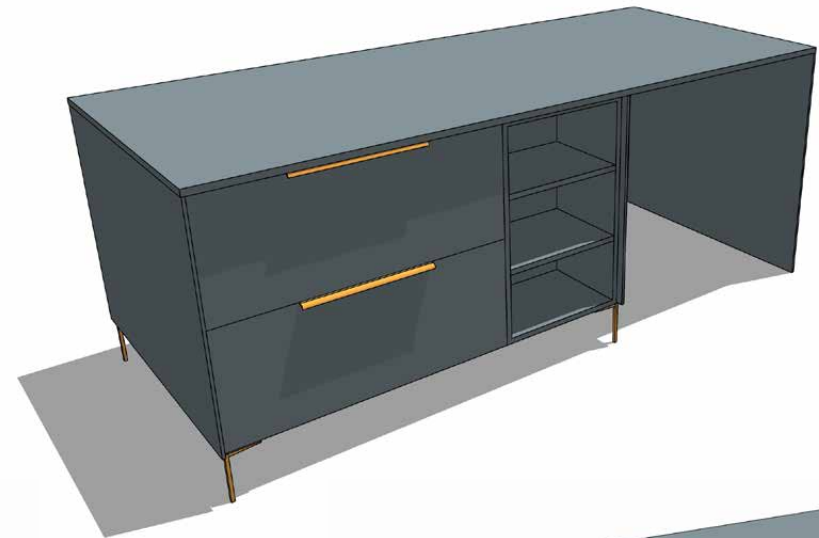
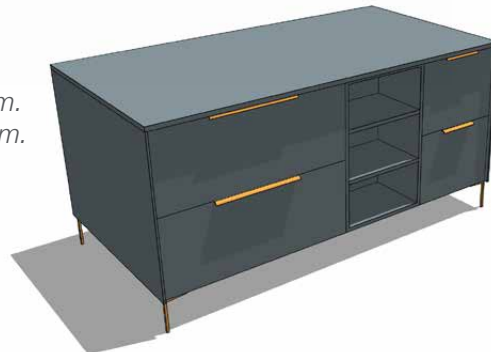


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Islands will always be desirable, but not every house can comfortably fit them. The islands we propose are predetermined designs that come in 2 sizes and 2 styles with a single colour option only (determined by kitchen choice).



Long Full Cabinet - Approx 2300mm.
Short Full Cabinet - Approx 1850mm.
Full size TBC, based on final kitchen room dims.



Long Table Cabinet - Approx 2300mm.
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Colour collaboora- tions



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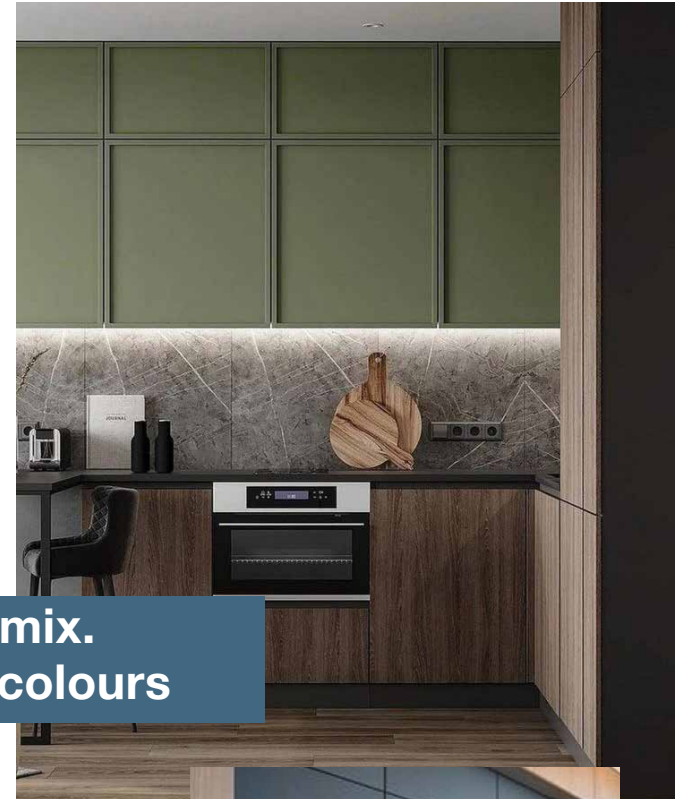
**Trend 1 - Uni tone.
Single cabinet colours with accents**





**Trend 2 - Duo tone.
Paired bold & muted cabinet colours**





**Trend 3 - Trio mat/wood mix.
Paired mat & wood cabinet colours**



Colour combo examples



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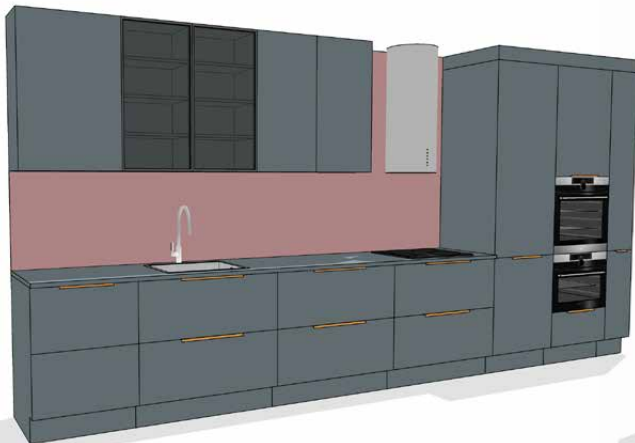
Trend 1 - Uni tone with accent.



Trend 2 - Duo mat/wood & mat/mat tones



Trend 3 - Trio mat/wood mix.



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You can
never be
too sweet



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Suggested upgrades



The design of the 'Honey' kitchen should remain simple in its construction, so that the colours stand proud, but equally so that it **becomes one** with the surrounding room!

So not to create any 'sticky' situations - We propose the upgrades stay minimal, allowing for uninterrupted designs and streamline product management.



Feature LED lighting in glazed units



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Solid work-surfaces
(& Splash-back if desired)



Feature LED lighting in glazed units



Solid work-surfaces
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Feature extractor selection



Feature LED lighting in glazed units



Tiled splash-back option



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Feature extractor selection





Feature LED lighting in glazed units



Tiled splash-back option



**Solid work-surfaces
(*& Splash-back if desired*)**



Sink & tap colour selection



Feature extractor selection



Feature LED lighting in glazed units



Tiled splash-back option



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Feature extractor selection



**Oven & Microwave
Mat black collection**



Next steps



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Defining upgrades

To select the final upgrade accessories / spec, based on individual components, or as batch purchases (TBC).