

Old fashioned values

They are the key words used by Georgina Hustler, when describing Antique Rose - her new 'shabby chic boutique' in Bush Walk, Wokingham. She also uses the description 'Girlie Emporium' - which, as a male observer, I find a tad sexist as I can certainly see a bucket-load of reasons to visit. But I take her point, there is a certain something about the place that will appeal to those wanting to focus on the soft, warm and cosy side of home and lifestyle.

Tucked away just off the main drag (and bordering on the M & S car park) Antique Rose is the place to go if you want to add that shabby chic look to your home, find a gift (even for the person who appears to have everything) or to set Georgina and her team a new challenge.

"I love Wokingham and firmly believe that most Wokingham people don't want to go out-of-town to buy things," Georgina explains. "So I have tried to create a place that fills any gaps on their shopping list - as well as being a place that people simply enjoy." New ranges such as baby clothes and gifts are good recent examples. "I love customers setting me new challenges!"

Georgina has certainly shown a talent for satisfying shoppers' appetites. She is fully trained as an interior designer - which explains the touchy-feely sensations at Antique Rose - but her retail experience was founded on market stalls in the run-up to Christmas 2008. "It was amazing!" she reflects. "We were in a deep recession, with people worried about their festive pennies, but we actually had a really successful time, and it showed how much people wanted the type of things I was selling."

Antique Rose offers the space to allow Georgina to expand on that foundation. Whilst the ground floor offers more gift ideas and lovely home touches than Santa and the team from '60-minute Makeover' could dream of, upstairs you will find 'French-look' and country furniture.

"We also offer locally home-crafted items such as jewellery and greetings cards" Georgina explains, "as well as furniture that we renovate and shabby-up to get the right look and feel." Georgina is also planning to offer special designer collections, and has already become the exclusive Cath Kidston stockist for the

My view?

I am not much of a shopper - but spending a bit of time in Antique Rose was pleasantly inspirational. I could see a myriad of gift dilemmas disappearing before my eyes, and I could also see where creators of warm, stylish homes get their inspiration.

area, offering their sought-after 'vintage-chic' range of products.

Being a man I asked if Antique Rose could take care of gift selection, wrapping and delivery, if I supplied a list of birthdays and anniversaries. 'No problem' was the answer. 'Great,' I thought 'this could be the answer to regular gift nightmares. I might be Mr Popularity without ever having to buy another 'sorry it's late' card'. Of course it would depend on a certain level of discretion - and I was told it was assured.

Many Antique Rose customers are very regular visitors, picking up delightful detail pieces to enhance the look and feel of different rooms in their homes. And if you want to change a room completely? "No problem" is Georgina's response. "We will happily look at your current furnishings and may be able to offer you part exchange!" Now that's old-fashioned values.

Review by Tony Light



Georgina and the Mayor on the launch night.



Boutique

Antique Rose, 3 Bush Walk, Wokingham, Berkshire RG40 1AT, 0118 979 8414

interiors@antiquerose.co.uk

www.antiquerose.co.uk

Antique Rose

The logo for 'totally' is displayed in a bold, white, lowercase sans-serif font. The text is centered within a solid red rectangular background.

ADVERTISEMENT PROOF FOR APPROVAL

JUNE 2010 EDITION

IMPORTANT:

Please check that all information is correct (especially contact details).

Email amends or approval to **artwork@totallymedia.net**
or contact the studio on **01628 488 388**.

We will consider the artwork approved unless we hear from you by the
date/time specified in the accompanying email.

NB: The artwork attached is low resolution for proofing purposes only.