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Cream of the crop

Image Creative Design is unique as it is the only interior design firm ever ranked as a Superbrand

Image Creative Design is led by brothers (from left) Elson, Roger and Randy Tan. PHOTO: CHONG JUN LIANG

KHUSHWANT SINGH

A PASSION for creativity and innovation is the driving force behind Image Creative Design and its consistent ranking as a Superbrand since 2004.

More than a decade later, it is still the only interior design firm on this prestigious list. It is also one of the top three interior design companies in Singapore.

The company — led by brothers Roger, 55; Elson, 53; and Randy Tan, 47 — specialises in interior design and remodelling, and building work.

The accomplishment is a delight to the three company directors who feel that the Superbrand award enhances the company's reputation and instils trust and confidence in their services among existing and potential clients.

"A brand conveys a promise, and at Image Creative Design, our promise is to ensure more innovative and relevant solutions that transform customers' ideas into reality and create quality space for commercial and residential properties," says Mr Elson Tan.

Set up in 1995, Image Creative Design started off in an office no bigger than the bathroom of a Housing Board (HDB) flat.

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MR ELSON TAN
company director
Image Creative Design

Today, the firm's showroom-cum-office in Excalibur Centre in Ubi Crescent spans 6,000 sq ft, or nearly half the area of an Olympic swimming pool.

Known for excellence

Image Creative Design has an impressive track record in catering to the interior design needs of residents of public housing, private condominiums and landed properties, as well as designing quality interiors for retail outlets and offices.

Over the years, its 80 designers have built up a diverse and imaginative portfolio featuring a wealth of excellent designs that skilfully incorporate clients' requirements to create innovative, picturesque interiors that exceed the highest expectations.

The firm, which celebrated its 20th anniversary this year, also takes pride in championing functionality and ensuring that all design elements complement one another to strengthen the overall design concept. Every detail has to be perfect, and special attention is devoted to the design principles of scale and proportion so there is perfect balance and harmony.

"Transforming ideas into reality"

is a promise ingrained in an interactive process by which Image Creative Design engages visitors at its showroom and the show flat displays at exhibitions.

After gathering input from the visitor, its designers will create mock-ups using the latest 3D computer software.

The company had also earned a reputation for pioneering new materials and accessories in its designs. A high level of professionalism, quality workmanship and excellent after-sales service assure customer satisfaction too.

In fact, more than 45 per cent of new business is generated from repeat customers — remarkable for a highly competitive industry.

Image Creative Design's excellent business practices have earned it ISO 9001 certification since 2008 and OHSAS 18001 certification since 2009.

The firm has won numerous accreditations by interior design associations, government and auditing bodies, including the Building & Construction Authority, HDB, NTUC and Renovation & Decoration Advisory Centre.

In addition, it is accredited by the Consumers Association of Singa-

pore and has consistently attained CaseTrust certification testifying to its quality and reliable customer service.

Wider global presence

Image Creative Design's three-pronged strategy to provide design-and-build services for architects, build-only services to interior design firms and interior remodelling works has earned it further brand exposure for its products and services as well as double-digit business growth over the years.

The firm also has several overseas accomplishments, having completed the Calvin Klein Jeans and Billabong outlets in Central World Shopping Centre and Siam Centre shopping complex in Bangkok respectively; the Glacis Apartments at Oceania in the Seychelles; the Bio-Aroma retail store in Port Louis in Mauritius; and the CapAsia offices in Bangkok as well as Kuala Lumpur.

Moving forward, the company plans to capitalise on its experience and reputation to propel itself more aggressively globally, especially in the vast markets of China and India.

It is also gearing up for an initial public offering in the near future.