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The Rustic Country theme at the gallery

Signature Kitchen has launched its premier Signature Lifestyle Gallery to give homeowners a unique retail experience.

Located in a 6,000 sq ft three-storey boutique bungalow, the gallery in Bandar Puteri in Puchong is aimed at providing customers a different experience of the kitchen industry.

Signature Kitchen managing director KC Tan said the gallery was the company's first lifestyle kitchen in Malaysia.

"The kitchen is one of the most important rooms in any home. Through this innovative concept, we want the gallery to be an inspiring one that offers creative lifestyle solutions in kitchen and wardrobe systems, while allowing homeowners to experience the full functionality of the appliances.

"Besides showcasing kitchen cabinets and kitchen designs, we also invite homeowners to have hands-on experience in using our kitchen appliances," he said during an interview after the launch of the Signature Lifestyle Gallery.



(http://vault.starproperty.my.s3.amazonaws.com/wp-content/uploads/2014/07/metd_ft_0107_21d.jpg)

Tan (right) launching the opening of the Signature Lifestyle Gallery with sales director Lau Kock Sang.

The premier gallery reveals a wide range of kitchens designed based on Signature Kitchen's philosophy of complementing a lifestyle with the latest in kitchen innovations.

It is segmented in six categories, offering not just the products, but also a complete culinary experience in the kitchen.

The ground floor showcases some of the latest innovations and new products as well as a live kitchen section where homeowners can try out the appliances.

On display on the first floor are four different Signature themes, namely the Sleek Linear, Simply Nature, Contemporary Charm and Rustic Country as well as a display of imported kitchen such as Italian brand Biefbi.

The top floor is decked with Signature's wardrobe as well as Italian brand Mazzali wardrobe.



(http://vault.starproperty.my.s3.amazonaws.com/wp-content/uploads/2014/07/metd_ft_0107_21b.jpg)

The top floor of the Signature Lifestyle Gallery showcase a range of wardrobes.

Guests were treated to a series of fusion cuisine dished up by chef Johnny Fua and chef Victor Siow from Las Carretas Mexican Restaurant, who gave demonstrations on imported appliances brands Ariston and Gorenje.

Also present was Signature Kitchen sales director Lau Kock Sang, who officiated at the opening ceremony with Tan.

Currently, Signature Kitchen has 20 retail stores in Malaysia and markets its products in other countries, such as Indonesia, Brunei, Thailand, the Philippines, Vietnam, Sri Lanka, Pakistan, Lebanon and Cambodia.

The next lifestyle gallery will be launched next month in Johor Baru.

Lau said the company was looking into expanding to more than 10 galleries in different parts of Malaysia within five years.

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