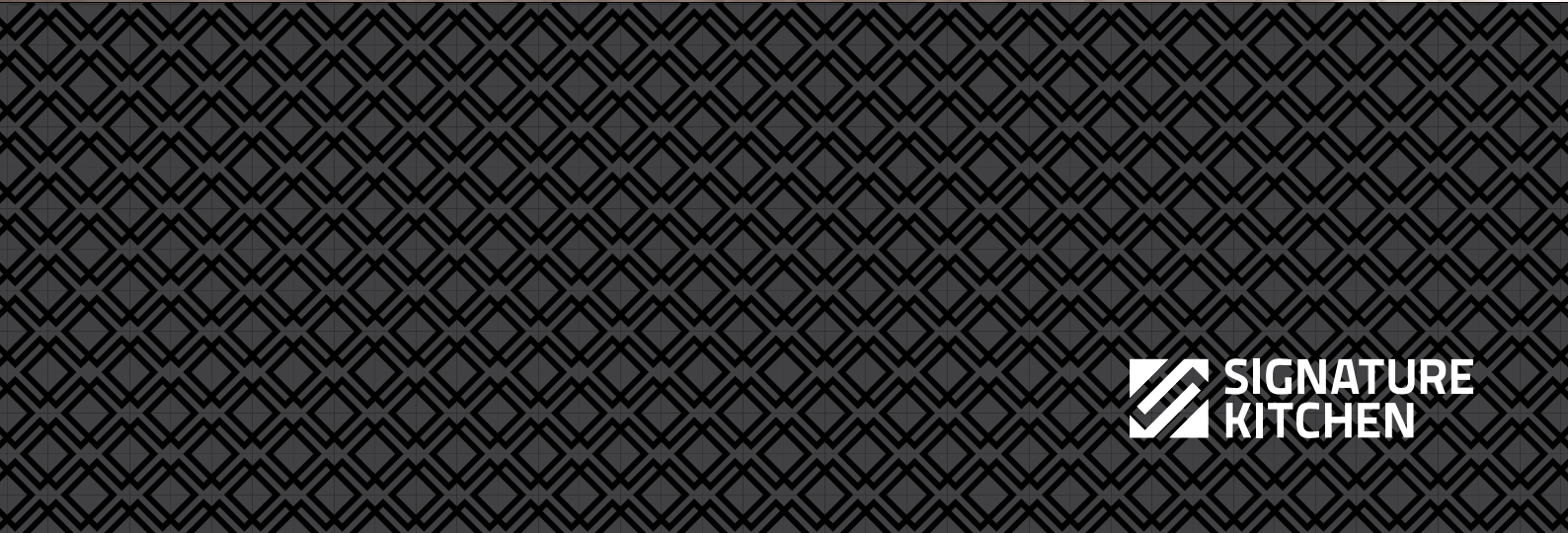


KITCHEN
CATALOGUE
VOL. 1



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The Signature Experience

Due to the sheer variety in the kitchen market, what is on offer has become very confusing and complicated to the new homeowner.

Step into the world of SignatureKitchen, where technology and trends combine into perfect solutions to fit your lifestyle, with You in mind. It's a little bit like having a personal designer on call, to cater to your self-expression and individuality in the kitchen, without compromising on quality, functionality, and professionalism.

The Signature brand is built on a strong belief of being passionate about lifestyle innovations and excellent customer service built on a tradition of exceeding clients' expectations. Today, SignatureKitchen aims to be the thought leader in living space solutions, inspiring and bringing meaningful innovation to its customers. SignatureKitchen rises above industry standards thanks to the experience and expertise built over the years from its humble beginnings as a distributor and retailer of modular kitchen systems in 1994 to eventually becoming public-listed in 2008, leading to the global presence it enjoys today. In Malaysia alone, SignatureKitchen presently boasts the largest retail network nationwide.

The focus of this kitchen guide is to first understand You, our esteemed customer, by providing several different profiles and then matching the corresponding kitchen themes to each profile's personality. Once you have identified one that is closest to your heart, the kitchen transformation process begins.

The good news is, you are already one step closer to your dream kitchen with this kitchen guide in hand. All you need now is to grab that cup of coffee and lean back, relax and let the pictures do the talking.

A black apron is laid out on a dark wooden surface. The apron features a white logo consisting of a stylized 'S' inside a square, followed by the words 'SIGNATURE' and 'KITCHEN' stacked vertically in a bold, sans-serif font. In the background, the legs of white chairs are visible, and the foreground shows a blurred white plate.

**SIGNATURE
KITCHEN**

Sleek
Linear



Contemporary
Charm



Simply
Natural



Rustic
Country



The Signature Collection

Just like how no two thumbprints are alike, people are different and they vary in many aspects. It goes without saying that everyone wants to customise their individual preferences in a space that is fast becoming the central focus of the modern home – the kitchen.

As the industry specialist, SignatureKitchen takes pride in understanding homeowners' experiences, thereby streamlining its product offerings in a way that customers could easily relate to. For starters, Signature was among the first to break the mould by grouping products in accordance to the customer's lifestyle, thus effectively translating technical material names and jargons into concepts that homeowners can comprehend.

SignatureKitchen offers four broad product themes within its range of designer kitchens: a handleless category called **Sleek Linear**, a modern collection of clean lines coupled with obvious handle or door pull called **Contemporary Charm**; modern heritage designs under **Rustic Country**; and not forgetting the nature-inspired range - **Simply Natural**.



SLEEK LINEAR

Sleek Linear is the epitome of avant-garde kitchen design. 'Less is more' is the philosophy behind the conceptualisation of this collection. Precise lines, seamless surfaces and handleless panels combine to create sleek, minimalist design statements. This is indeed the hallmark of modernism - the brilliant simplicity of forms creates a dramatic contradiction to the idea of the kitchen being the domesticated part of the home; yet it does not compromise on functionality by employing cleverly concealed mechanisms and smart space management solutions to meet the demands of the homeowner.



“As
chefs get older
(or more mature) their
styles get more refined. Mine
is no exception and dishes I used to
do 10 years ago where I would combine
10 different ingredients, mixing Japanese
elements in classical French techniques are
now moving to a simpler style by selecting
just 1 or 2 exceptional ingredients and trying
to alter as little as possible their original
flavors. A Japanese momotaro tomato
– simply peeled and sliced – with
parmesan ice cream and a drop of
extra virgin olive oil is simply
delicious!”



Emmanuel Stroobant
in an interview
with CCFoodTravel.com







Pristine white, matte-lacquered panels create the illusion of a larger space within the kitchen. Careful consideration has been put in place to avoid disrupting the clean surfaces of this kitchen by eschewing handles. Instead, this is replaced by barely noticeable horizontal recessed grips in the same snowy white tone.

Venato | Snow White





For enhanced sleekness and extra durability, a quartz surface worktop is chosen for this kitchen. Natural wood elements lend a warm touch that balances out the sharpness of the overall ambiance, and the wood grain veneer countertop completes the look.



An integrated light system below the wall cabinets serves to illuminate the workspace and lend an air of sleek sophistication to the kitchen.







There's no denying that earthy tone is the new black when it comes to interior design hues. Fashionable tones such as 'mocca' found in this kitchen, when finished in gloss lacquer, warms up the atmosphere yet maintains an aura of discreet chic.

Venato | Oyster & Mocca





A stylish kitchen is one that is created with attention to detail. The slim, perimetral sanction hood hovers almost as an afterthought, seamlessly blending in with the aluminium accents of this kitchen.



Aluminium is twice featured in the form of plinths to enhance the panels' outline and used in horizontal recessed grips to offer a handleless design.



The intelligent power track under the cabinets not only brings the sexy back to sockets, but is a breakthrough innovation that allows you to plug and play from any side of the counter.





The laminate finish of this kitchen is inspired by the wenge wood - known as a dark luxury wood in exotic hues of dark brown, with black undulating streaks like waves on water. This material contrasts beautifully when accented with white recessed grips intentionally used to create a handleless look.

Rosa | Wenge





White horizontal shelves, worktops and side panels form frames that complement the dark wood finishing, brightening up the area instantly.





Kitchens that open up to living areas are becoming more popular. The transition from the kitchen to the dining room flows; the wenge theme is carried on to the wall cabinets and base storage areas that could be used to display family mementos; shifting the mood from cooking to cozy meals.



CONTEMPORARY CHARM

Looking modern has never been more effortless. Contemporary Charm is designed to endure the tides of fashion fads to remain **timelessly chic**. This is the anti-ageing solution in the kitchen world – modern sophistication in the form of simple, subtle, clean lines with charming accents such as obvious **handles or door pulls**. Kitchen designs with contemporary theme go beyond being a **functional space**; it has the capacity to turn your kitchen into a showroom for entertaining. Snag the title of being “Host with the Most” with this fabulously chic kitchen design.



“My
sister came
round yesterday
with the most gorgeous
anemones, and although I
could have put them in a vase,
something in me just made
me bundle them joyfully in my
KitchenAid bowl and fill it with
water so that their pink-hued
petals chimed with the
glorious puce of the
mixer.”



Nigella Lawson

tweeting via her Kitchen-Witter







In a small compact kitchen, utilising a combination of white colour scheme and crystal gloss finishing boosts the impression of space. Perfect for smaller families, the breakfast counter doubles up as a workstation when more space is required.

Fineline | Snow White





A bit of glass adds class: Hanging wall units with dark-tinted glass doors illuminated from the inside create a stylish smoky showcase for your kitchenware.





The solid white worktop is combined with a veneer wood grain breakfast counter in a seamless joint to break the monotony of design. Practically speaking, it means no more worries about spill stains during meals!



This matte-lacquered, snow white design truly lives up to its name of being effortlessly modern. The rendition of cabinet doors in framed panels looks timeless thanks to simple clean lines. There's room for endless interaction and bonding over the island counter, transforming the kitchen into a social space within the home.

Modena | Snow White







Close integration of kitchen and living area, separated by a sliding glass door to filter out the sounds and smells of the kitchen, yet close enough to see the action to bring out the true domestic diva in you.





Using an island for the cooking area artfully divides the kitchen and casual dining areas. At the same time, it provides optimum usable space with full pull-outs as well as room for a built-in eating area.





Chocolate and cream go well in the kitchen, not just as food pairing but even in colour schemes. Utilising one single texture of woodline in two different colours – mocha and cream – for the tall cabinets as well as the wall units brings harmony into the design. This is a designer's kitchen where the art pieces displayed are as important as the culinary masterpieces that would be dished out.





LED downlights aesthetically enhance the workspace and brighten up the cooking area. The slim hood is cleverly integrated and concealed within the top units to minimise disruption to the continuous design.





Aluminium grips are lightweight and durable, enabling the homeowner to do away with protruding handles. Smart storage systems are installed to increase the efficiency of space utilisation.




SIMPLY NATURAL


Going back-to-basics with the Simply Natural collection, SignatureKitchen takes inspiration from **Mother Nature** to let the beauty of raw materials shine through. This collection is a refreshing take on kitchen design. **Natural wood elements** are shown off on designer panels. Maybe the solution to inner peace is not to be found on the top of the mountain, but in the kitchen, after all!







“My
philosophy to
food and healthy eating
has always been about enjoying
everything in a balanced, and sane
way. Knowing how to cook means
you’ll be able to turn all sorts of fresh
ingredients into meals when they’re
in season, at their best, and cheapest!
Cooking this way will always be cheaper
than buying processed food, not to
mention better for you. And because
you’ll be cooking a variety of lovely
things, you’ll naturally start to
find a sensible balance.”



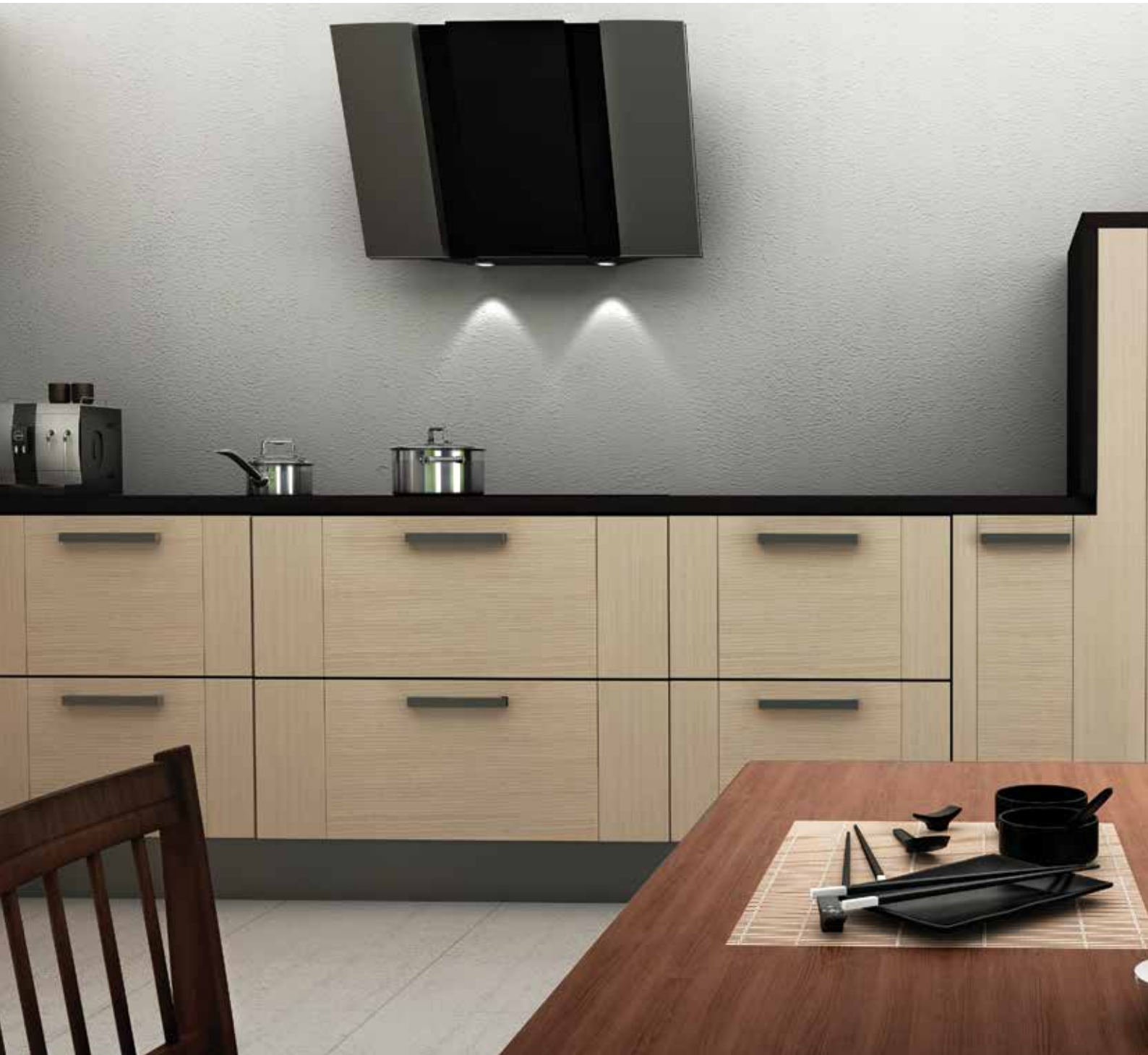
Jamie Oliver
in jamieoliver.com





With a name and colour scheme that evokes delicious dreams, this woody kitchen with duo-tone oak finishing should please any down-to-earth gourmand. Perfectly tailored to those who prefer a warm atmosphere in the kitchen, this design is made more interesting with a contrast of fine horizontal and vertical wood grain details on its door frames.

Inspiro | Kafe & Latte





Notice how the storage space above the cabinets go no higher than eye level? This gives the homeowner a chance to display live plants to further augment the natural vibes of the kitchen.





Highboard larder pull-out is a smart storage function that is indispensable in any kitchen. Handy tip: Store nutritious snacks at the lower tiers so that the little ones can help themselves when hunger calls.



RUSTIC COUNTRY

Most adults' fondest memories of growing up revolved around spending time in the kitchen with loved ones. These treasured times can now be reignited with Rustic Country, where traditional design is balanced out with classic touches to maintain that warm, cozy atmosphere we knew so well. Vintage and baroque elements coupled with rich earth tones create a homey kitchen where good wholesome meals would be churned out from scratch to become another generation's nostalgic recollection in the future.





“You
don’t have
to cook fancy
or complicated
masterpieces - just
good food from fresh
ingredients.”



Julia Child
The Huffington Post







Those desiring a modern interpretation of country style kitchens should look no further than this design. A classic design with finely crafted doors, ornate handles and built-in spice racks harks the romantic era.

Milano | Burnt White





The natural oak grains on the doors are celebrated in their most natural form as each piece is unique, with self-defined lines from the tree. Sculptured frame doors with centre raised panels lend a heritage flourish to the kitchen design.





Drawer doors come with matching rustic handles to complete the charming country look. The pelmets and cornices on the top cabinets form unique scallop edges, adding intricate elements to the whole ensemble.





The Signature Difference

At SignatureKitchen, design philosophies are always converging and mixing, resulting in kitchens that are highly personal and suited to evolving lifestyles. As a lifestyle specialist, SignatureKitchen strives at delivering a personalised service that includes getting to know you, understanding your needs, and incorporating these into planning and building your dream kitchen.

SignatureKitchen's team of professionals is trained to apply a systematic process-oriented approach to ensure that the final output is delivered satisfactorily.

SignatureKitchen's commitment is that its experts will be involved in every aspect of the project from start to finish; so that you can rest assured that your kitchen is in good hands.

Transforming kitchens and exceeding expectations – that's the Signature difference.



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