

# Ashton Grover Newmarket Wins Top Shop Award

**THE TOP SHOP 2006 AWARDS** ceremony was held at Sky City on November 1st. Ashton Grove, a recent addition to Newmarket after many years in Parnell, was announced as winner of the Specialty Stores category. The judges made the comments: "a real destination shop. Staff helpful and passionate about their product. Branding, merchandising and fit-out support the quality product range."

Ashton Grove relocated to Railway Street in August of this year, setting up an inspirational showroom in which to display their exclusive furniture range.

Ashton Grove began life in 1993, in a spare bedroom of owner, Robert Hood's, Blenheim home. In those days, Robert would build "chunky, almost Gothic" coffee tables from timber salvaged from demolition yards.

At that stage, the company was purely wholesale, and the move into retailing came about accidentally.

The company had moved to a small workshop in Christchurch. So small in fact, that the carpark had to be used for storing finished furniture. People passing by would stop and buy the pieces straight out of the carpark. Before long, Ashton Grove opened its first showroom in Papanui Rd, Christchurch.

Since then, showrooms have emerged in Auckland, Melbourne and, most recently, Wellington.

The furniture, while retaining Robert's trademark charm and character, has become increasingly refined. Each masterpiece is hand-crafted from finest quality French oak, elm, or American cherry. They are based on old fashioned cabinet-making techniques, creating French Provincial, Welsh, old English and Spanish heirlooms.

Ashton Grove's finishes are unequalled. Being entirely hand applied and rubbed, the traditional shellacs and waxes give a durable, liveable finish, while bringing to fore the inherent beauty of the timber.

While pieces are available to buy from the showroom, Ashton Grove also creates furniture to order. They work with the client from design

through to delivery, and there is no extra charge for making your piece entirely unique. Prices range from bedside tables selling at \$900, to break-front glazed collectors cabinets for \$22000.

Also available is the Casa Mia range of Italian



armchairs, which are exclusive in New Zealand to Ashton Grove. The showroom displays a selection of gorgeous Louis XV style chairs, finished in luxurious French and Italian textiles. Ashton Grove has recently become distributor of Boyac Decorative Furnishings, representing only the most prestigious European textile houses.



Ashton Grove

Excellence In Fine Furniture

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[www.ashtongrove.co.nz](http://www.ashtongrove.co.nz)