



CHERWELL

BESPOKE INTERIOR SPECIALISTS

CORPORATE PROFILE

[www.cherwell.me](http://www.cherwell.me)



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# OUR BUSINESS

Established in 2014, Cherwell, has fast become the leading UAE based firm for exquisite joinery, cabinetry, case goods and bespoke furniture. Over the past decade Cherwell have combined the expertise of our highly qualified multi-national staff to deliver high-end, innovative, and unique projects for our clients. Specialising in the luxury residential market and design driven commercial projects, our work has consistently delivered record breaking property values for their clients and award-winning fit outs.

Building our large purpose-built factory in Dubai and investing in the latest European machinery and technology alongside a structured internal training and improvement programme has developed our expertise and enabled Cherwell to consistently deliver world class fitted and custom furniture which is supplied locally and often shipped globally.

In addition, Cherrell employs in house specialist personnel in architecture, engineering, interior design, contracting and fit out, fully registered electrical engineers and experienced project management professionals.

Cherwell's rapid growth has been built on trust earned from our extremely satisfied clients supported by our design co-ordination, design works, exceptional execution, and time management.

# CORE SERVICES

## PRODUCTION

The Cherwell factory houses our joinery and cabinetry departments, veneer works, paint and specialist finishes, metal works, stone metal and glass cutting, etching and fabrication and upholstery. Within the factory Cherwell takes great care with every aspect of production with high levels of supervision and quality control at every stage.

Whether producing furniture for an entire villa, tower block or commercial setting, our facility can ensure timely production to carefully set and monitored schedules to deliver to sites no matter what size. Our complementary design and fit-out capabilities can also be applied whether we operate as a lead contractor or integrate our services to best suit the needs of each project.





**Working in multiple mediums such as solid woods, veneers, stone and marble, glass and mirror, metal or upholstery Cherwell specialise in:**

Handcrafted world class kitchens that match the quality and material choices of European imported kitchens in both design and features, Cherwell kitchens can be highly adapted for precise sizing and regional requirements. Produced within a few weeks rather than months and installed by our own qualified fitters. Cherwell work with all the main appliance brands and can source and manage that process along with all necessary modifications required on sites for kitchen installation, such as electrics, plumbing and tiling. Cherwell offer six kitchen ranges of their own design, displayed in the showrooms in Dubai, but also offer a fully bespoke kitchen design and manufacturing service. Cherwell also manufacture secondary or 'back' kitchens, utility rooms and boot rooms tailored for the needs of busy homes and residences.

Stunning dressing rooms in a variety of options with multiple internal layouts, sizes, door styles, island units, dressing table and vanity units. Endless variations are available for full glass units, custom shoe storage, integrated safes or security systems, specialist watch winders, non-standard sizes to maximise awkward spaces and integrated lighting.

Custom cabinetry for home offices, studies, libraries, games rooms and cinemas. Our portfolio of work includes many examples of highly personalised and challenging projects creating truly unique spaces for our clients.

Beautiful bedroom suites, entertainment units, hidden storage, children's play areas and bedrooms, home spas, bars, and wine cabinets. Dining rooms and entertainment spaces. Bathroom storage and vanity units.

Cherwell also manufacture fully compliant fire regulation internal doors and joinery, bespoke furniture and case goods, upholstery and curtains.











# INTERIOR DESIGN

We very much enjoy working with some wonderful Interior Design firms both locally and internationally but sometimes need to offer interior design services to our clients. This can include:

Full Interior Design of villas or spaces including Concept and Schematic Design proposals

Furniture layouts and creation

Concept / Mood boards

3D rendering and models for projects

FF&E selection and procurement

Dressing and styling of projects

# FIT-OUT SERVICES

**With our in-house capabilities and a trusted network of sub-contractors, who we carefully manage through every stage, we are also able to take on the fit-out scope for projects. This can include:**

MEP (electrical and plumbing works)

HVAC (Air conditioning works)

Extension works

Steel or block work constructions (including internal and external walls and stairs)

Smart home technology and integration (including IT, lighting, and security systems)

Flooring works (marble, stone, tile, wooden or poured)

Tiling works

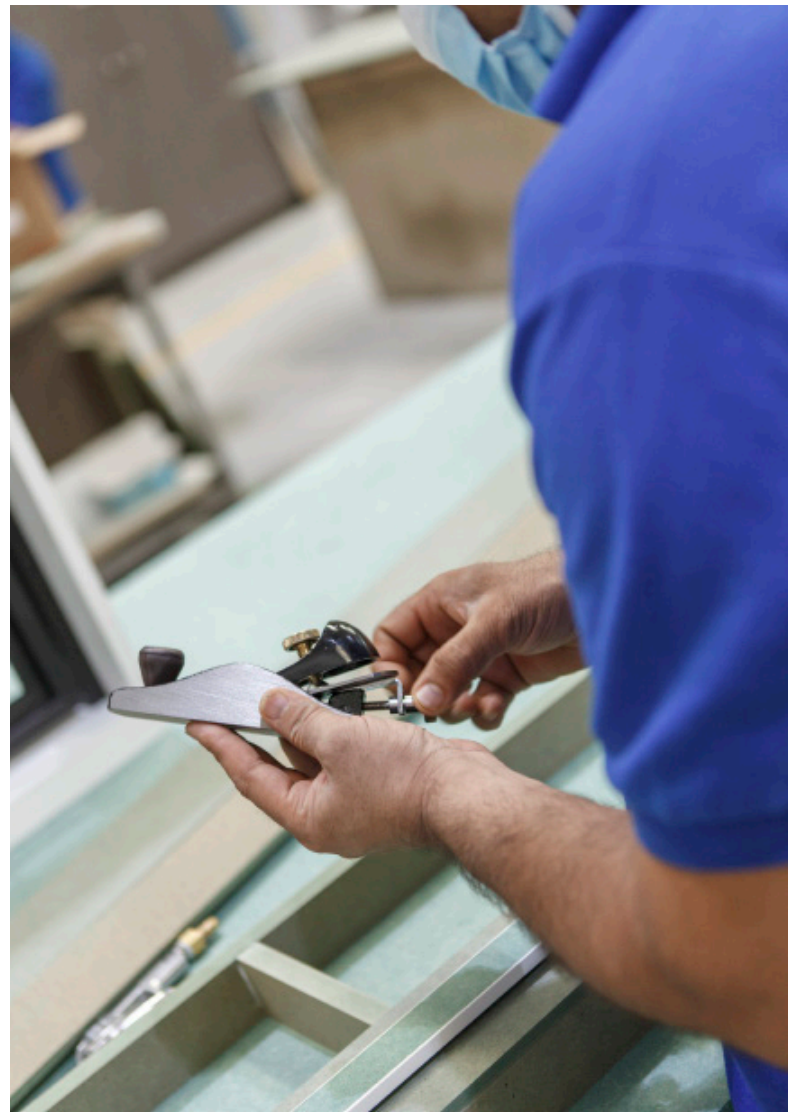
Glass and window works

Landscape design and build









## ADDITIONAL SERVICES

With a team that includes engineers, architects and building surveyors, Cherwell offer feasibility studies for clients looking to fully understand the cost or options for their projects before commencement. Feasibility studies are often commissioned by developers or private individuals to understand the regulatory requirements within a neighbourhood and the associated costs which do differ by area, build type and master developer. With a team that has worked in the UAE since the first freehold properties were sold to expats, Cherwell know how to navigate the applications to authorities and master developers, saving clients a great deal of time and money. Strong relationships and trust, developed with many external stakeholders also enables us to find the solutions rather than just detail the difficulties.





# OUR STRENGTHS

## OUR STAFF

From its inception Cherwell has focused on three things, fantastic quality, exceeding client expectations and happy staff. The focus on our staff, without whom we could not deliver to the high standard we demand on behalf of all our clients is central to our operation. We are extremely fortunate to have a team of over 400 highly trained men and women from around the world who have grown and developed with us. One of our key beliefs is that staff happiness and retention is key to company improvement. We promote internal training through the 'Cherwell Academy' and fund external training too, we seek to promote from within wherever possible. Many of our senior staff started in more junior positions and through training and application are now undertaking key roles within the business.

Over the past few years Cherwell have become widely recognised for the outstanding quality of our products and projects which has led to us working on many prestigious and award-winning projects in the UAE and worldwide.

Consistently delivering to this standard requires designated quality control supervisors at every stage of production, installation, and handover. We find our most effective projects involve us working collaboratively with all parties, designers, main contractors, and clients to ensure that our goal of exquisite homes and spaces is always met. Delighted clients is our measure of success, and we have a company approach to communicate clearly and regularly to ensure projects move along well and co-ordinate as effectively as they can.

# OUR FACTORY

Our large purpose-built factory in Dubai, houses all our teams, our production and 9,000 sqft of showrooms and we welcome clients, by appointment, for a tour and a chance to meet us and see the quality and our processes for themselves.

Cherwell continue to invest in new technologies and seek to improve our deliverables at every stage. Our software and technology enable quicker production times, less waste and superb accuracy and quality all with experience supervision and careful hand finishing. We own and operate a large number of the latest machines provided by the best suppliers in Europe who often use our factory to tour their clients to show what a well-supplied and planned production facility can deliver. For an up to date look at our machinery please see [www.cherwell.me/machinery](http://www.cherwell.me/machinery)

Our showrooms include a large library of carefully curated materials from local and international suppliers, and we have built a custom intranet for our teams to research and find data for products including lead times, suitability and costs to ensure we offer the most appropriate materials for all projects.



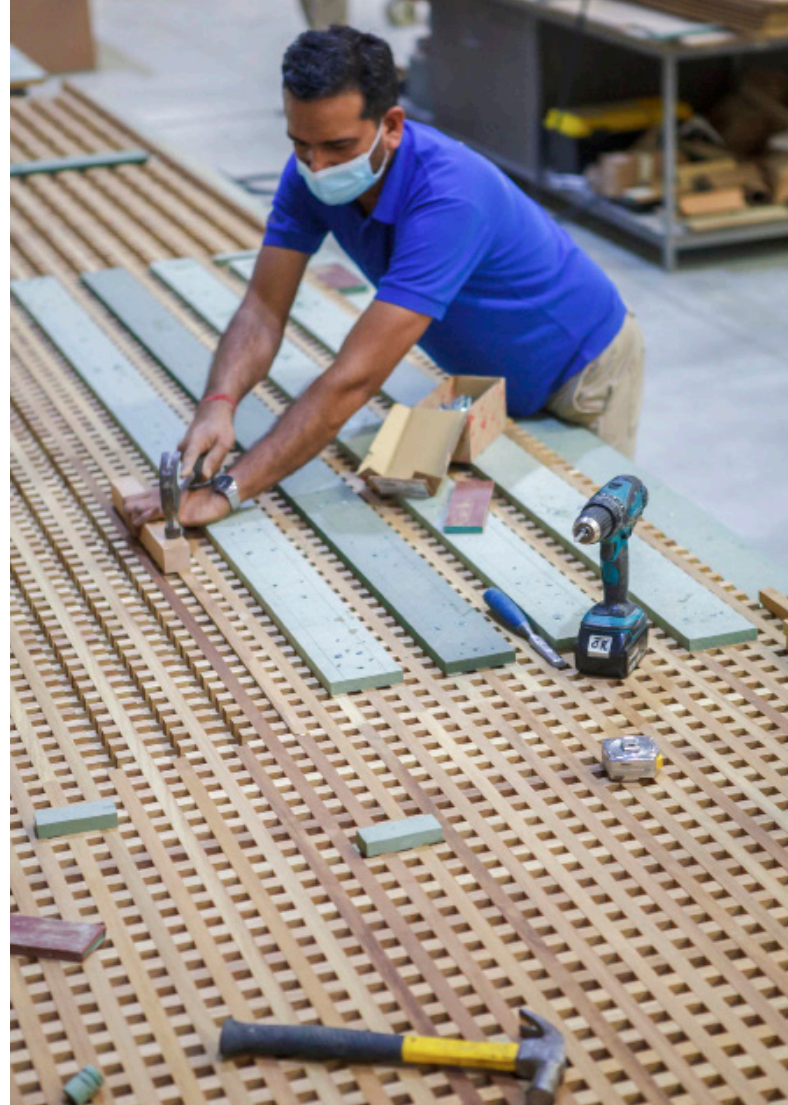


# THE CHERWELL APPROACH

To ensure we deliver the best possible product for our client, a typical Cherwell approach upon starting a project is:

Appointment of a designated Project Manager as the main point of contact for clients and stakeholders. Each PM is responsible for sending a weekly summary of all progress and pending items to keep the project on track.

Internally appointed Project Co-Ordinators to monitor progress, drawings, material specification, production of all samples for approval and track production against schedules alongside the PM.



A dedicated Document Controller to lead on client and stakeholder communication and record keeping. Whilst we run our own internal software for project management and controls, we can integrate to BIM on larger scale projects as required.

Internal review and co-ordination of all relevant drawings by qualified in-house architects for services such as MEP and HVAC, site survey at commencement and other relevant disciplines (project dependant) to ensure co-ordinated approach and avoid reworks.

Internal feasibility review for all designs by qualified manufacturing product engineers to introduce any design modifications for product improvement.

Our goal is always excellent quality delivered as quickly as possible whilst never compromising on quality.











# OUR ENVIRONMENT

As a family owned and run business, we are very mindful of our actions and how we can be as sustainable as possible in an industry traditionally seem as wasteful. Our dedication to environmental sustainability is spread across all our products and services. We are passionate about reducing our carbon footprint and thereby adhere to the three principles of reducing, reusing, and recycling. Waste materials we do remaining or recovered from sites are saved to be designed into our Cherwell & Co small products range or recycled with registered agents wherever possible.

Our advanced software and machine technologies minimize waste materials. Our paint department operates within sealed pressurised environments, and we use the latest water-based paints which we mix on site to exact specifications and quantities minimizing waste.

Our commitment is further demonstrated at our factory which features a full solar panelled roof and an on-site water treatment plant. All our landscaping on site (and there is a lot) is watered by our treated waste water. Our factory air quality is monitored, and an enormous dust extraction system keeps the air clear for staff and our logistics team ensures vehicle movements are efficient and always necessary.

## SOME RECENTLY COMPLETED PROJECTS





## PRIVATE VILLA

LOCATION: Palm Jumeirah

WORK: Complete villa renovation  
including interior & exterior.







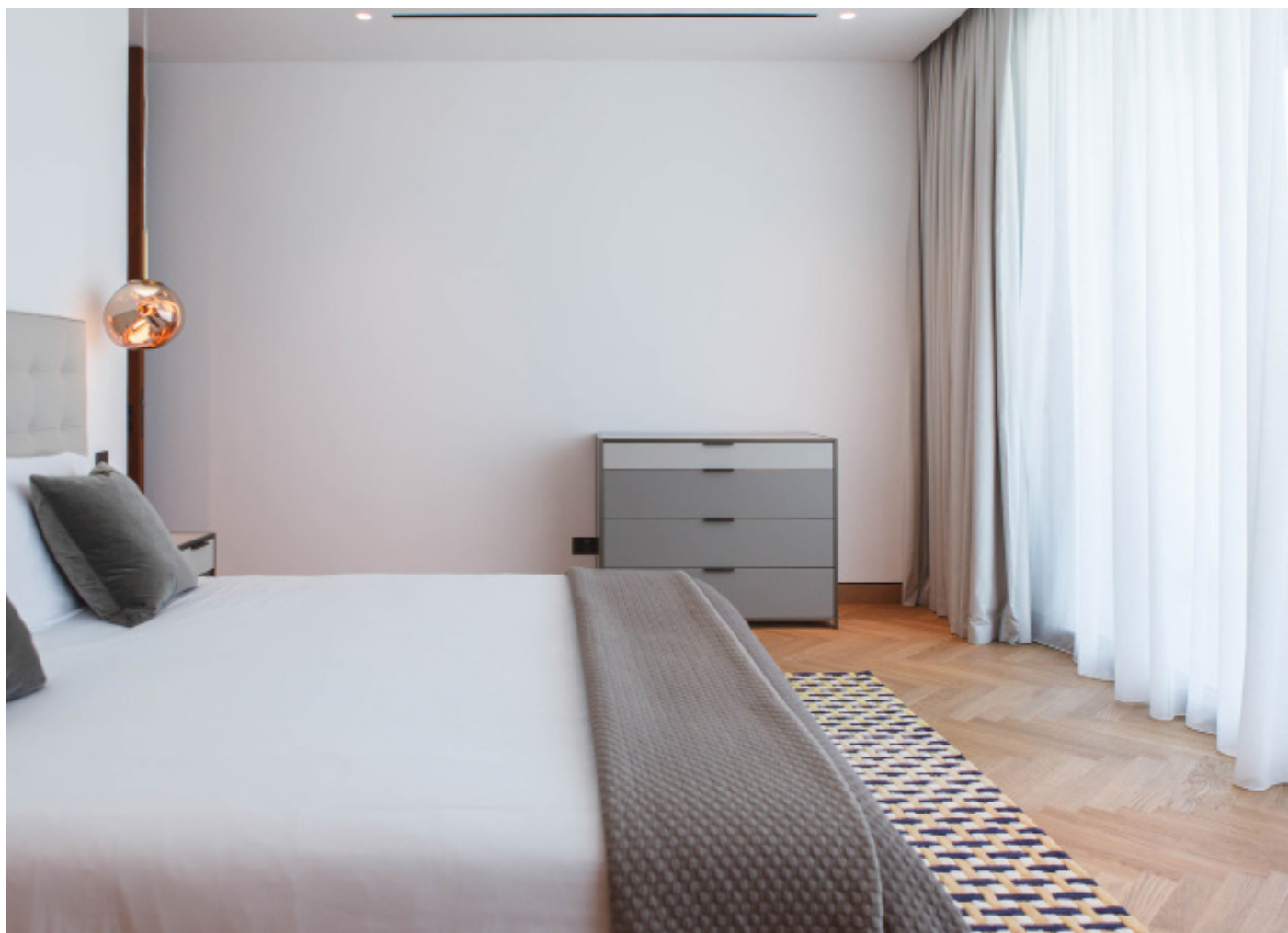


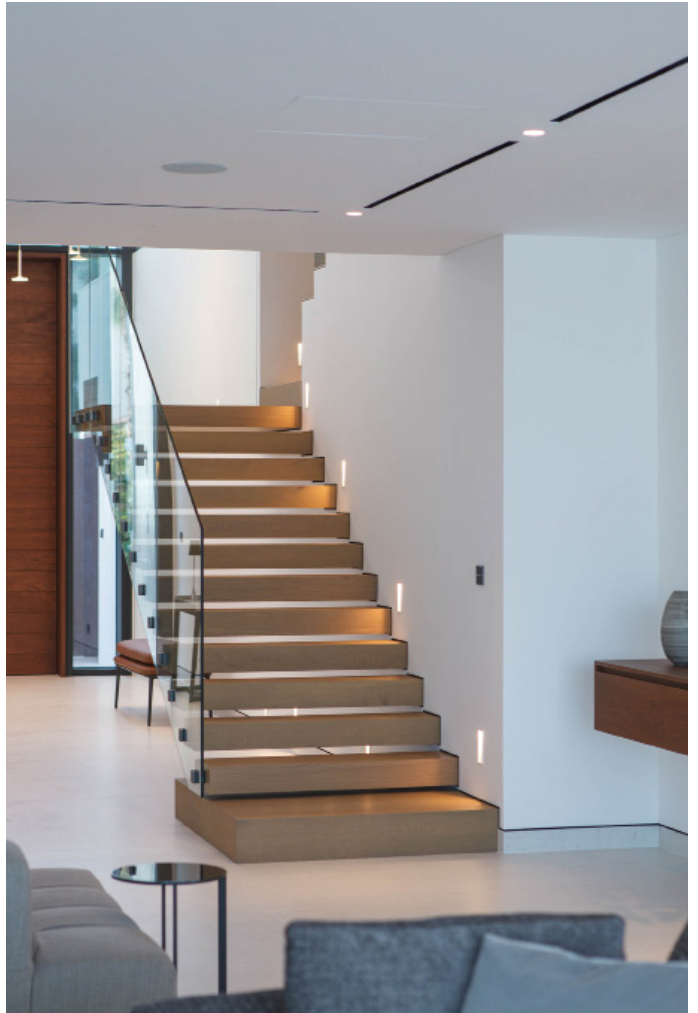
## PRIVATE VILLA

LOCATION: Palm Jumeirah

WORK: Complete villa renovation  
including interior & exterior.















## OFFICE

LOCATION: Jumeirah Lakes Towers

WORK: Complete office fitout.







## PRIVATE APARTMENT

LOCATION: Palm Jumeirah

WORK: Complete apartment renovation.









## PRIVATE VILLA

LOCATION: Arabian Ranches

WORK: Complete interior renovation.  
including bespoke kitchen custom  
made furniture, tv unit, wooden  
floorings.







## PRIVATE VILLA

LOCATION: Al Barari

WORK: Complete villa renovation including interior & exterior, wardrobes, kitchen bathroom, staircase, marble, tiles, glass, metal, wooden floorings.













## PRIVATE APARTMENT

LOCATION: Sharjah

WORK: Custom made real wood furnitre.



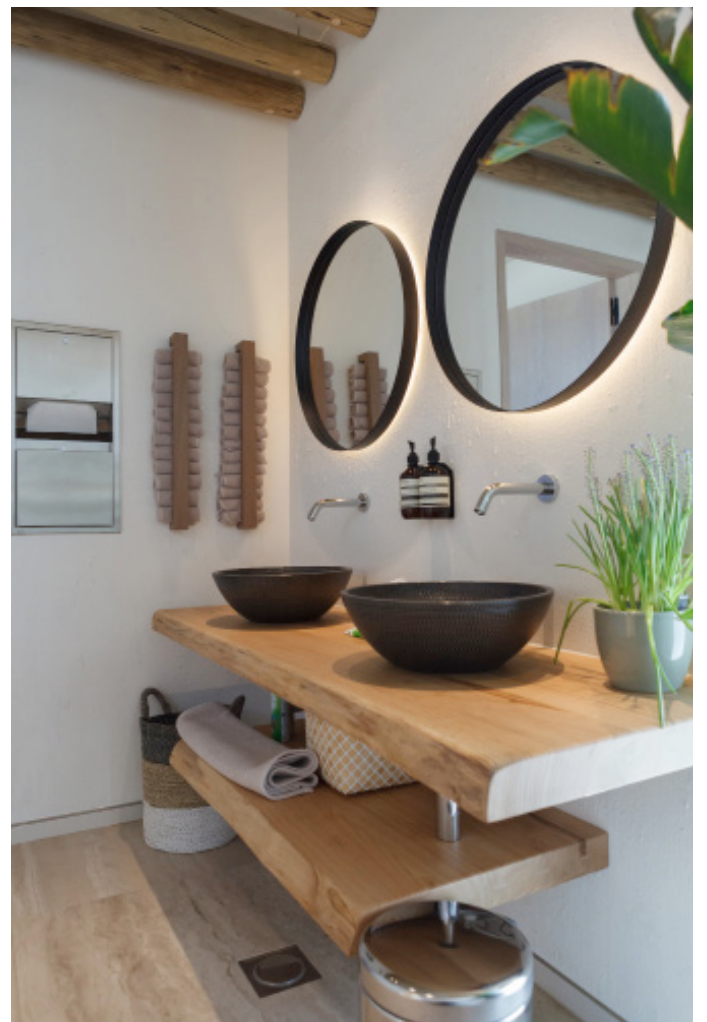




## CLUB HOUSE

LOCATION: Al Ain

WORK: Bespoke furniture, wardrobes, bathroom, kitchen, dining table.









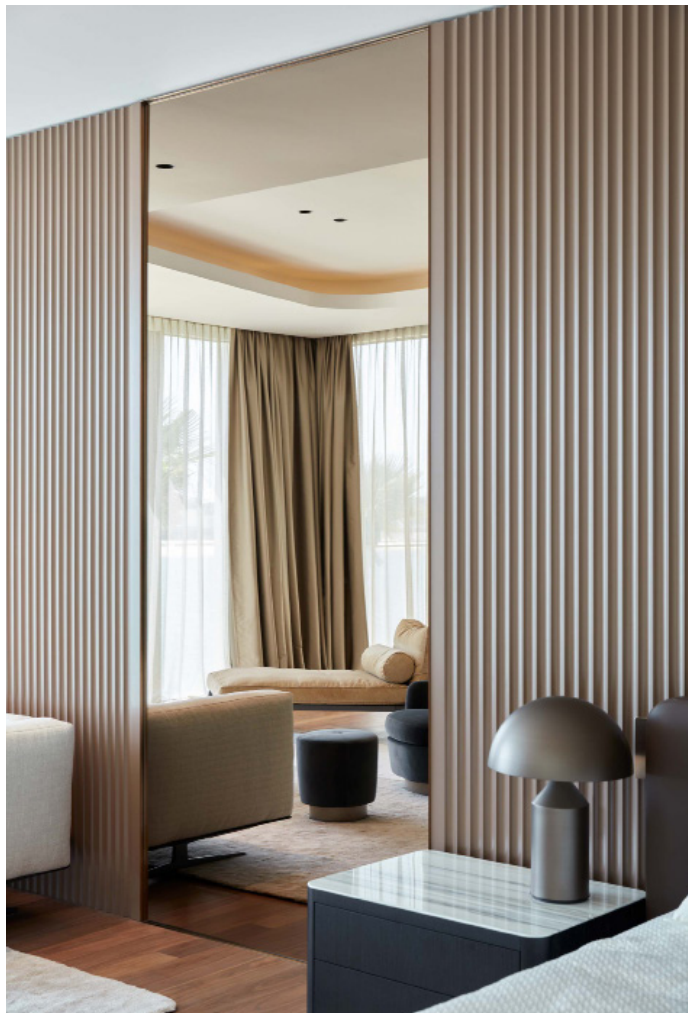
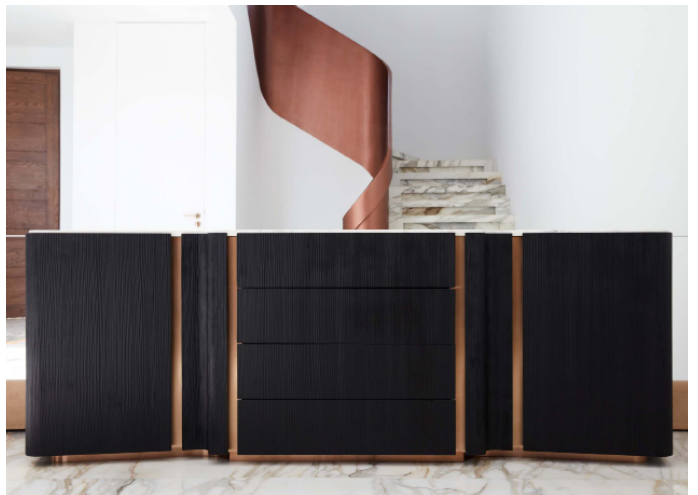




## PRIVATE VILLA

LOCATION: Palm Jumeirah

WORK: Complete villa renovation bespoke joinery gypsum work, custom made kitchen, bathroom, library, marble tiles, flooring.









## REGAL LONDON

LOCATION: DOWNTOWN DUBAI

WORK: cherwell Interiors completed full journey package for 115 luxury apartments in central London. and 75 hotel apartment in London.











## PRIVATE APARTMENT

LOCATION: Al Barari

WORK: Bespoke kitchen and custom made furniture.







## PRIVATE VILLA

LOCATION: Palm Jumeirah

WORK: Full interior fitout including bespoke furniture, kitchen, bathroom, marble tiles tv unit wooden flooring, marble, tiles, glass, metal, wooden flooring.











## PRIVATE VILLA

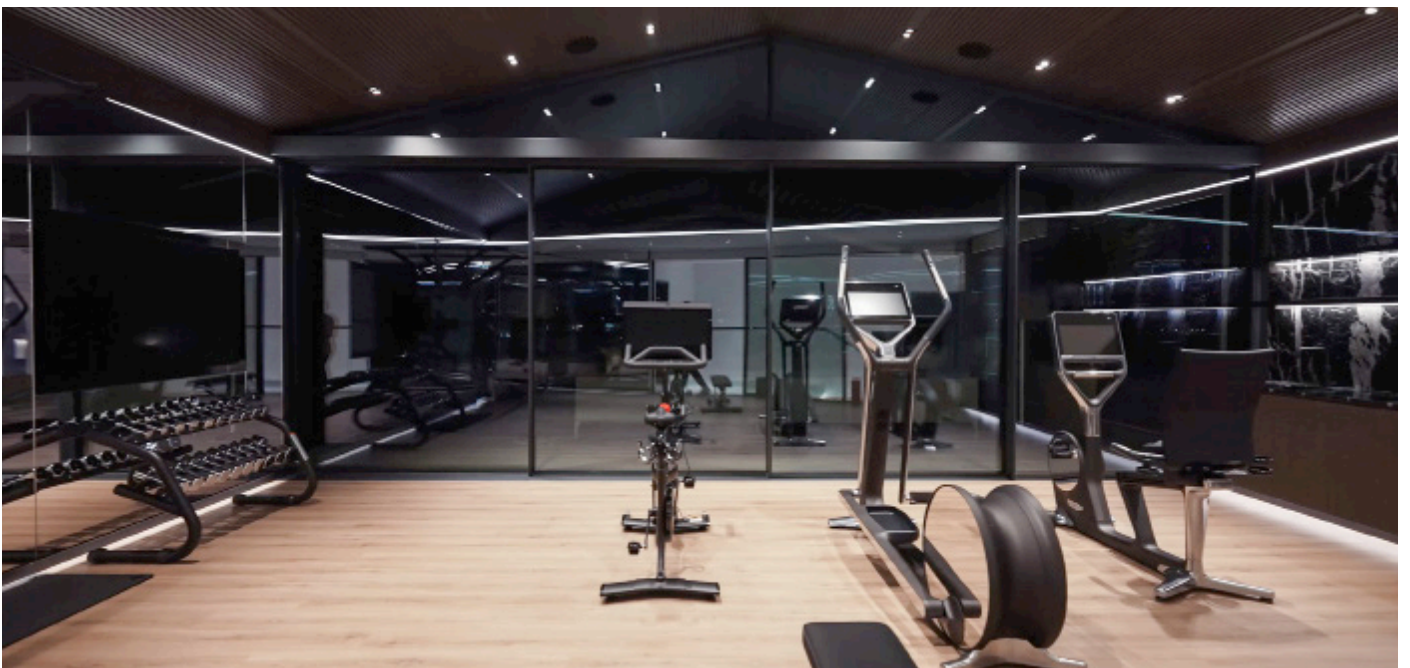
LOCATION: Palm Jumeirah

WORK: Full interior fitout including bespoke furniture, kitchen, bathroom, marble tiles tv unit wooden flooring & exterior.



















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