



The Stuff of Legend

Legend Interiors is the leading interior fit-out specialist. Following their success in winning the Best for Turnkey Interior Construction Process Services, we interviewed the firm's Founder and Managing Director, Mr Anthony Chan to discover more.

 Legend Interiors is headquartered in Hong Kong and was established in 1988. Their clients comprise of the world's most renowned brands.

Founder and Managing Director at Legend Interiors, Mr Anthony Chan provides a short introduction to the firm's work and his reflections on winning the Best for Turnkey Interior Construction Process Services award.

"We provide turnkey services ranging from the initial feasibility studies, cost estimation, design to management, interior construction and maintenance. Believing that a true measure of quality lies in the experiences evoked and longevity of the final masterpiece, our services are bespoke and tailored to each client – making one of the key measures of a project's success the level of client satisfaction."

Legend Interiors has a growing coterie of clients and their network of specialists have offices in Hong Kong, Singapore, Beijing, Shanghai, Shenzhen, Macau, Kuala Lumpur and Bangkok. With an international portfolio they are now servicing the global arena.

"It is an honour to receive the Best for Turnkey Interior Construction Process Services award, especially since we will soon be celebrating our 30th anniversary. This is a milestone and we are looking forward to the future."

Anthony then reveals the firm's mission and what their trained team set out to do.

"Our overall mission is to continuously pioneer the significant improvements in the industry of interior fit-out – to be the visionary setting the benchmark in terms of quality, service through investment in our people, R&D to surprise and delight those we serve.

"From the onset of receiving the design concept and technical drawings, our trained teams of over 300 begin a well-oiled process of setting the foundation right. They do this by understanding the design intent, budget constraints and keep in mind the overall experience of the spaces, with the goal of creating an undeniable masterpiece of professionalism and intricacy. With a wealth of experience in interior fit-out, our teams of designers, project managers, quantity surveyors, operations and on-the ground site managers each bring to the table years of experience within each specialised field."

Anthony goes on to explain what differentiates the firm from their competitors and marks them out as the best possible option for clients.

"Exquisite workmanship that's recognised by top brands marks us out. Quality is a key factor, identified by top luxury and international brands, as being our competitive advantage. Our clients having stringent quality standards, being purveyors of the world's most desired luxury

goods, indeed have identified Legend as the go-to name in terms of bespoke quality.

"Change agents are assigned to pre-empt any potential uncertainties. Being a sizeable company, it would be easy to solely rely on the regime of an effective and proven process-driven formula. At Legend, we prefer to place extra efforts into analysing each project and its variable factors. Every new project has its own unique set of challenges, so we make it a priority to highlight all potential scenarios and corresponding action plans, for each of our clients during the initial phases of a project. These variables are reviewed throughout the course of the project, mitigating any potential risks and ensuring that our clients' concerns are nipped in the bud.

"Thus, we arrive at a workable solution that's economical and pleasantly surprising for the client, with a more positive outcome, as opposed to fighting fires. This is also possible through our network of partners and vendors, built on relationships and a common understanding that only comes from years of successful collaborations."

Anthony adds that they speak the language of design, to create tangible masterpieces. They orchestrate interior experiences. Having worked with renowned architects, designers, brand owners and international developers, they are cognizant of the impeccable design standards the physical spaces and

products must live up to. He then underlines the trends they are seeing in the wider industry today plus such key developments, specific to Hong Kong.

"The rise of the digital platform and online shopping experience has caused retail brand owners to reconsider the in-store experience. For our clients to excel in today's market and to compete with the digital arena, quality needs to be translated to creating immersive experiences for the end customer. As interior fabricators, we build the framework with the ultimate experience in mind, our inside knowledge of the industry and being intuitive of trends. Working closely with our clients, we offer solutions to enhance the in-store experience so that each brand can captivate each visitor, providing a unique and tangible experience.

"Hong Kong has been the regional business hub for many international brands, design firms and partners. This provides us the opportunity to develop closer relationships with these brands and our clients. Once a relationship has been established, our clients are then more confident to appoint us to oversee their regional projects as well. At the same time, we can provide a personal quality to our services, which oftentimes enables swifter decision making for our clients."

The internal culture of the firm, its future and the role of the Hong Kong business market are the areas Anthony is eager to discuss next.



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"We work in a collaborative culture, where although roles and processes are clearly defined, each team member has the initiative and is willing to step up and help where required. Our employees have open communication channels and access to management, to obtain guidance and support where needed.

"In the future, we do forecast growth in the Asia Pacific Region as well as specifically in the South East Asian markets. We will be expanding our operations to service the growing demand and client base in both of those regions.

"Hong Kong continues to be a key driver for our growth, despite increased competition from new industry players and the market saturation of brands. To adapt to changing market conditions, we are continually investing in our people, whether we find ourselves in either boom or lull periods. This is to ensure that we continue to satisfy the requirements of our loyal clients, as well as to prepare the team for more demanding periods, where both service and quality should not be compromised.

"The brand equity and reputation that the team has built over the decades has maintained Legend's advantage and resulted in good long-term relationships with our clients. Another factor to address involves our clients' having more pressure to be increasingly budget efficient. Hence besides our people, we have invested in technology, research and building up our partners to ensure our whole ecosystem works together to enable savings and value to be tangibly passed on to our clients."

Anthony then impresses upon us how the firm stays ahead of emerging developments and the challenges they have had to overcome to be successful in the Asia-Pacific region.

"The growth of the mid-scale market whether in retail, hospitality or other commercial

projects. We are constantly improving and working to deliver impeccable quality at a competitive price point.

"We have built up a close network of collaborators in the varying fields of design, construction, property development and consultants. By keeping a close relationship with these experts, we can prioritise our R&D efforts, to pre-empt the requests or requirements that our clients may have.

"A key challenge has been identifying, training and building up a strong team of partners, in lesser developed Asia Pacific regions, bringing them up to the standards demanded by clients. Having trained and built up a team of experts within Legend who share our core values, time and resources have been invested in training and equipping them with the knowledge to deal with specific local challenges."

When undertaking a new project, Anthony tells us the steps the firm takes to ensure the clients receives the best possible outcome.

"The ultimate outcome would entail delivering a high-quality masterpiece, showcasing the intricacies of design intent, while keeping the costs low and delivering on time. Such an end-result does not happen only by excelling in the actual building process of the project but rather it begins much earlier on. Upon receiving the brief from the client, concept or technical drawings, our project, quantity surveying and operations teams evaluate them. They work out the highest quality, cost-effective configurations, materials sourced from our partners and the corresponding layout options.

"This is to mitigate any unexpected hidden costs, that could crop up from a lesser trained eye. Upon cross checking and comparisons of solutions using the expertise of our regional teams where relevant, the Legend team puts together a tender package for submission.

This takes into consideration the client's budgetary requirements; optimal operation plans and the use of local resources where possible.

"To ensure the best quality-cost ratio, our key project managers can make recommendations on improvements or client savings to be made, by using different construction methods or materials. We believe in being transparent in our management of cost, so each line-item is clearly documented and specified."

Upon the awarding of the project, the firm's on-site managers are activated to inspect the site and to have a first-hand experience of the actual canvas. This helps them to understand the unique characteristics and to highlight potential challenges as well as corresponding solution strategies. Anthony concludes by sharing his thoughts on the final stages of design development, including the ongoing support they provide for them even after a project is signed off.

"Based on the site investigation and preliminary analysis, shop drawings, scaled models, material finishes and sample boards are provided to give accurate projections of the result. Design development does not proceed to the next phase until our clients are satisfied and can see their vision coming to fruition. Upon the client's approval and final internal checks, the process of fabrication commences. It is during this phase where extensive quality checkpoints must be achieved, before any approval is given to move forward.

"Once we are given the green light to proceed with a site takeover, the dedicated onsite project manager that had been overseeing the project since the beginning is assigned to oversee the team on overall construction management, logistics, interfacing with the client and the final buy off. This is pivotal to ensure that overall objectives are aligned and client's requirements are always kept close at bay.

"Only upon completing all the checkpoints in each of the above phases, will we proceed to seek client sign off. As our priority is building long-term relationships with our valued clients, a handover does not conclude our service with them. By remaining available to our clients, we offer ongoing support and practical solutions wherever possible.

"Finally, it is also imperative to check in with them at various stages after project completion to understand how the boutique, store, residential development, hotel is doing to gather insights on how we can potentially add value in our next collaboration together – be it in the development of design details to overall experience of the spaces."

