



# Interior with a raw touch

If you are looking for a stylish and smooth interior with natural colours and a raw touch, we have just the address for you. The beautiful and eye-catching collection of Raw Interiors combines perfectly finished details and nature's unpolished objects. This, mixed with the predominantly natural colours, can give your stylish home just the boldness you are looking for.

TEXT: JANINE STERENBORG | PHOTOS: RAW INTERIORS

When entering the showrooms of Raw Interiors in either Breda or Den Bosch, you will immediately taste the atmosphere of your next favourite future living room. All furniture and accessories fit together perfectly and the whole collection has been hand-picked by owners Toine Michielsen and Sander de Weijer. Michielsen: "We create our typical Raw atmosphere through selection by colour and materials. For example, to a sleek kitchen we add a solid but rugged wooden fruit bowl. A detail like that is a stylish finishing touch."

## From flowers to furniture

Michielsen and De Weijer love the contrast between the meticulously finished designs

from designers like Minotti and for example – the eyecatcher of the shops – the tree trunk table, composed by Raw themselves. "It is a massive wooden slice of a tree trunk and we added metal legs to it. It is a popular piece of furniture in our shops," explains Michielsen. Knowing this, it does make sense that both Michielsen and De Weijer started out as florists before switching to a career in furniture. This happened very naturally: "Sander and I started a flower shop in Breda in 1996. That is where our love for organic shapes is rooted. Ten years after the start, we slowly began adding furniture to our shops and now we run four high quality home interior stores. You can still see the influence that our

years as florists have on our take on the atmosphere in the showrooms."

Flowers are still present in the stores of Raw Interiors, but only as decoration. A switch from selling flowers to selling furniture might seem like a big change, but Michielsen doesn't see it that way: "It is actually quite similar. In both cases the core business is presentation and finding the perfect combinations. That is something I have always been interested in."

## Complete interior advice

Besides paying a visit to one of their four showrooms, Raw Interiors can also take their expertise into your home by designing



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your complete interior. Michielsen says, "At Raw Interiors, a team of professional interior designers is at work, and we can offer you, for example, complete interior advice, including colour palette and lighting plan." A perfect solution when you wish to re-decorate your home or office professionally without any trouble. And it does not matter where you live.

Up till now, Raw Interiors had worked with clients in not only the Netherlands and neighbouring Belgium, but also with clients in Spain, Switzerland and England. Even then, a house visit can be included. "Before we start designing, we need to know everything about the current atmosphere in our client's home," explains Michielsen. "We need to know about their wishes. As soon as those are clear, we start designing the interior on a floor map. Of course, we will keep in touch with our client during the design process: we want to be sure their needs and wishes are met. When everything is ready to be implemented, we arrange all items to be transported to our client's location. In case of a big project, like a complete new interior, we will come by and install everything ourselves."

Beside Minotti, Raw Interiors offers designs from brands including Flexform, Meridiani, Frigerio, Limited Edition, Van Rossum, XVL and large number of lesser known brands adding a nice touch to their collection. "Recently we visited a design fair in Paris where we bought a mirrored tray with prints by label Notre Monde. Usually we do not purchase items in that style, but this tray adds a nice detail to certain settings."

To get a good impression, you can visit the Raw Interior stores in Breda and Den Bosch in the Netherlands. In both cities you can find one store with meticulously finished designed high segment brands like Minotti and other Italian brands, while the other store harbours brands in a segment a bit lower in price, but of course still of very high quality.

[www.rawinteriors.nl](http://www.rawinteriors.nl)

