



THE BEAUTY IS ... IT'S SILK

It's true! Silk flower arrangements by RTfact in Claygate have become the new chic in the world of artificial flowers ... gone are the old preconceptions ... Interior designers, property developers, celebrities and multi-million pound home owners are part of the ever growing and loyal client base that call on RTfact to add style to their homes. Dawn Smith, director and founder of RTfact, explains how this growing trend has come about.

Good design is always about originality, avoiding the obvious and being passionate about attention to detail. We couple these qualities with expert floristry skills and use only the highest quality flowers and greenery to maintain the level of service and innovation that our clients have come to expect.

Personal service is also of paramount importance to our business. A home should be an extension of character, letting an individual's personality shine through.

It is also about bringing the outside in, to inject life, energy and harmony into your living space.





Dawn Smith
Founder and Director of
RTfact Flowers

Like most modern women however, I understand that life doesn't always lend itself to maintaining the perfect household. I've always been something of a perfectionist when it comes to my home. I like it to be warm, welcoming and tidy at all times, but with two daughters, a terrorist of a dog and a very lazy cat, life just gets in the way! I replaced my fresh flowers in most rooms long ago with beautiful artificial arrangements. They create less work and always look good for the unexpected guest.

There are plenty of other simple measures one can take to add those little finishing touches. Use of symmetry can be very important; taking two or more identical objects and placing them alongside one another to create impact. Use of space and natural light are also important factors. A house should flow from one room to the next, from the front door into the back garden.

Careful use of colour can be incredibly impactful. Flowers are one of the easiest ways to inject colour and can create a pleasing focal point if used correctly. Spend money wisely on a few beautiful objects and arrangements and use existing household objects creatively, vary materials, mix old and new and above all, never be afraid to be different.

These basic philosophies underpin all projects that we undertake at RTfact. And over the years our clients have placed an immense amount of trust in our judgement. Of course it is also imperative to understand the individual, what they are trying to achieve, their expectations and how we can help create them. I always feel privileged to be invited into people's homes and I never under-estimate how lucky I am to be given this insight into their lives.

Eight years on, I still get a buzz from the never ending stream of people walking into the RTfact shop thinking that the flowers are real ... smelling the lavender and feeling the leaves of the trees.

Most of the arrangements in the shop are bespoke pieces. The shop offers an extensive gallery of stems, vases and greenery. RTfact also offer a select collection of customer favourites that are always available for purchase both in the shop and online. Flowers and greenery may be hired for corporate clients, special occasions and events.

For more information, see the RTfact website.

www.rtfactflowers.co.uk



First page
Casablanca lilies in glass bowl

Opposite page
White tulips in glass tank

This page (from top)
White hydrangeas in square glass tank
Boston fern in large square basket
Rush grass in stone vases
Single casablanca lily on glass platter

This page (left)
Three ball bay trees in tall planters

Overleaf
Orchids in glass cylinders





Let us style your home



CONTEMPORARY CHIC



CLASSIC COUNTRY GARDEN