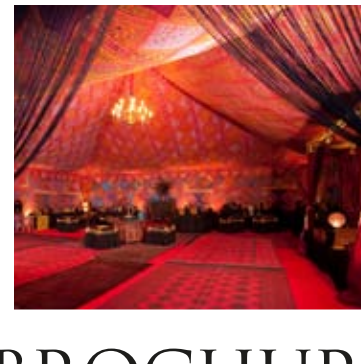
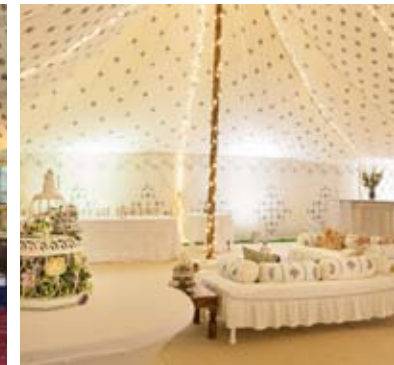
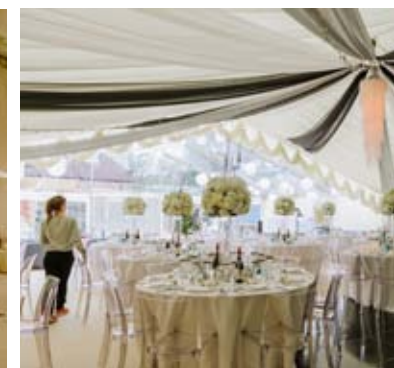
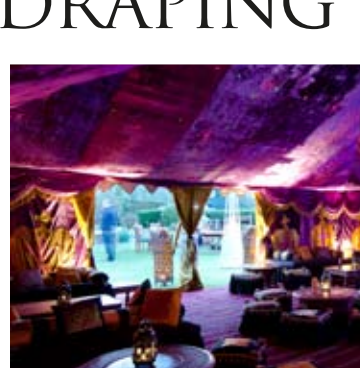




HOUSE OF HUD



DRAPING BROCHURE





HOUSE OF HUD

TRANSFORMATION

(noun) - A marked change in form, nature, or appearance

We believe in the power of transformation!

Be it a barn, a marquee, a hall or your own home - we passionately uphold that with a little creative imagination, any blank canvas can metamorphosis in to something breathtaking.

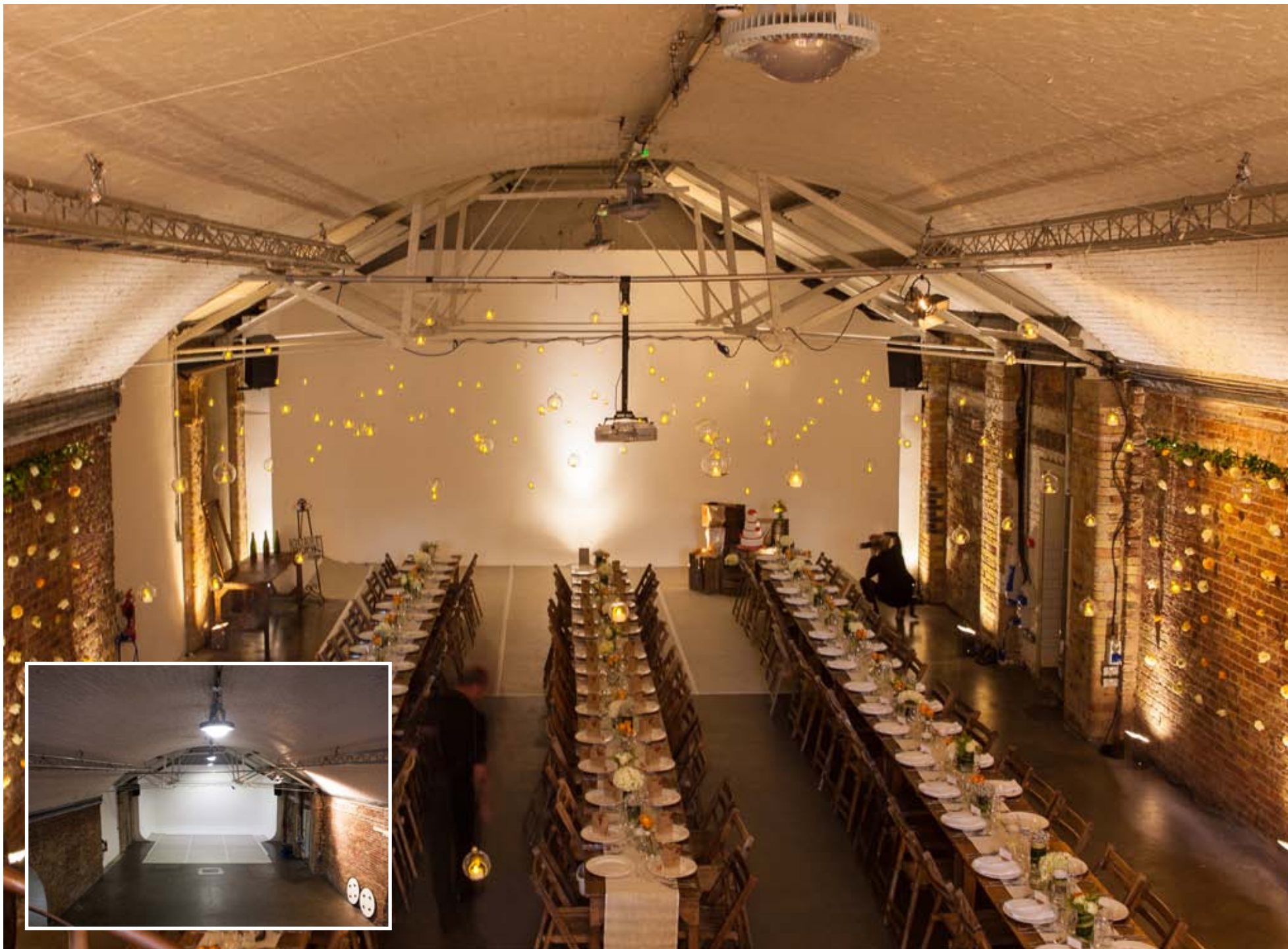
We specialise in transforming spaces in to unique and astounding event venues. With a strong background in both festival production and also weddings, our ability to add interesting furniture and bright colours to parties, as well as elegant fabrics and props to weddings and themed stock to transform Christmas events, means that in our armoury the right décor tools to make your next event nothing short of spectacular.

Our aim is to expertly encourage you to explore and surpass the outer reaches of your imagination, so that we can help you create a truly memorable event. And with our vast array of props, linings, furniture, installation pieces, lighting and in-house draping and events teams, there really is no limit to the potential and possibilities of transformation.



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WEDDINGS

Over the course of more than 10 years working within the wedding industry we have created, decorated and transformed an incredible amount of stunning wedding spaces. Harnessing our diverse range of unique venue decoration services and a large dose of creativity, our expert team can turn your dream wedding or reception space in to glorious reality.

We understand the concerns of organising different aspects of a wedding, but with us you can rest assured, as we strive to make the process fun, inspiring and stress-free - every step of the way.





WEDDING CASE STUDIES

When looking for image-spiration for your upcoming wedding, there’s no better way to convey those eclectic table centres that you’ve just dreamed up, or that wafty bit of draping that will transform the atmosphere in your dining tent, than building a moodboard of referene points. That is why, in the last 6 years, pictorial-filing-assistant-extraordinaire; Pinterest, has been on the rise and is regularly used to share ideas between bridesmaids, mother-in-law and groom.

We relish working with a bride who has a Pinterest moodboard of collated décor ideas they would like to use or their special day, as it conveys quickly and easily their expectations of the look, feel and style they are aiming to achieve. Whether it be a barn, marquee, forest or their own home, by seeing what a bride is aiming to achieve allows us to either temper expectations (if budget and the desired-look aren’t compatible) or enables us to turn the images into literal reality.

Here are the stories of three women who went a step further and approached us with one particular Pinterest image that they had focused on as inspiration for their entire décor plan; and how we went about making the inspiration a reality for these Pinterest Brides.



HANNAH & SIMON

Re-visiting Pythagorus’ theorem

Louise Perry, a highly renowned event planner, contacted House of Hud with a quandary. Hannah had become rather attached to one image she had found on Pinterest: she wanted the ceiling drapes to fall into wall drapes, as seen in the image; which would have been easy to do in a smallish square marquee, however not quite so easy in the very large rectangular marquee she had set her heart on. According to Louise, a couple of other companies had said it couldn’t be done and had declined the job! “I quickly had to brush up on Pythagorus’ theorem!” says Jeremy Fifield, Manager at House of Hud, explaining how he got around the technicalities.



The benefit of working with one image in particular is there is far less room for the bride’s vision to be lost in creative translation, as there is an instant benchmark to ensure that the team are always on track.

“Just working with the picture, I set about hunting for the perfect match for the fabric, in texture and shade”, says Jeremy, “I took my time as I wanted it to look perfect for Hannah”. Although he had to make a couple of deviations along the way, to keep the wedding budget from soaring; “the end result was stunning and most importantly, Hannah loved it!”





SMRITI SINHA

The orb specialists

Smriti contacted the team regarding dressing two rooms at the Shoreditch Studios. The reception and party studio needed to be colourful and contemporary with a nod to her Indian heritage. The second studio, used for dining, was to be light and modern and she'd taken inspiration for this from a Pinterest image of hanging glass orbs.

'We spent a while trying to source an affordable UK supplier for these little glass terrariums', says Jeremy, 'but as we were planning on hanging around 350, Smriti found a supplier herself to limit the cost, a factory in China!' However, there was a huge set-back in the delivery of the décor pièce de résistance, 'when we received the boxes they were all making rather a worrying rattling sound; a sort of 'hundreds of tiny shards of thin glass' rattle!'. Jeremy continues, 'They had been packed terribly and a lot of them were smashed to pieces!' Luckily, Smriti had forward planned and cleverly ordered more than might have been needed and so there were still over 350 survivors to use for the decoration.

Jeremy assembled a crack-team of orb hanging specialists, 'It is rather a time consuming task to suspend hundreds of little orbs at different heights from a ceiling and it took us 6 hours to hang them all on the morning of the wedding!' With limited time at the venue, Jeremy and his team were really up against the clock, 'In the last 30 minutes before the guests were due to arrive there were still caterers setting up the tables, us up ladders stringing the last of the orbs, the venue manager struggling with the projector and the florist hanging her flowers in a test tube installation on the exposed brick walls!' However, all's well that ends well; 'There was a general frenzied energy bouncing around the studio, but there is nothing quite like the feeling of finishing a tricky job perfectly, in the nick of time!'

It certainly was a perfect job, according to the bride Smriti, 'I was lost for words when I walked into the venue. Jeremy and his team are magicians! The atmosphere they created was breath-taking; spectacular, whilst being intimate and warm. People kept coming up to me on the day and raving about everything - and we are still getting messages now!'

ZOE & IAN CHAPPELL

A twinkling aisle

Thankfully, due to House of Hud's wonderland warehouse of props, various lanterns, vases and other glass receptacles; they didn't have to look to China to provide the stock for Zoe and Ian Chappell's wedding.

It was a second wedding for them both and so rather than conjuring up anything too extravagant, they wanted to recreate something light and Wintery and yet warm. Zoe sent a Pinterest board indicating the general feel that she would like the team to recreate, but she had her heart set on one image in particular. A candle-lit aisle.

As the path to perfection never did run smooth, it wasn't until the morning of the set-up that Jeremy and his team encountered a problem; 'when laying out all chairs for the guests we found the aisle wasn't as wide as wide as we'd planned for, so the main concern during this set-up was hoping that we didn't set the bride's dress ablaze!'

With Jeremy's careful re-organisation, the only thing going off with a hitch was the bride and groom, and it was widely commented that the recreation was a resounding success.

It seems Zoe agrees; in her words: 'The venue looked so amazing, we can't thank you enough.'





PARTY DECORATION

Using exquisite fabrics, lively lighting, creative drapes, unique ornaments and furniture; we can transform any space into any style or theme you may have in mind.

We will also share our trusted contacts within the events industry - including, amongst others: performers, party and wedding caterers, lighting experts, wedding-cake patisseries and florists - so you can harmonise and organise all aspects of your event, simultaneously.

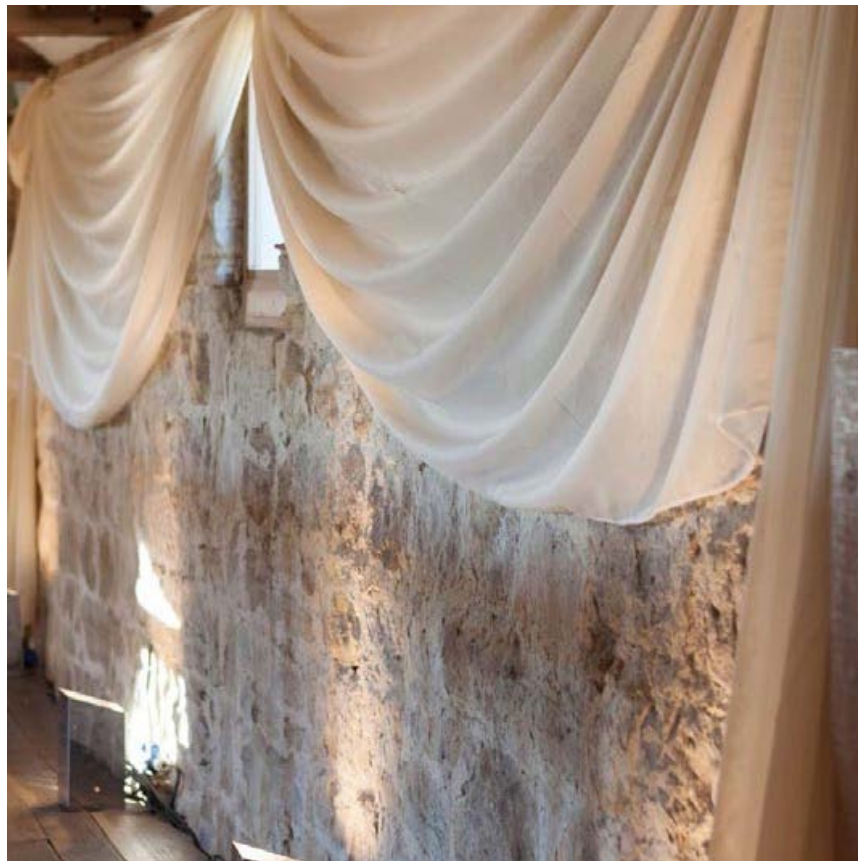




DRAPING

Draping brings the space to life through texture and colour, while Voile and organza introduce movement and soften harsh ceilings and corners.

With our bespoke draping service anything is possible, whether you prefer a sumptuous environment or a simple and chic statement.



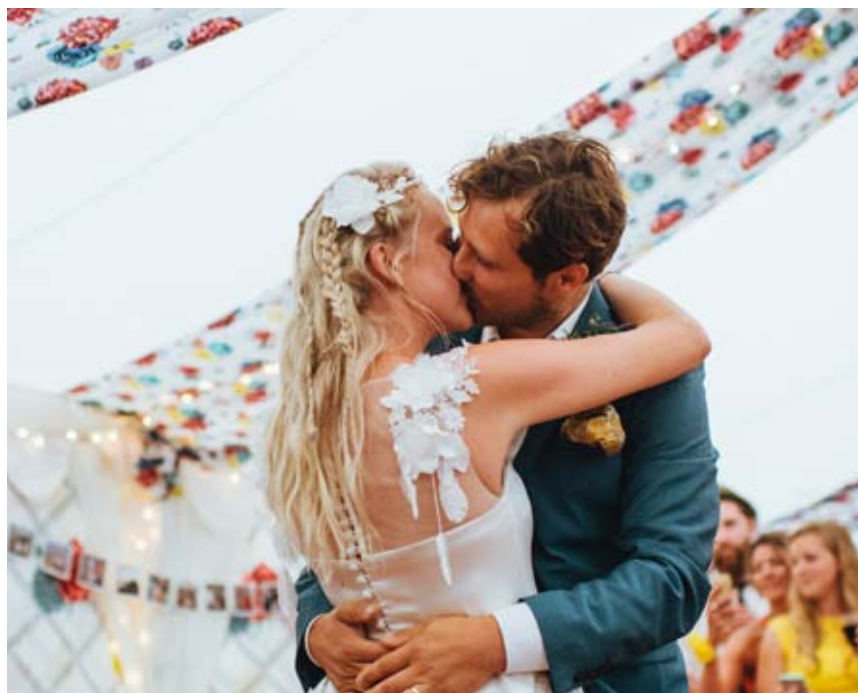




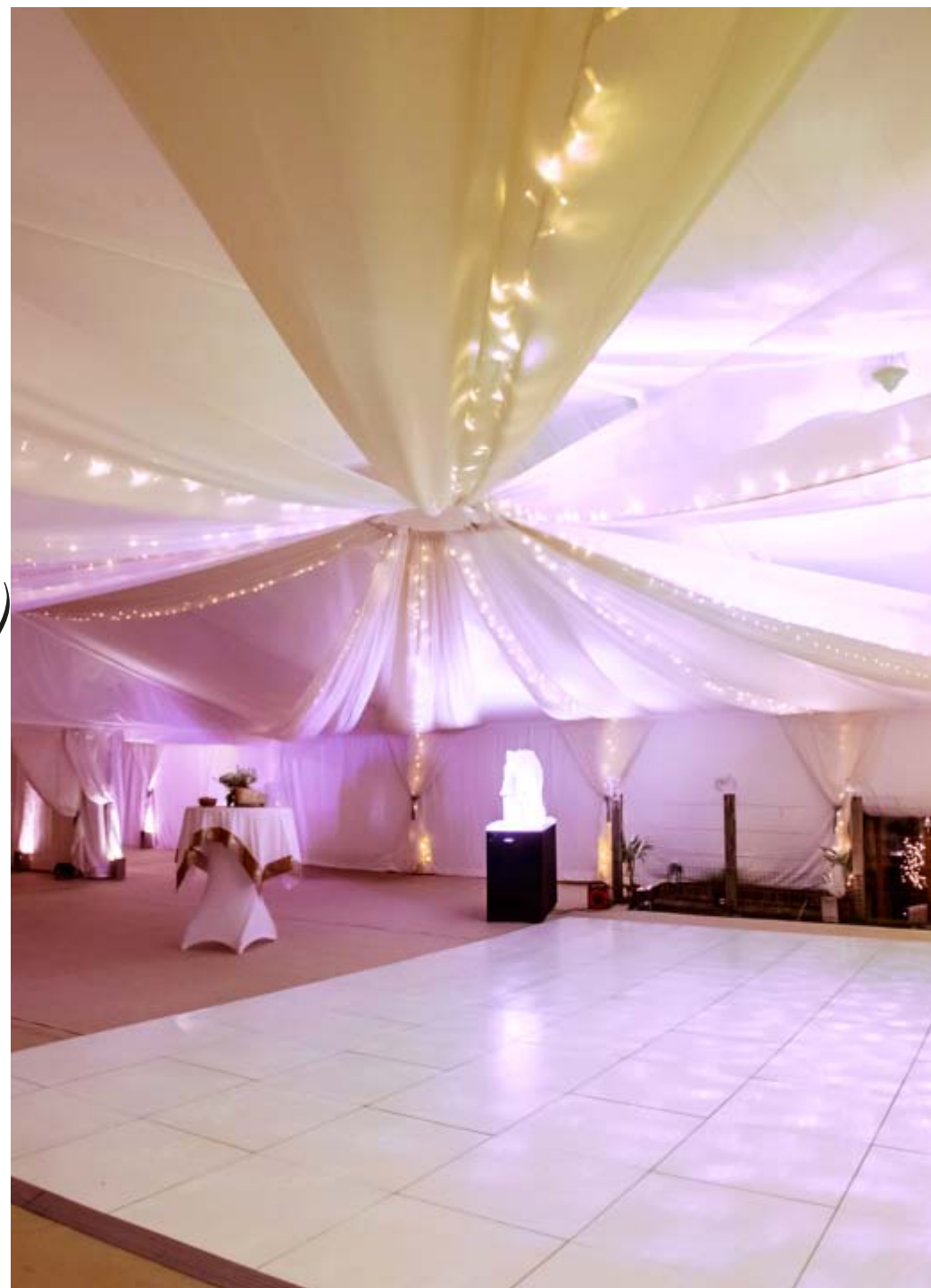
MARQUEE DRAPING

Any standard marquee can be transformed by dressing it with fabric, imaginative lighting and our statement furniture. We work closely with you to design the best décor plan for your structure in order to turn your vision in to reality!





MARQUEE DRAPING



MARQUEE DRAPING

*Bombay Boudoir interior*

MARQUEE LINING CHOICES

We have access to the largest collection of exquisite marquee linings in the UK, thanks to our sister companies The Arabian Tent Company and The Pearl Tent Company. Choose from 8 beautiful and unique interiors; from classic tea party to bright and colourful party palaces. Each lining is handmade and can be fitted to adorn the walls and ceilings of any venue, to transform your indoor party into a magical tented event!

*Cornish Cream interior*





LARGE-SCALE MARQUEE LINING CHOICES

Clearspan marquees are the traditional marquee structures that most of us are familiar with and have made it into our collection because sometimes because of practical or budgetary reasons what is needed for an event is a smart, square, practical box of a marquee.

However, don't let their ordinary exteriors put you off as it's what's inside that counts, and with our interior transformation team they don't stay ordinary for long!

With the ability to be set up on almost any surface and with a wide span of up to a 15m width - with an almost infinite length which is easily extendable in 3m increments, these clearspan structures are large and practical and can be lined with a flat white interior, and overlaid with soft draping for a simple, elegant look.

However, for a bolder more colourful backdrop, the interiors used in our frame tent collection can be used to completely transform the inside of the structure to look just like our Frame Tent collection with custom-made clearspan linings.



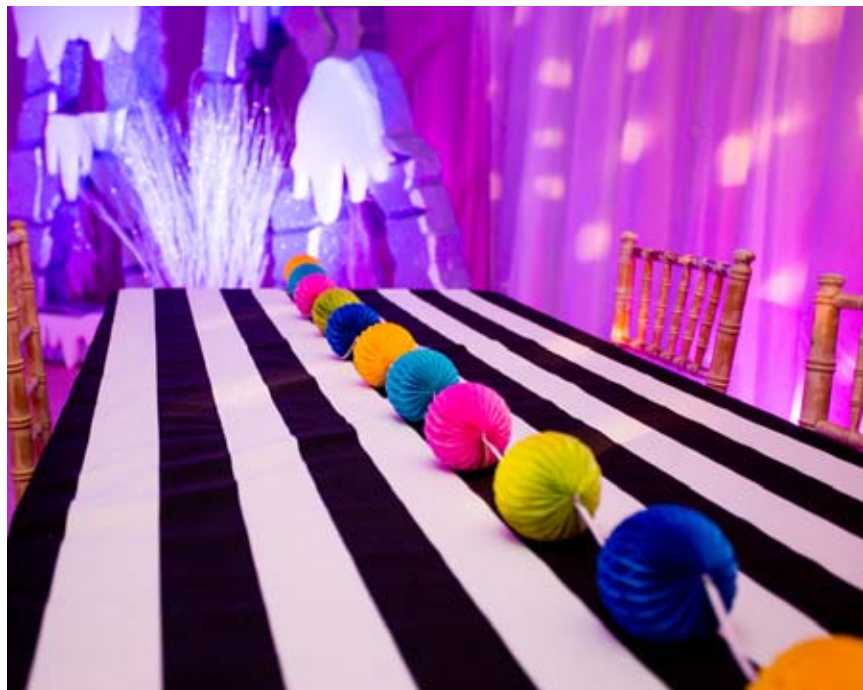




CHRISTMAS THEMEING

We offer the perfect choice for your Christmas party, with our bespoke and one-off furniture, Christmas decorations and finishing touches to give that extra touch of festive sparkle. We also offer creative draping, venue lining, marquee lining, event lighting and more to transform your event or party into a Christmas wonderland.







MARQUEE DECORATION

Another way of decorating the interior of a marquee extremely effectively is to hang décor from the ceiling (depending on the marquee) and some of the most effective ways of decorating like this is using paper lanterns, pompoms and bunting which fills up the ceiling of the structure with colour and interest and makes for a captivating centre-piece as illustrated below.





FOLIAGE AND FLOWERS



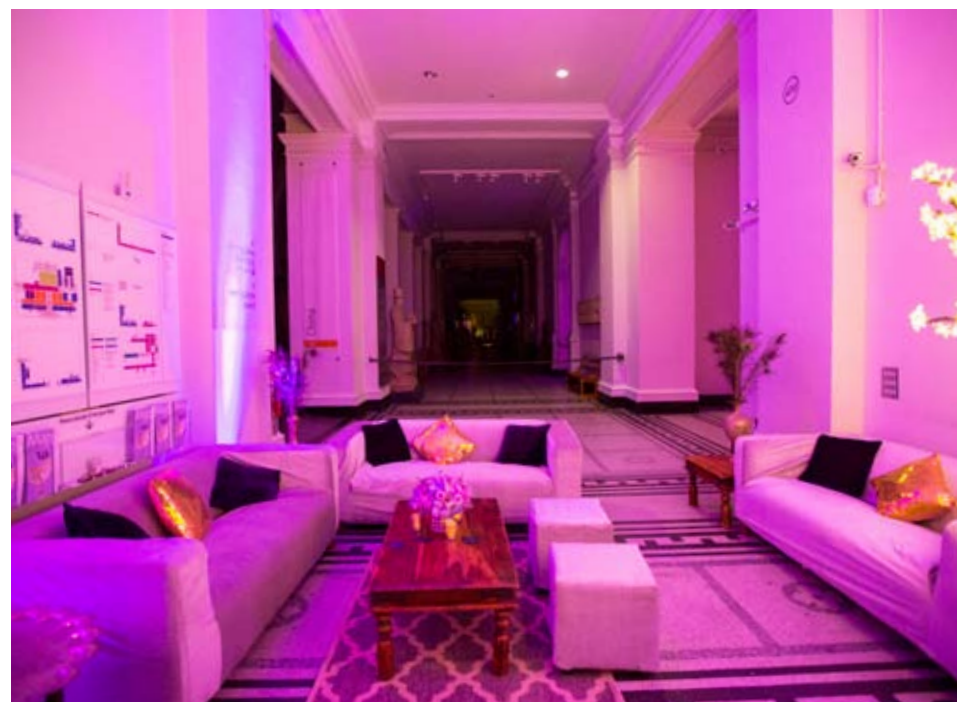
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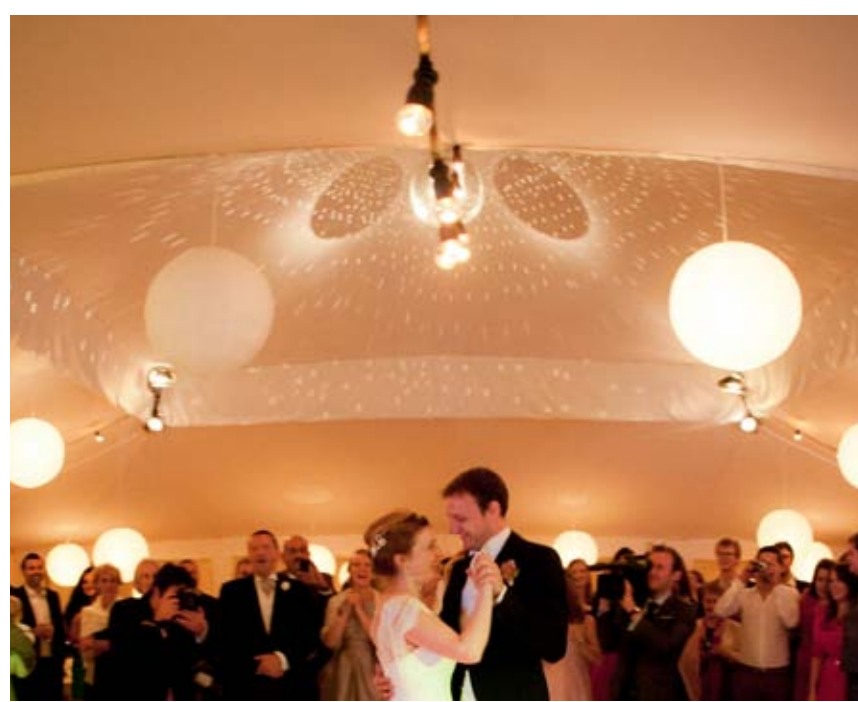


LIGHTING

Lighting is a key element of any event and it is paramount to us that we light each event perfectly. From ornate chandeliers, to warm white or coloured up-lighting, to be-jewelled and ambient Moroccan table lamps, to transforming trees and bushes in to awe-inspiring features - we create a bespoke lighting plan to bring out the very best in your venue.









CEILING LIGHTING



CEILING LIGHTING





— INDOOR EFFECT LIGHTING



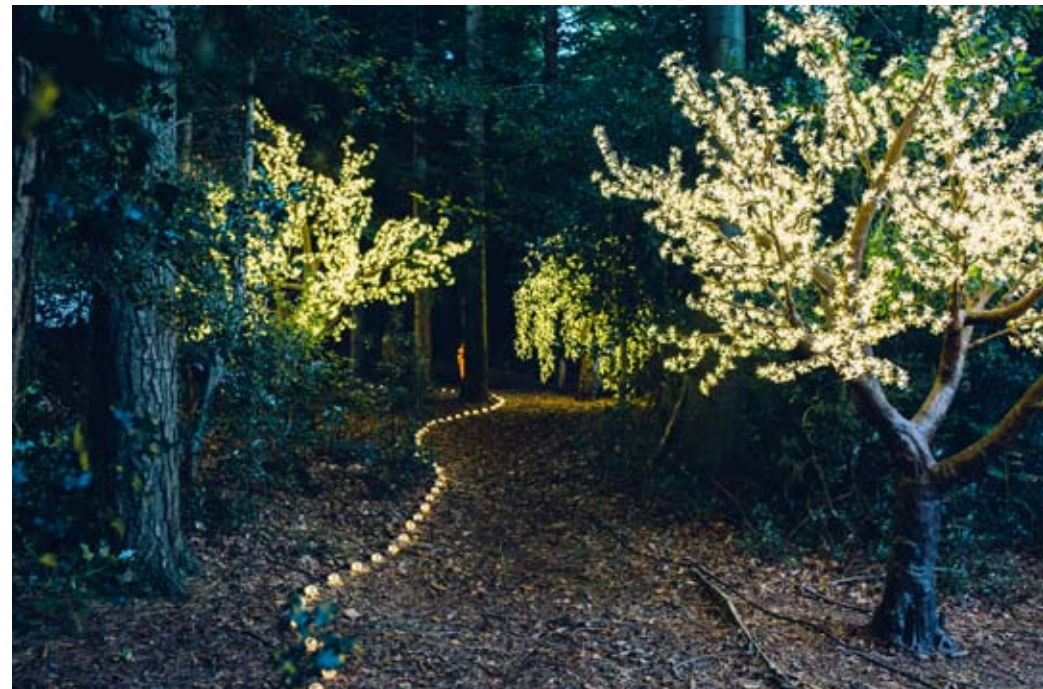
— INDOOR EFFECT LIGHTING



— OUTDOOR EFFECT LIGHTING



— OUTDOOR EFFECT LIGHTING



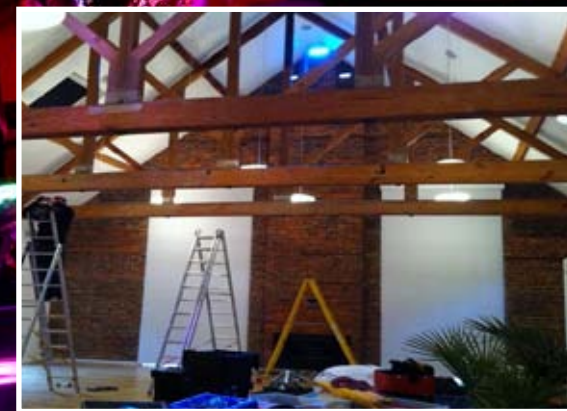


BACKDROPS & DOOR DRAPES

Framing doorways and windows with fabric can be an effective way to make a feature of them and bring the look of the entire venue together. Similarly, any unsightly wall space can easily be covered with well placed fabric.



— VENUE TRANSFORMATION



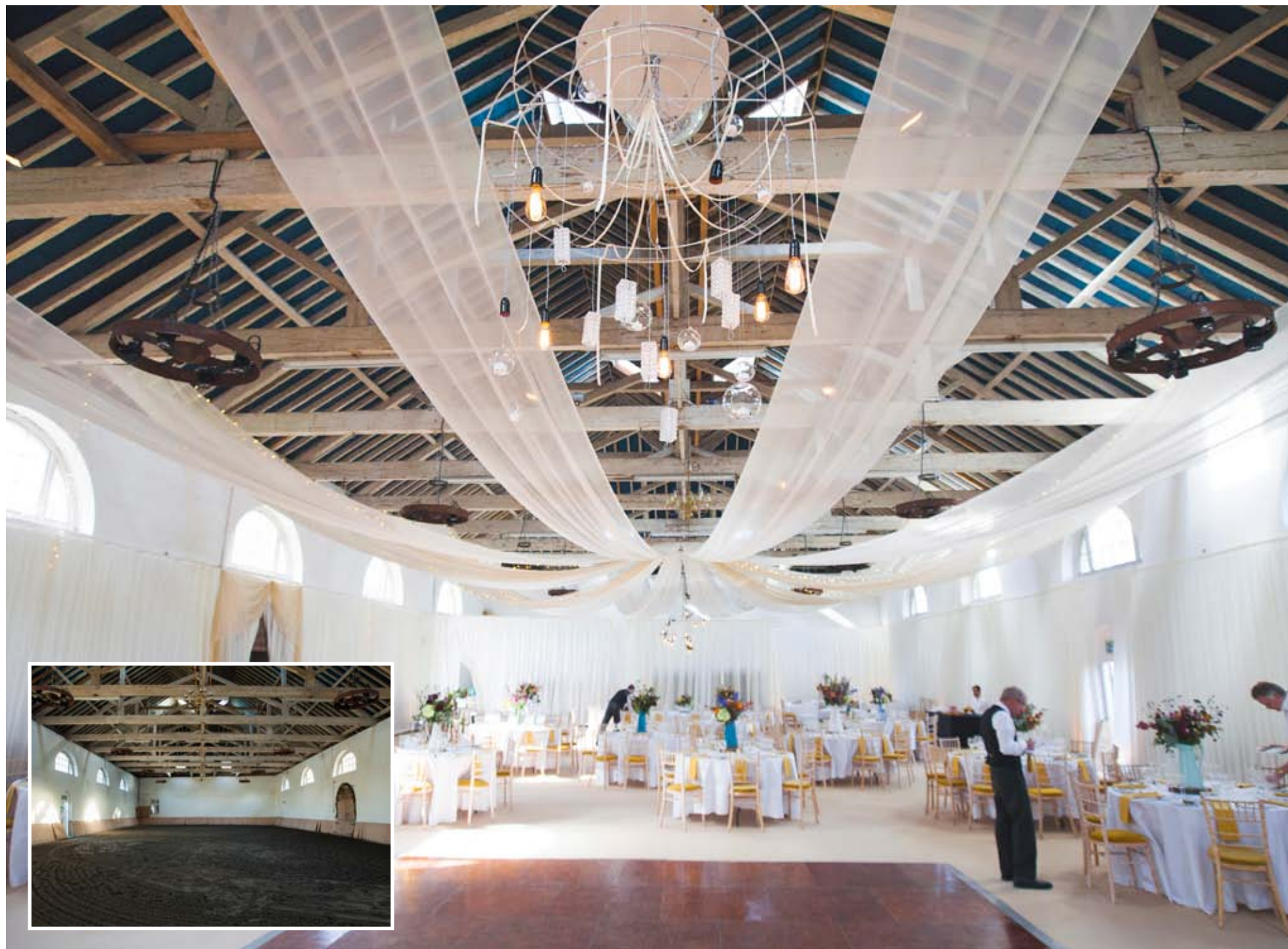
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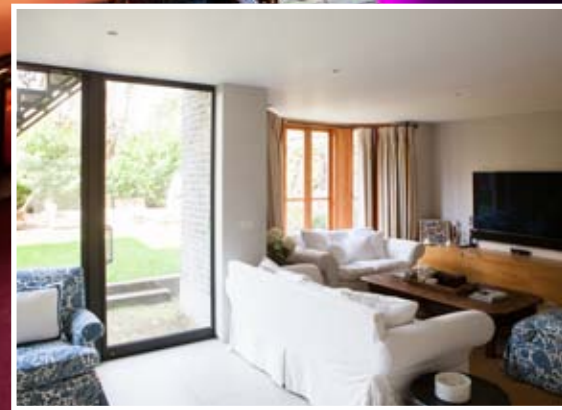
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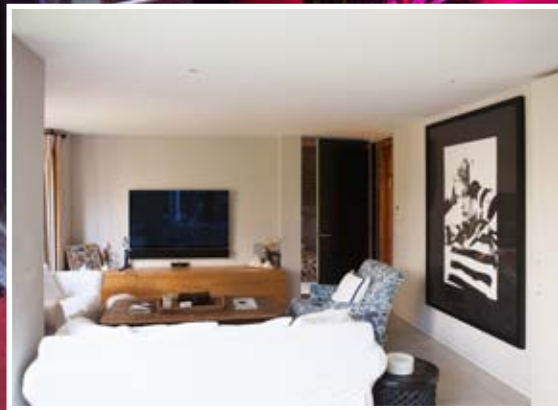
— VENUE TRANSFORMATION



— VENUE TRANSFORMATION



— VENUE TRANSFORMATION





HOUSE OF HUD

If you have an event or celebration to plan, please do not hesitate in calling us to arrange a meeting. Initially we'll discuss location, what your ideal style would be and the number of guests you will be inviting. With this information our team can make recommendations, calculate costs and provide you with 3D modelling images, demonstrating various designs and styles to choose from.

We cover all aspects of transforming your event - whether you're looking for a dance floor or bar area with mirrors and themed seating or perhaps a Bridal Boudoir for the ultimate bridal tented experience!

We look forward to hearing from you.

For all your event and party needs contact us on:

Tel: 0800 881 5344

Email: info@completechillout.com

Website: www.completechillout.com



Above is one of the photoshoot's we worked on with Brides Magazine where we innovated an elegant chair drape for the Bride and Groom, and set up a lantern aisle and backdrop drapes to fit with their 'white wedding' theme. By incorporating subtle shade differences and using our whitewashed chairs, the overall look came together and had texture and depth as well as elegance.

0800 881 5344 | INFO@HOUSEOFHUD.COM
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