

Ideal Afternoon

Catalogue



IDEAL

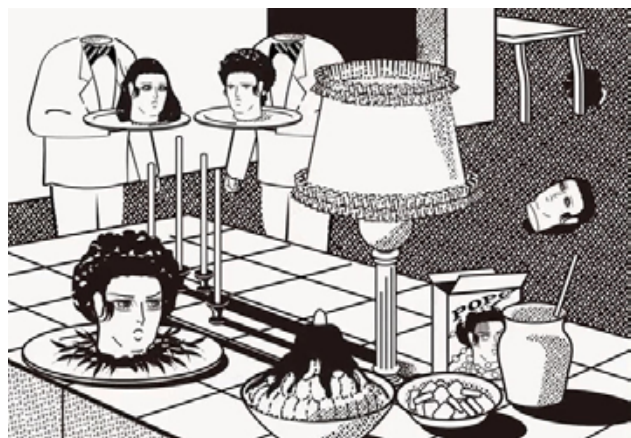


AFTERNOON

I DON'T BELIEVE
THAT FURNITURE
DICTATES THE WAY
WE LIVE, BUT IT
SPEAKS TO HOW WE
DEFINE OURSELVES
AS CHARACTERS.

I define myself as an artist turned designer. An illustrator at heart, I will always remember the day I had the epiphany that drawing could be much more than a hobby. It's a skill that can be honed at college and even flourish into a career. At university, I eventually chose to pursue design, but I will always continue to illustrate to make sense of myself and build out my inner worlds.

This is something I've done since I was young. When I think of my childhood, I think of my strict parents, my stubborn nature, the time spent hunched over sketchpads and the influence my cousin and uncle had on me. Both are art majors who went on to pursue a career



in architecture. I felt a great admiration hearing their stories, and it became a powerful example of how I would traverse my life's work.

As someone who is visually inclined, when it comes to furniture design, I am utterly drawn to the visual nature of it. I personally would choose aesthetics over functionality any day. Not because the purpose of homeware isn't essential to me, but having immersed myself in visual communications and graphic design, this is how objects communicate with me. Form over function has driven much of my work.

Colour is most certainly my crux. A subtle change in tone or hue can directly

affect an interior or the feeling of a design. With one colour I can express the very mood I want to convey. My definition of success would be to have people understand my designs at a glance, having my furnishings communicate loudly and effortlessly.

Having named my brand Ideal Afternoon, I've found it immediately conjures an image in people's minds, one that is a very personal slice of heaven. For me, an ideal afternoon is a blissful affair in the comforts of my own home. Never a weekday, always a weekend. One where I'm not bound by time and can cater to my every whim. Often I imagine myself carelessly strewn across the couch, around me, the people I treasure most.

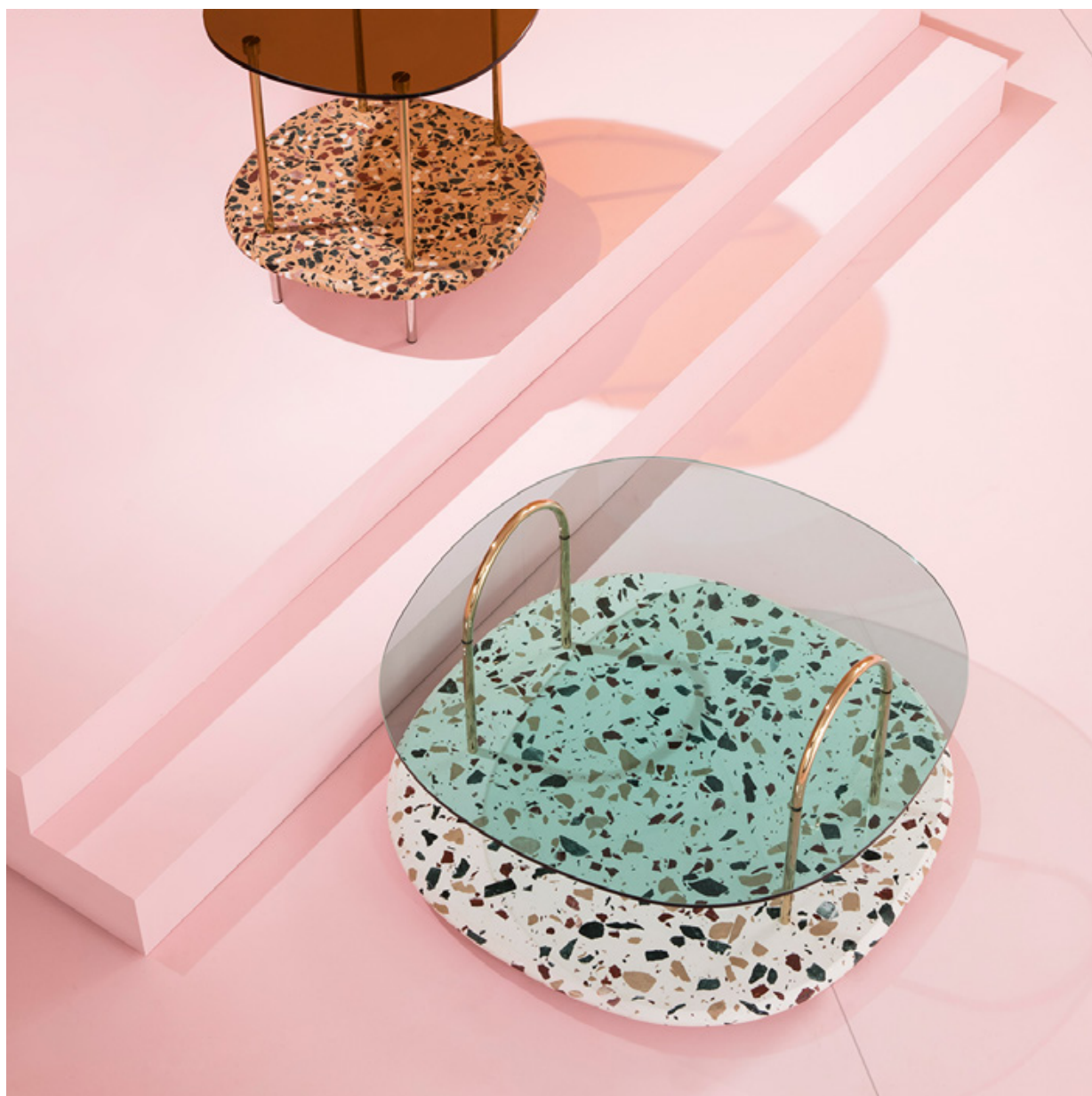




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HAVE PEOPLE UNDERSTAND MY DESIGNS
AT A GLANCE, HAVING MY FURNISHINGS
COMMUNICATE LOUDLY AND EFFORTLESSLY.









Leggy Piano Table

With a satisfying soft, smooth curvature all the way around, the Leggy and Petite Piano Tables take a minimal approach to the musically inclined. Its mint green body is contrasted by an inner layer of chocolate wood and champagne gold stilts.

A coffee table with hidden storage and recessed shelving, metal tatami buffers allow it to open and close with a soft touch. Perfectly pairs with each other in a stacked formation.

Length 850 mm

Depth 850 mm

Height 350 mm

Tall Leggy Piano Table. available in Blush Red or Mint Green

Length 600 mm

Depth 600 mm

Height 174 mm

Mini Leggy Piano Table, available in Blush Red or Mint Green



Pool Table

Ideal Afternoon's Pool Table is a lavish day by the water, now spent indoors. The stained glass is reminiscent of cool, glossy waters waiting to refresh you. While the quartz bottom, a spitting image of a plunge pool's flooring.

Both platforms are suspended by two U-shaped titanium steel poles, much like handrails by the pool ladder. Sit poolside and soak in the senses of summer.

Length 800 mm

Depth 800 mm

Height 440 mm

Pool Table available in Sierra or Malibu

Depth 500 mm

Length 500 mm

Height 620 mm

Mini Pool Table available in Sierra or Malibu



Pool Coffee Table

Ideal Afternoon's Pool Coffee Table is a luxurious day by the water, now spent indoors. Its tea-coloured stained glass is reminiscent of calm, glossy waters waiting to refresh you. The quartz terrazzo tiling is the spitting image of a plunge pool's flooring. Three-tiered platforms provide ample table room, suspended by rose gold stainless steel alloy piping, reminiscent of handrails by the pool ladder. Its rounded edges are designed not only for safety but to evoke a fluid sense of movement. Sit poolside and soak in the senses of summer.

Length 1170 mm

Depth 575 mm

Height 560 mm







Picnic Table

A model Picnic Table that was born to complement a red gingham tablecloth. For busy moments, where your mind is far away. The Picnic Table reminds you to pause and maybe have a light refreshment. After all, A picnic need not be outdoors.

Crafted with Romanian Imported Beachwood and veneer. The four table legs feature a rounded bottom, and meet the flat table top, brushed with delicate steel hardware to add dimensionality.

Length 1500 mm

Depth 850 mm

Height 750 mm



Quail Dining Chair

A vision in rattan and leather, on closer inspection you'll find the four legs are curved into an inner configuration, much like of a young quail. A backrest braided from rattan, it brings memories of a hot summer days with irregular, but much welcome breezes.

Almost toy-like in nature, it doesn't sacrifice on comfort. The leather seat cushions, provide a fullness that soothes tired bodies after a long day. Just the right kind of ease to coax an evening of conversations along.

Length 460 mm

Depth 472 mm

Height 770 mm

Available in Biscotti or Sage



Picnic Chair

For busy moments, where your mind is far away. The Picnic Chair reminds you to pause and maybe have a light refreshment. Those valued moments of tranquillity call for comfort paired with abandon. After all, a picnic need not be outdoors.

Length 543 mm

Depth 433 mm

Height 786 mm

Available in Biscotti or Sage

Crafted with Romanian Imported Beachwood and veneer, the hexagonal backrest is equipped with titanium gold hardware, for total comfort when lounging backwards.







Matchstick Stool

Like a matchbox come to life in a life-size dollhouse, the whimsical Matchstick Stool is full of child-like imagination. A simple comfort, each seat can be stacked together in an orderly manner. Protected by a felt X lining beneath the seat, it mimics the textures used where you might strike a match.

Where functionality meets fun, it captures the heart of the playful. Crafted from Romanian beechwood, its rounded legs are decorated using environmentally friendly water-based paint.

Length 316 mm
Depth 355 mm
Height 400 mm



Afternoon Tea Table

Like a chocolate-coated wafer bar with a crispy centre; this curios pedestal proclaims 'let them eat cake'! When the four o'clock sun filters through your home, be ready to put the kettle on and prop yourself by this side table for a treat.

With a semi-reflective gold platform, your afternoon tea is sure to look twice as nice. Crafted with titanium stainless steel and coated in an environmentally friendly water-based paint to enrich its stature.

Length 400 mm

Depth 400 mm

Height 500 mm

Available in Chocolate or Red Bean





Toasted Pouf

6-thick cut pieces of toast create the delightfully unique Toasted Pouf. Housed in a stainless steel basket, together they make a plush seat that oozes with charm. It's savvy goes beyond a single cosy seat.

When dismantled, each slice becomes its own cushion for the floor. It's basket cleverly transforms into a makeshift table for friends to gather around. Ideal for soirees to talk freely, without the confines of a large table. It is an exercise in a sum that is greater than its parts.

Length 430 mm

Depth 440 mm

Height 450 mm

Available in Abalone, Arctic, Cerise,
Cream, Peppercorn or Moss







Chrysanthemum Armchair

Cocooned in sponge, silk and velvet, the Chrysanthemum Armchair is a humble safe space inspired by the curved qualities of petals in bloom. A lavish half-hexagonal for one, upholstered on every side to provide flexible comfort.

Propped up on champagne gold stilts to accentuate its geometrical form. Its complete silhouette creates a gentle of flow around it.

Length 870 mm

Depth 740 mm

Height 730 mm

Available in Peacock or Marigold



Chrysanthemum Sofa

Like a hug in sponge, silk and velvet, the Chrysanthemum Sofa is a humble safe space inspired by the curved qualities of petals in bloom. A lavish half-hexagonal nook to sprawl out on, upholstered on every side to provide flexible comfort and a spot to lay your head.

Propped up on champagne gold stilts to accentuate its geometrical form. Its complete silhouette creates a gentle of flow around it.

Length 1760 mm

Depth 720 mm

Height 730 mm

3 Seater Sofa available in Peacock or Marigold

Length 2140 mm

Depth 720 mm

Height 730 mm

4 Seater Sofa available in Peacock or Marigold



Cloud Top Lounge Chair

Sat atop a metal bracket, this blended fabric lounge chair is the destination for indulging in your favourite comforts. Its plump pillows cushion the body for long-stretches of lounging with little else to care about. An undisturbed afternoon with a new novel and a cup of tea, its plush seating can be coupled with rotatable tabletop caters to a 2 in 1 arrangement.

Length 670 mm

Depth 800 mm

Height 700 mm

Available in Smoke or Vapour, with or without side table







Tree Yard Coat Rack

Some wardrobe pieces deserve to be seen. Ideal Afternoon's Tree Yard Coat Rack brings a youthful glow to the entranceway or bedroom. You can almost imagine a small chirping bird would perch atop the frame.

Crafted in an infinite loop, it is a self-containing system. The oblong mirror provides those necessary moments of vanity before stepping out, while the single deep pull out storage is ideal for placing shoes or miscellaneous accessories. Crafted with hand-selected Romanian Beachwood, this allows the coat rack to provide both a lightweight nature and enduring longevity.

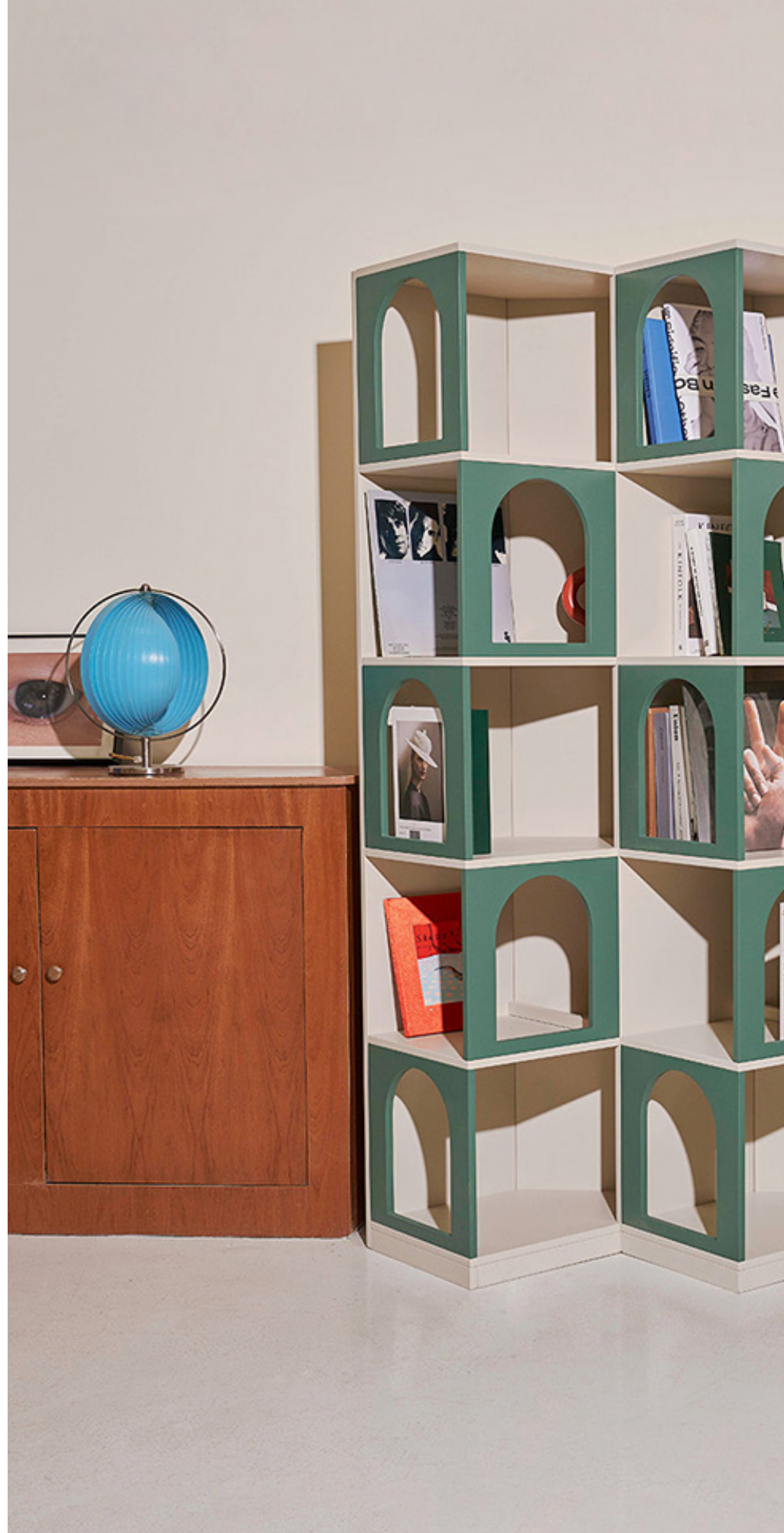
Length 1300 mm

Depth 400 mm

Height 1680 mm

Available in Rose or Fern







Hive Shelf

Much like a beehive filled with pockets of goodness, the Hive Shelf is a place for thoughts and memories worth keeping. Its striking facade is multifaceted and instantly captures a gaze upon entering a room.

The interlocking bell tower frames enrich that which set amongst them. Expertly crafted from melamine boards, it is prized for its sturdy nature and ability to carry an unimaginable amount of weight. Shelf sizes and orientation can be customized on request.

Length 975 mm
Depth 491 mm
Height 1830 mm

Hive Shelf 2 x 5

Length 1452 mm
Depth 491 mm
Height 1830 mm

Hive Shelf 3 x 5

Length 765 mm
Depth 492 mm
Height 975 mm

Hive Shelf 4 x 2



Sun Seat

A retro nostalgic lounge chair that reflects the most poignant hues projected from the sun, its deepest oranges and palest of glows. Contrasted by its metallic, black stainless steel body as if held together by the depth of space itself.

Designed with an ergonomic armrest, it allows the hand to hang down naturally without weight. Also available in vegan leather on request.

Length 747 mm
Depth 688 mm
Height 780 mm

Available in Sunrise or Sunset





Duffel Couch

Pack your bags and set your head against the soft cylindrical pillows of this travel-esque sofa. The meaning of travel is different for everyone; in Ideal Afternoon's case, it is the journey of daydreams.

Low-key and minimal, it features a set of detachable cushions that can be placed into optimal spaces —acting as neck support or an armrest. The vegan brown belts wrap around each pillow to provide decorative lines reminiscent of luggage.

Length 2100 mm

Depth 830 mm

Height 965 mm

Available in Angora or Opal



Staggered Settee

An assemblage of textures, alternating in colour and height, find harmony in the Staggered Settee. Each material as sensual to touch as the last. Crafted by Ideal Afternoon for an ideal afternoon, this couch embodies the mentality of a 'choose your own adventure' when it comes to where you lie. It exudes a quiet confidence and demure cool. Available with an optional side table to keep the remote close and in reverse formation.

Length 2070 mm

Depth 900 mm

Height 800 mm

Available with left or right hand side armrest







Winged Loveseat

The Winged Loveseat features distinct edges that softly rise upwards. As if at any moment it would fold over and lavish you in its supple cushions. Its form plays into Ideal Afternoon's love for all things lively. Never one to follow a straight path, but to wander down the scenic route. Wrapped in a soft pink hue, this couch beckons not one, but two to perch and cuddle close.

Length 2140 mm

Depth 970 mm

Height 830 mm





Broken Angel Coffee Table

An irregular glass table top, formed in the shape of a folded wing. The Broken Angel Coffee Table is a reminder that even angels aren't models of perfection. Such is life; the necessities of every day may not always be picturesque. It acts as a reminder that we must find beauty in the banal, like a simple cup of coffee.

Dressed in a dark amber tone and propped up by three legs, this abstract piece entices with its natural curves.

Length 1000 mm
Depth 650 mm
Height 380 mm



Pool Noodle Recliner

Comically carnival, the body of the Pool Noodle Recliner appears to have been extruded layer by layer. Invitingly large, curl up in the arms of this gentle giant whilst sipping on an iced Coke.

Its exaggerated and distinct shape is as eye-catching as it is welcoming. Furnish with rich French velvet; it provides a sensual texture and is also dirt-resistant.

Length 1104 mm

Depth 920 mm

Height 720 mm

Available in Emerald Green or Imperial Red



X Files Magazine Rack

Judging a book by its cover has never been so pleasing. The X Files Magazine Rack features a criss-cross origami stature, perfectly angled at 60° allowing your chosen reading material to stand tall and with its title fully on display.

Its bottom tier is an excellent spot to 'hang' reading material, as not to lose its page. 'Electroplated, bright titanium stainless steel commands a strong sense of lustre in metal, best displayed next to a place for repose.

Length 447 mm

Depth 255 mm

Height 370 mm





Hey Jeeves Shoe Cabinet

A snap of your fingers and hey presto, it's the kind of service you'd receive at a Michelin star affair. The Waiter Shoe Cabinet is a multifaceted furnishing that aims to please.

Length 1372 mm

Depth 350 mm

Height 892 mm

Not only an airy storage unit for your loafers to lie low, but it is also the very spot you'll don them on your feet. The leather seat cushion allows you to sit comfortably and tie your shoes before heading out the door. Its round side table is an ideal spot to stash keys, change and small items.



Quarter Past Two Desk

As the clock ticks to 2:15 PM, you may be tempted to sneak in a quick nap. The Quarter Past Two Desk is a sleek reminder not to waste the day away. A three-layer space desk that can spark award-winning ideas and break a procrastination streak.

Rich in space and functional in storage, it provides a small shelving platform for your prized trinkets and a roomy drawer space. The storage unit sits on the right-hand side and can easily be moved to the left. Topped off with champagne gold hardware to accompany its blushing shade of pink.

Length 1500 mm
Depth 611 mm
Height 1170 mm







Hepburn Dresser and Stool

A testimony to Aubrey Hepburn's ageless beauty and charm, the Hepburn Dresser is a standing jewellery box to house the likes of perfumes, cosmetics and precious stones. For the morning and evening rituals of dressing, elegance is an everlasting beauty. It features two tiers of drawers, one with a transparent glass top. Two deep vessels sit either side, cleverly masking the items within it. Its rounded shape perfectly creates a 180-degree arc giving it a smooth body.

Crafted to be enjoyed alongside the Hepburn Dressing Stool, a soft gracefulness is imbued in its framework inviting you to pause during the rush of morning rituals. Its soft seating is perched atop electroplated champagne gold legs, which ooze effortless elegance. A gracious way to start and end the day.

Length 680 mm
Depth 360 mm
Height 760 mm

Hepburn Dresser

Length 320 mm
Depth 310 mm
Height 406 mm

Hepburn Dresser Stool



Blossom Stool

Kindled by the admiration of florals in bloom, the Blossom Stool effortlessly transitions from a compact, flat slab to a seat. Its foldable design is a space-saving asset, while its soft corners were intentionally chosen to be suitable for families with children.

The Blossom Stool provides a stable geometrically triangular system with three legs to level weight evenly. Its metal hardware offers added security and a place to plant your heel comfortably.

Length 330 mm

Depth 330 mm

Height 320 mm

Mini Blossom Stool, available in Fern or Rose

Length 330 mm

Depth 330 mm

Height 430 mm

Tall Blossom Stool, available in Fern or Rose













Refrigerator Side Table

A lengthy side table apt for the dining room or sitting room. Complete with three lofty storage spaces. One cleverly sunken into the countertop, the ideal spot for keeping drinks frosty for an evening of jubilations. Its facade is reminiscent of a 1960's refrigerator.

Its flat backing allows it to sit neatly against a wall, or to break up a large room. Crafted with Romanian Beachwood, then coated in a fine, textured layer of paint. Finished with sleek champagne gold handles.

Length 1600 mm

Depth 420 mm

Height 480 mm

Available in Fern or Rose



Refrigerator Cabinet

Its facade is reminiscent of a 1960's refrigerator, this cabinet features a fold-down mechanism and wide countertop. An almost dream-like motif that embodies simpler times, amidst an everlasting summer.

Crafted with Romanian beachwood, then coated in a fine, textured layer of paint. Finished with sleep champagne gold handles.

Length 1200 mm

Depth 440 mm

Height 830 mm

Available in Fern or Rose



Mini Fridge Cabinet

A charming waist-height unit crafted with nostalgia. The Mini Fridge Cabinet is reminiscent of a 1960's refrigerator. Its flat colour adds an unassuming vividness to any room. Crafted with Romanian Beachwood, then coated in a fine, textured layer of paint. Finished with sleek champagne gold handles.

Length 600 mm

Depth 420 mm

Height 900 mm

Available in Fern or Rose



Microwave Side Table

Its facade is reminiscent of a 1960's microwave, this nifty side table features ample storage and a fringed edge around its table top. Ideal for a TV dinner or as an old-world bedside table. Crafted with Romanian Beachwood, then coated in a fine, textured layer of paint. Finished with champagne gold handles.

Length 500 mm

Depth 370 mm

Height 425 mm

Available in Fern or Rose







Bubble Bath Sofa & Armchair

The feeling of slipping into a bath that's at just the right temperature. A vessel to melt away the tensions of the day. The Bubble Bath Sofa and Armchair bring that unmistakable feeling of relaxation to the living room. Curving inwards like a porcelain tub, its soft flannel fabric and full-grain pink Italian leather mimic the silky softness of warm water flowing over skin.

Stretching outwards, the sofa is roomy enough for two to soak in the bliss. The seating's outer shell boasts a subtle almond colour that makes this sofa both romantic and minimalist. A cushion lines the seat, whilst round pillows add extra plush. This couch and armchair set is propped up on four titanium alloy baubles, a modern-day interpretation of the claw foot found on traditional bathtubs.

Length 1840 mm

Depth 740 mm

Height 755 mm

Bubble Bath Sofa

Length 950 mm

Depth 765 mm

Height 760 mm

Bubble Bath Armchair



Metal Side Table

Inspired by the Chinese idiom 'treasures can be found within a book', this double plinth side table by Ideal Afternoon is designed to hold objects of great worth. For some, that may be a novel, for others, it may be a single flower. Crafted using gold brushed titanium, and stainless steel alloys, this uniquely shaped side table provides three tiers of open shelving for your needs. Designed to be multipurpose, uniquely captivating and minimalist, it uses two solid tubes at its base to prevent it from rocking.

Length 620 mm

Depth 535 mm

Height 430 mm



Morning Bread Armchair

An inviting silhouette, the Morning Bread Armchair is reminiscent of a round, pillowy loaf of bread. Every portion of its sponge-filled cushions is another slice pieced together by a blackened stainless steel alloy frame. Its softly textured boucle fabric is tactile and distinctly dreamy, adding character to all spaces. Suitable for any posture, be engulfed by this chair's tender arms. Available in both milk and matcha upholstery.

Length 1060 mm

Depth 800 mm

Height 800 mm

Available in Milk or Matcha









Suitcase Cabinet

Ideal Afternoon's Suitcase Cabinet features a gentle rippling pattern wittled across its two doors, exuding a zen-like motif. Encased within it are four tiers of shelving with ample storage. Minimal in form, accented only by its gold titanium alloy feet, which emulate a suitcase's wheels. This rectangle standing cabinet can be used as a mini home bar, office organiser or storage for books. Items can also be placed on its top. Both doors feature a subtle recess for your fingers, making them easier to open and close. Crafted using wood and varnished with eco-friendly paint in a warm, burnt orange hue.

Length 630 mm
Depth 480 mm
Height 1030 mm



Luggage Cabinet

Ideal Afternoon's Luggage Cabinet features a gentle rippling pattern wittled across its door, exuding a zen-like motif. Encased within it are two tiers of shelving with ample storage. Minimal in form, accented only by its gold titanium alloy feet, which emulate a suitcase's wheels. This square standing cabinet can be used as a side table, magazine holder or organiser. The door features a subtle recess for your fingers, making it easier to open and close. Crafted using wood and varnished with eco-friendly paint in a warm, burnt orange hue.

Length 430 mm

Depth 475 mm

Height 435 mm





Mahjong Dining Table

A staple pass time in Chinese homes, this Mahjong Dining Table is more than just for playing the traditional tile game. Versatile and crafted for the modern age, this square table doubles as a compact dining table that can seamlessly flip over for a four-player match on top of a classic anti-slip, felt tabletop.

Length 900 mm

Depth 900 mm

Height 780 mm

Ample storage can be found underneath the surface, ideal for storing game pieces or dining utensils. A contemporary, elegant design with an arched base and overhanging tabletop, you can neatly tuck four chairs beneath it.



Colosseum Shelf

Inspired by Rome's grande amphitheatre, Ideal Afternoon's Colosseum Shelf directly pays homage to this ancient piece of architecture. Cleverly fashioned to emulate the missing bricks of the real colosseum, in lieu of the iconic gap is shelving that can be used for shoes, mugs, spices or books. Each shelf varies in height, providing ample room for a variety of items.

Minimal curved arches make up the back and sideboard, allowing light to filter through during the day. The two faces are crafted using wood and varnished with eco-friendly paint in a warm, burnt orange hue. The layers of shelving use robust brushed titanium to maintain its shape.

Length 563 mm

Depth 368 mm

Height 745 mm





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