

# The Momu *Concept*

*Text by Joanna Downing*

Momu, in Swan Street Richmond, is laying a new path in the concept of furniture stores. From the outside, Momu is visually arresting, its furniture is gorgeous enough to stop you in your tracks. It is exotic, rich and full of texture. From the inside, all this remains true, but what sets Momu apart is that it is not just a retail outlet. It is a 'furniture and interiors' concept of design meets function that will cater to your personal style and enhance your living space.

**M**omu is many things, firstly it is the brainchild of three Gasking men: Richard, Marcel and Lec. It is a work in progress that, for the last three and a half years, has continued to grow steadily. They have expanded in their Richmond site to include the warehouse and a second showroom upstairs, and will be opening the doors of their second Momu retail store very soon.

Momu is, in part, a buyer and importer of beautifully crafted, European signature pieces for your house. In fact, some 50% of Momu's pieces are sourced from Marcel and Lec's regular overseas visits to France, Italy, Spain, Morocco and Japan, countries where they have found a quality of furniture that is unsurpassed and from which give Momu its strong and distinctive sense of style.

The other 50% of Momu's pieces are made in Melbourne, most of which are designed by the guys themselves or alternatively are custom-made to their client's specifications. So if they do not readily have exactly what you are looking for, they will make it for you, and better yet, they will give it that signature Momu style and quality.





Momu also, very importantly, offers an interior design, home decoration and consultancy service. Richard offers his 30 years experience in a process that essentially works from your floor up. He works with you, your home and your lifestyle to create a living space that is both functional but unique and stylish. He presents scaled floorplans that give you a realistic, visual idea of the spatial layout of your finished look, including colour consultations, selection of materials and finishes, custom furniture design, product sourcing and soft furnishings to accessorise.

As if they do not do enough already, Momu also creates entire commercial environments. The realisation of a 2-year work in progress is finally coming to fruition, with the accumulation of a perfect and full product range for 5-star hotels, resorts and restaurants. Alto Boutique Hotel in Melbourne is one such, award-winning, example.

**MOMU**

**550 Swan Street, Richmond VIC 3121**

**Trading Hrs:**

**Monday-Saturday 10am-5pm,**

**Sunday 12pm-5pm**

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