



# FERVOUR FOR STYLE

**RYAN CHIN**  
Soho Living Group Pte Ltd

Established in 2008, Soho Living Group Pte Ltd is the brainchild of Mr Ryan Chin, an individual with an avid fervour for interior designing. Featured in widely read publications like Home & Décor, Home Concepts, FORM, Squarerooms, Men's Folio and URBAN, Soho Living has certainly left quite an impression in the design industry. It specialises in furniture design and fabrication, customized soft furnishings and upholstery and re-upholstery, all according to every client's fancy. On top of that, Soho Living also imports chic furniture(s) from overseas like the Tam Tam Stools from Branex Design and other products from Gubi.

Taking into consideration that Mr Chin holds a degree in Economics and Management, he clearly has zero or little background in interior designing. Soho Living was started on an entirely clean slate. Fortunately, his parents have been in this industry – customising furniture since he was young and hence, this enabled him to pick up a few lessons from them. Although Mr Chin's parents discouraged him from running a business in the similar line due to the level of difficulty, this certainly did not deter Mr Chin from pursuing his zest for design. Moreover, it was only a year ago when he finally informed his parents of the existence of his own business – Soho Living!

"It is amazing when you see an empty space and you manage to work all your ideas inside!"

## Give what you expect from others

### Up Close & Personal

**What qualities do you think a person in your industry should have?**

One has to be truthful, or at least factual. We should not overpromise the customer just for the sake of clinching the deal. And when we are truthful, it is actually easier to persuade the client and build a relationship.

**What is the greatest satisfaction you have achieved since the start of your business?**

There was a project we took on where siblings, a brother and a sister, bought two units in the same apartment. However, only the brother engaged our services. The sister sought another designer. Hence, it was like a competition between designers and after an evaluation from their friends, we won, hands down!

**So what is the plan for Soho Living in the future?**

I really hope to venture overseas, especially in Europe. I also intend to create a few standard designs and market these designs overseas. Of course, customizing will definitely be easier in Singapore, but I still hope to venture out!

**What is the most ambitious or unique project you have done so far?**

The Cape showroom for Far East Organization. It was a rather challenging project as they requested for a diamond shape structure. But because of the shape of the diamond, which is angular at the bottom, it will definitely topple. Eventually, we collaborated with the designer and we decided to stabilize it by making it slightly tilted.

The turning point for Mr Chin and Soho Living was when a high level executive from a renowned banking firm gave Soho Living an opportunity to make some headway. He was attracted by the sincerity of Mr Chin's designs and even though Mr Chin has no credentials to show, he trusted him with the furnishing of his three-storey house. Since the completion of this huge project, he started taking on projects like Far East Organization's showrooms and Soho Living has since been on a journey towards immense success.

Today, one of Soho Living's biggest clients includes Singapore General Hospital (SGH) and judging from the progress they have accomplished in these short five years, Soho Living is definitely set to scale greater heights.