

BYM News & Magazine

USA & Bahamas. Chub International opens show house for new megayacht marina and resort

Friday, 26 May 2006

Company news:

Chub International, L.C. is now offering new homeowners of luxury villas at the new Chub Cay Marina & Resort in the Bahamas all-inclusive design and decorating services at their new Design Center in downtown Fort Lauderdale. "Now that Phase One renovations and developments are well underway, new homeowners are turning their attention to enhancing their island retreats." said Maura Brassil, Vice President of Sales and Marketing for Chub Cay. "The Design Center was created to provide all of the finest design services and products in one convenient location, so that each new homeowner has the ability to decorate their villa in the Bahamas, inside and out, with exceptional ease."

A Bahamian style Design Center

The Design Center, located at 912 E. Broward Blvd., is actually a Bahamian styled home that has been revamped to create a decorating showcase. Once homeowners enter through the Design Center's front door, decorating is as easy as walking from room to room and choosing the features products that reflect their style and personality, as well as options to enhance the architecture and design of their villa.

The home features a fully decorated kitchen, bathroom, dining room and living area, giving owner's a first hand look and feel at options available to create individualized and unforgettable living spaces. Everything from the chandeliers hanging from the ceiling, the vibrant paint colors on the walls, the wood on the floor and the arches over the doorways to the marble granite countertops in the custom built-in kitchen and bathroom and the ample amount of furnishings, cabinetry & hardware, plumbing fixtures, flooring, and accessories on display, can be chosen to fit the villa owner's personal design preferences. More importantly, these fully functioning rooms help owners get a perspective on how the choices will look set-up in their actual home.

Inspiring design themes

Each room of the Design Center is richly decorated using various items from each of three distinctive furniture packages: Ocean Side (a cool nautical and seaside theme); Trade Winds (a relaxed tropical island theme); and British West Indies (a traditional British colonial theme). Each theme has three different sub-categories to choose from, essentially creating nine different turnkey furniture package options, ensuring that every villa reflects its owner's individualism.

Jaime Blomquist, a well-known interior designer of high-end projects, personally assists owners in choosing a theme and the amenities to accompany it. In one-on-one consultations Blomquist works with the owners to help determine the best fit for their tastes and lifestyles. "We are thrilled with the extraordinary, positive response from homeowners," said Blomquist. "Our team is dedicated to providing the finest design services, 100 percent of the time."

BYM News & Magazine

An interactive design process

Prior to the initial visit to the Design Center, each homeowner is sent a comprehensive exterior/interior specification book and a furniture package option book that within each has a variety of choices offered exclusively for their villa's model. Owners can then make an appointment to tour the Design Center to begin the decision-making process. Home décor and design options available at The Chub International, L.C. Design Center include:

Installed Furnishings: Custom cabinetry for kitchens and built-in vanities, freestanding vanities, granite countertops, high-end appliances, tile and wood flooring, door and cabinetry hardware, baseboard and door casing and lighting.

Furniture and Accessories Furniture packages include furniture, bedding assembles, upholstered pieces, window treatments, artwork, area rugs, lighting and accessories. The Design Center also offers design services for customizing the furniture packages.

Exterior: The design center offers an entire room of exterior options including siding, perimeter fences, awnings, deck and porch flooring and railing, and impact window and doors.

Whether it is fabric swatches for furniture, color cards for interior or exterior paints, tile boards, or cabinet choices, "It is our number one goal to make it as easy as possible for homeowners to choose everything and anything they require for their home -- from standard options to high-end upgrades, all in one location," said Blomquist. "Our design staff is completely committed to perfection every step of the way."

Chub Cay is located at the southernmost tip of the Berry Islands in the Bahamas. Its location at the edge of the Tongue Of The Ocean, makes it a premier destination for diving, offering some of the most pristine coral reefs in The Bahamas. Its spectacular offshore fishing lures the world's best sport fishermen and women in search of billfish, wahoo, dolphin and tuna to name a few, plus miles of pristine flats close to shore for catching permit and the elusive bonefish.