

Background to Osier Belle

Acknowledging there was a gap in the marketplace for good quality outdoor furniture, Penny set up Osier Belle Pty Ltd in 2011.

Initially Penny invited people round to her home to view the furniture. The news of quality and customer service quickly spread, resulting in a very busy front garden!

At this point Penny learnt that everyone's' needs and budgets were different. Selling by a pre-compiled setting was simply not suitable for her customers and, rather than going with the 'too bad' attitude, she spoke to her Factory Manager and discussed the idea of buying by module. Although this was not as cost effective to the business, it made more sense to the customer so choosing by module became the personality of Osier Belle.

Due to the extreme popularity of the versatility and quality, Penny opened a showroom//warehouse on Sydney's Northern Beaches in January 2012.

The showroom is a playground for customers who can come in and, using Penny's (and trained staff) expertise, visualise and be inspired with design layouts that suit and fit into their home and taste perfectly.

The brand has gone through changes over the two and a half years, continually developing and investigating new and improved components.

As a designer herself and always striving for perfection, Penny has visited her small factory on numerous occasions to modify and improve on design and materials.

Osier Belle is assiduous brand that does not sit still. It listens to its customers and constantly evolves.

It is well known for its exceptional customer service. Word of mouth essentially ensures Osier Belle is a successful Australian retailer.

The name 'Osier Belle' means 'Beautiful Wicker' and, although Penny is not French herself, the designer is French so she decided to compliment his design using a French name.

Unique Selling Points

1. Osier Belle is not a large retail chain run by faceless staff, it is a local business, created and developed over the last two and a half years. Many, many months of research took place prior to opening to ensure our furniture is the best value for money.
2. Osier Belle is the only company in Australia to provide all its furniture with the luxurious 17cm thick cushions for comfort and style.
3. Our furniture is 90cm deep (most are 75cm-85cm) and made in solid modules for strength, quality and durability (not cheap flat-packed stuff).
3. Unlike most companies, you can choose by module, creating a setting the fits perfectly into your home, rather than your home trying to fit around our furniture.
4. Unlike most companies, we do not order from large brochures, provided from manufacturers that mass produce. We have our own factory; therefore, we are able to offer a wider range of designs, cushion cover choices and wicker finishes.
5. As all our furniture is HAND MADE to order, we can also customise sizes without a huge premium or lengthy wait.
6. We genuinely care about how your furniture looks and will happily take that extra step to ensure your setting is balanced and fulfils the look and style you thrive to achieve.
7. Investing in Osier Belle is a long term relationship; at any time in the future, if you require a new cover, an additional module or have a cushion eaten by your dog (it has happened!), we work with you to provide a replacement at a minimal cost.
8. We are here to understand what you are hoping to achieve. If you have ideas, just ask – if we can do it, we will! We can modify sizes, heights and cushion thickness. So long as you respect our designers' designs, we are happy to modify if necessary.
9. Osier Belle is more than just a purchase. It is a positive, enjoyable buying experience. Our showroom is a playground for creating your desired setting. Move it around, lie on it, get a feel of it – this is a long-term investment. We are here to help you create a combination of balance; wicker to suit your style, fabric to suit your colour tones and layout that works for your needs (i.e. entertainment v lounging around v formal).
10. Uniquely, Osier Belle also provides tailor-made protective covers for each module they produce.

Wicker

Made from a synthetic material, called PE Rattan (PE = Polyethylene which is bio degradable). It can remain outside in all weathers and cleaned by simply hosing down

We have two types:

1. The traditional 'FLAT' (Standard) wicker - available in 6 different colours (Espresso Brown, Midnight Black, Tortoise Shell, Pure White, Forest Bark, Chocolate Latte)
2. The new ROUND wicker that is very much en vogue in Europe – more robust, mimicking the original natural wicker but with all the benefits of synthetic wicker (will not break, crack or fade in the sun).

Frame

1. Powder coated aluminium framework – will not rust – powder-coated to withstand corrosion from salt in coastal regions.
2. This means the furniture is very lightweight (so easy to move around) but extremely strong in design.
3. Made to a thickness of 1.4mm (this is the thickness of the aluminium itself if you cut the frame in half). Most others are made in 1.2mm (more liable to bend) or with stainless steel (will rust over time) or painted rather than powder-coated (will corrode and chip over time).
4. FRAME ONLY comes with a 3 year warranty (we cannot place a warranty on the wicker as it really does depend on how the owner looks after the furniture plus extreme weather conditions in certain areas of Australia may compromise the wicker and this is beyond our control).

Fabrics

Sunbrella – the ultimate marine quality fabric of the world. Made in the USA, this fabric is used on boats and comes with a 5 year warranty from Sunbrella. It is an amazing fabric that will not fade, repels rain and feels fantastic. Although it is 40% more than our standard fabrics, it is a valuable investment that is absolutely worth it and highly recommended for the harsh Australian climate.

Foam

This is standard, 'all-weather' foam. It is not Quick Dry Foam (this is much, much more expensive but Osier Belle is investing in QDF in the near future).

It will absorb rain that penetrates through the chosen fabric but dries quickly if left out in the sun to properly dry out. It will not mould if treated correctly. Osier Belle waterproof covers obviously protect and prevent this happening.

All cushions are made with a Dacron top (a white 'felt' like material to provide added cushioning. This is only placed on one side to allow for rain to be easily released through the bottom of the cushion.

Firmest of the Cushion

Osier Belle cushions are firm to sit on – the reason for this is we found, through research, a softer cushion was too enveloping, causing the user to sweat and feel uncomfortable over time.

Extra Covers

Many customers choose to maximise the versatility of Osier Belle furniture and purchase an additional set of covers when ordering to provide either a spare set when washing or a totally different colour to create a completely different look.

This is extremely beneficial:

1. Increases the longevity of your setting
2. Can have a 'family' set of covers used and enjoyed for daily use, then another set for special occasions
3. Change of colour provides a totally different look - two settings for the price of one!

If customers want to go for the brighter cushion covers but are unsure it will be too much, suggest going for one of the natural colours with scatter cushions in the brighter colours so their desired colour 'pops' rather than dominates...

Scatter Cushions

\$95 in Sunbrella Plain and \$100 in Sunbrella Patterned – we are very competitive with this price; it is hard to find any Sunbrella scatter cushions on the market for less than \$100).

Other sizes can be made but need to be priced accordingly.

Washable Covers

All Osier Belle covers are zipped and removable to machine wash on a cool setting.

Feet

Also made from aluminium, our feet come with a black plastic base to prevent scratching.

Protective Covers

Osier Belle protective covers (free to all TVSN customers) are tailor-made fit over each module and cushion (i.e. no need to store cushions separately). They protect the setting from sun, rain (Australian summers downpour then sunshine – using the protective covers mean the setting is available for immediate use), dust, bird/possums, domestic pets, and long-term coverage over the winter months.

They come with handles and a toggle to secure into place.

They will fade in the sun; it is very hard to find fabrics that will not fade but they protect the important cushion fabric underneath.

If water pools on top of them, it is advisable you wipe this off. The covers are made

from a PU coated, polyester material but, as with all materials, it is porous and will, over time, inevitably let water in if not removed (this can lead to cushions going mouldy – as with everything, an element of care is required from the owner).

General cleaning

Simply stand back and hose! Cushion covers can be removed and machine washed on a cool setting; wicker should be cleaned with a cloth and strong hose (do not use detergents as may cause fading in the sun or a chemical reaction in heat that will cause the wicker to crack).

Sunscreen and Chlorine

We do recommend, placing a towel on top of the cushions if using sunscreen or have a chlorinated pool to prevent discolouration of fabric.

Lead Times

We do have stock, however, Osier Belle is a popular brand and turns over quickly. If we do not have your desired combination in stock, we have regular containers arriving into Australia all the time. Everything is HAND MADE to order and takes around 40-60 days (depending on space available in the container and time of year).

Warranties

We have a 3-year warranty on the FRAME only for our furniture.

We cannot provide warranty on the wicker, as it really is up to the owner how this is looked after and protected. Also, extreme weather conditions beyond our control may affect the durability of the wicker.

There is no warranty on any of the fabrics - again, it is how they are looked after, however, Sunbrella does provide a 5-year warranty on their fabric and we will stand by this for fade-resistant qualities...

Where is it made?

The Osier Belle factory is in Shunde, north of Hong Kong.

Unlike other retailers, we have full control and, therefore, provide customisation without a huge premium.

There is also no middleman so the saving is passed onto the consumer.

If anyone questions 'China - yuck' please reassure that most products come from Asia now; you would never find wicker furniture being produced anywhere in Australia because:

1. Manufacturing is too expensive
2. They do not have the specialised weaving skills to produce such standards
3. They do not have the materials readily available.