

"It really is an essential tool for me and for all my designers. And, with the 360° panoramas, my clients actually feel like they are in the room looking at it from every angle. So not only is it a great design tool, it's also a great selling tool!" —Sarah McCrossan



2020 Customer Spotlight

Sarah McCrossan has been a kitchen designer nearly 20 years, learning the ropes early on from her father who was a builder. She bought her first property at the age of 21, a derelict house in the heart of the New Forest National Park, which was in such a poor state of repair she couldn't get a mortgage until she persuaded her local bank manager to go and see it.

She joined Hardleys in Hythe as a trainee, where she stayed for 8 years, and then after a year out, she set up Herbert William in 2007. The business, which is named after Sarah's two grandfathers, started from home but very soon grew and moved to its current location, a former cowshed, in 2009. She now runs the business in partnership, with John Breaker and Lee Snelgrove heading up the installation side of the business.



About the Designer

Sarah McCrossan

Specialist Kitchen Designer
Herbert William
West Wellow

Favorite colour: Turquoise to wear and grey for interiors

Favorite design style: Traditional. Warm and homely.

Favorite quote: "If you're not living on the edge you're taking too much space." — *Unknown*

2020 Customer Spotlight

Working with 2020

At the start of her design career, Sarah learned to use 2020 Fusion, the CAD software solution. So when she set up her business it made sense to continue as she was already highly proficient. Plus she found the software easy and intuitive to use and the best way to help her clients visualise how their new kitchen was going to look.

“It really is an essential tool for me and for all my designers. Clients love the fact that they can see exactly how their new kitchen is going to look and that they can ask for changes and immediately see the changes take effect. It gives clients the confidence to make what is always a very big decision—to buy that dream kitchen they have always wanted—because they can see it. And, with the 360° panoramas, they actually feel like they are in the room looking at it from every angle. So not only is it a great design tool it’s also a great selling tool!”

Sarah regularly designs luxury kitchens with high quality cabinetry, worktops and appliances from leading brands such as Mackintosh, INTUO, Corian, Quartzforms, Miele and Bosch. She tends to use the Macintosh, EWE INTUO and Universal Worktops catalogues.



Advice to Designers

Sarah’s advice to designers is to explore 2020 Fusion’s capabilities and to remember you can’t break it. “Don’t be afraid to experiment with lighting, mirrored finishes, importing colours and textiles. Take it to its extreme and use every inch of its capabilities.”



Learn more about Herbert William at herbertwilliam.co.uk or on [Twitter](#), [Facebook](#), [Pinterest](#), [Youtube](#) or [Instagram](#).