

WWW.VIRTUKITCHENS.UK

VIRTU | THE ART OF LIVING



VIRTU
THE ART OF LIVING

*V*IRTU
THE ART OF LIVING

VIRTU

THE ART OF LIVING

Most of us know why our kitchen is so important to us and if we explain why, we find ourselves using words which flow more from the heart, rather than just describing how it functions.

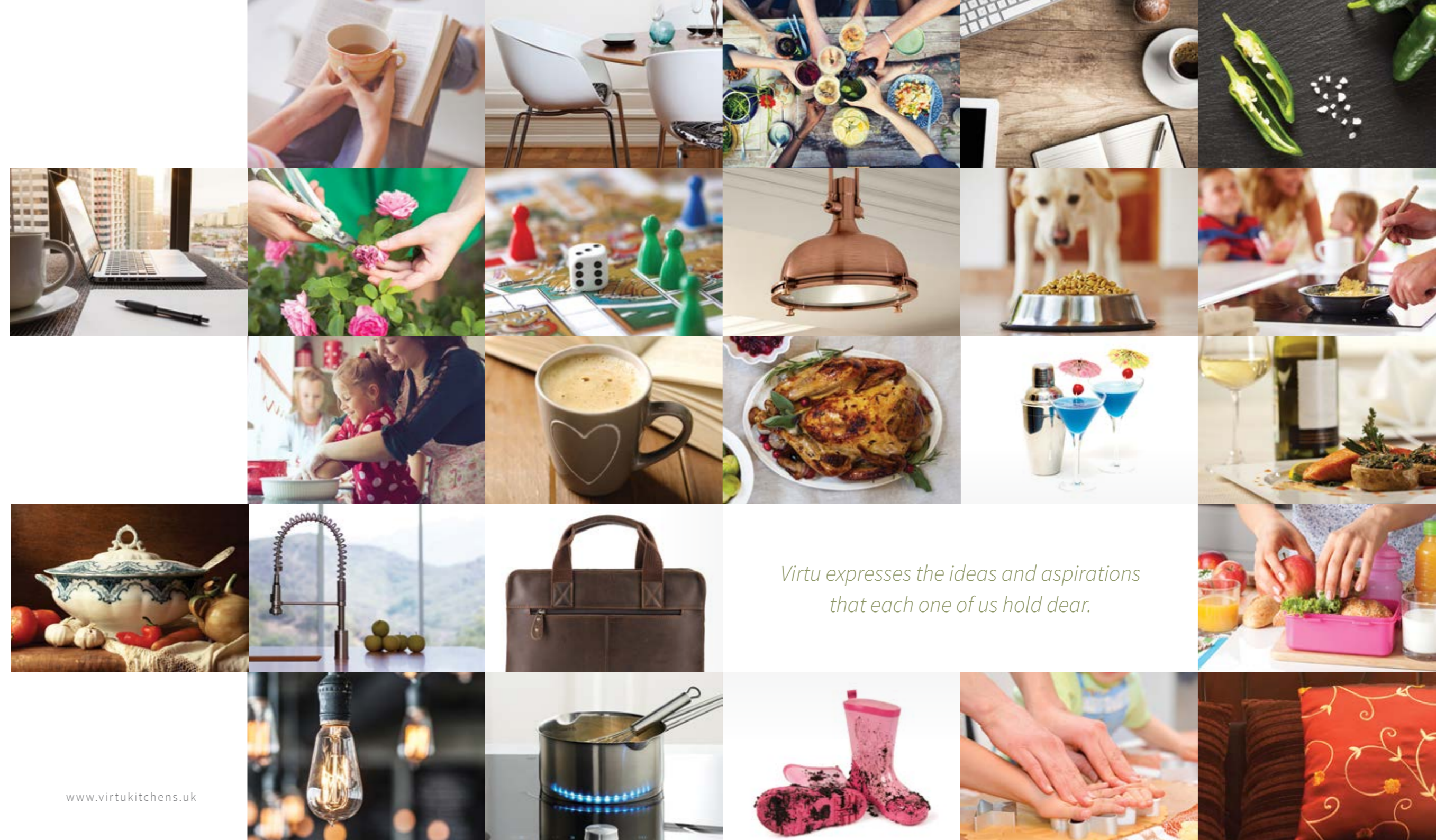
Because describing why we love our kitchen is more 'art' than 'articulation'.
And the feeling we want when we are in that living space is more 'heart of the home', than just 'a room in the house'.

We know what we love and when we see it, we know what's perfect for each one of us.
And when we know, we embrace it for more than just its form or function; we take it into our hearts and make it our own.

Our kitchen expresses part of who we are, and so we don't want to settle for something that's just 'nice'...
we want something that is inspired by stylists, yet made for me, for my kitchen.

Virtu expresses the ideas and aspirations that each one of us hold dear.
Virtu gives you a palette for creating the kitchen you always wanted but were unsure where to begin.
Virtu captures the essence of style and creative potential in high quality furniture which is built to last.
Virtu brings the best of the world into your world, and enables you to dream of possibilities, then make them a reality.

Virtu was designed to express "the art of living™"



Virtu expresses the ideas and aspirations that each one of us hold dear.

TURNING YOUR DREAMS INTO REALITY

Virtu kitchens are designed to express “the art of living™”. Each of us has our own ideas and special requirements of what we want in our new kitchen.

Whether it is a picture, an object, a family heirloom, or whatever is important to you, by sharing these with your local Virtu Retailer they will be able to design your perfect Virtu kitchen ideally matched to your particular requirements.

Their experience will enable them to advise you and help you take into consideration things you may not have thought of, or even try out ideas including new things you may not previously have been aware of.

GET INSPIRED

If you want some inspiration this brochure has lots of different styles, arranged in style families, to give you ideas and our website contains even more creative content to truly inspire you.

Visit our website at www.VirtuKitchens.uk

Our Pinterest boards provide a creative canvas which you can borrow from to build your own Pinterest boards and share with your Virtu Retailer.

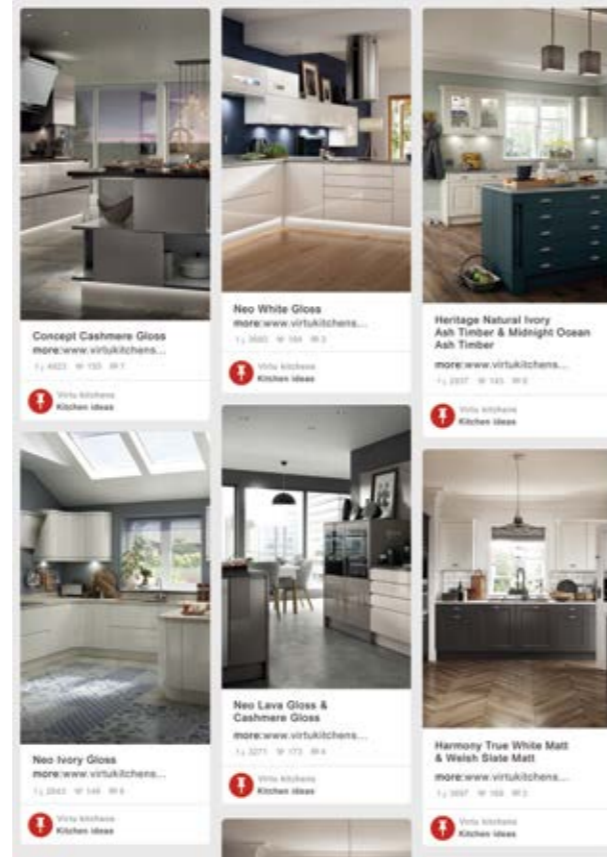
Visit our Pinterest boards at www.pinterest.com/VirtuKitchens

We hope that your experience of browsing, choosing and buying a Virtu kitchen will be everything you hope for and more.



GET INSPIRED

Browse our Pinterest boards



Our Kitchens

nouveau
REDEFINING SPACE

A new concept in handleless kitchen design

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expression
CONTEMPORARY DESIGN

The latest designs & finishes to express your unique style

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artisan
SHAKER STYLE

Crafted simplicity fusing practicality & understated style

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elegance
TIMELESS CLASSICS

Traditional styles & features elegantly recreated

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We bring you the best of the world

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VIRTU | nouveau

REDEFINING SPACE

A new concept in handleless kitchen design

DOOR STYLES IN THE NOUVEAU FAMILY


- 8-9 **CONCEPT** Cashmere Gloss
- 10-11 **CONTOUR** True White Matt & Warm Earth Matt
- 12-13 **DURA** Ash Woodgrain with **CONCEPT** True White Matt




CONCEPT

CASHMERE GLOSS

Our Concept gloss slab door is the perfect partner for our Nouveau integrated handle cabinet giving a minimalist on trend look.

 Add an interesting feature with the latest Hettich sliding door system to combine easy access with something unique.

 Concept doors are available in a range of colours and textures - See our Colour Finishes and Painted Colours on page 56-57.



“ It’s good to have a space where, for a short time, we can let our cares and concerns go and instead we can celebrate life, experiencing the moment. ”



CONTOUR

TRUE WHITE MATT & WARM EARTH MATT

Our Contour door gives the modern look of a stylish slab door, but with a creative twist through its framed edge.



Contour really accentuates the metal profile of the Nouveau integrated handle cabinet giving you different looks depending on which metal finish you choose.



PAINTED COLOURS

Create your perfect colour combinations with our Painted Colours - see page 56 for more.



“ I love Saturday afternoons. It's the one day when the busyness of the week is forgotten and we can all just be together, in the same room. ”



DURA

ASH WOODGRAIN WITH CONCEPT TRUE WHITE MATT

Our Dura woodgrain effect slab door brings a natural feel with a modern look and sits beautifully on our Nouveau integrated handle cabinet.



The wood effect finish of our Dura door complements all the colours of our Concept paintable doors.



Concept doors are available in a range of colours and textures - See our Colour Finishes and Painted Colours on page 56-57.



“ Our lives have to be very organised to balance all our various diary commitments and so in our home we wanted to create a sense of harmony, combining creative beauty with rigid order, and mixing technology with natural themes. ”



VIRTU | expression

CONTEMPORARY DESIGN

The latest designs & finishes to express your unique style

DOOR STYLES IN THE EXPRESSION FAMILY

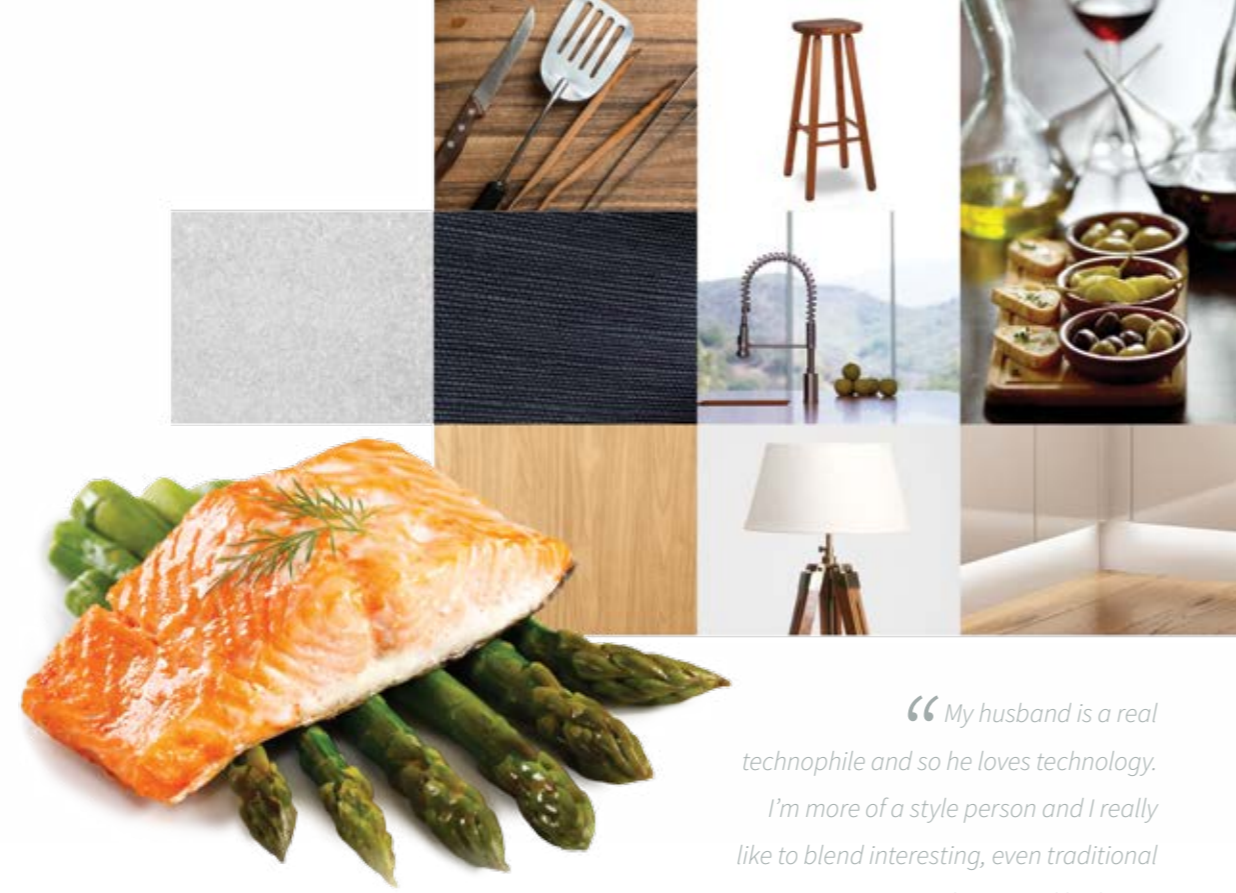
- 16-17 **NEO** White Gloss
- 18-19 **NEO** Ivory Gloss
- 20-21 **NEO** Lava Gloss & Cashmere Gloss
- 22-23 **NEO** Evening Mist Matt
- 24-25 **DURA** Oak Woodgrain with **CONCEPT** White Gloss
- 26-27 **CONCEPT** Ivory Gloss & Duck Egg Gloss
- 28-29 **CONTOUR** True White Matt & Matte Pewter



NEO WHITE GLOSS

Our Neo white gloss integrated handle door is a very popular way of achieving a streamlined modern look.

With the built in handle on our Neo gloss integrated handle doors they can be fitted to any of our standard cabinets.



“ My husband is a real technophile and so he loves technology. I'm more of a style person and I really like to blend interesting, even traditional items with on trend looks. ”



NEO IVORY GLOSS

All our Neo gloss integrated handle doors come in straight or curved styles creating smooth flowing lines in your kitchen.



With our Neo gloss integrated handle feature doors and cabinet lighting you can make an attractive display out of your cupboards.




“ We holiday a lot in France and I love the chic styling that you see there, so when we remodelled our old kitchen into an extended living space we picked all the latest styles for our kitchen furniture, appliances and even the flooring. ”

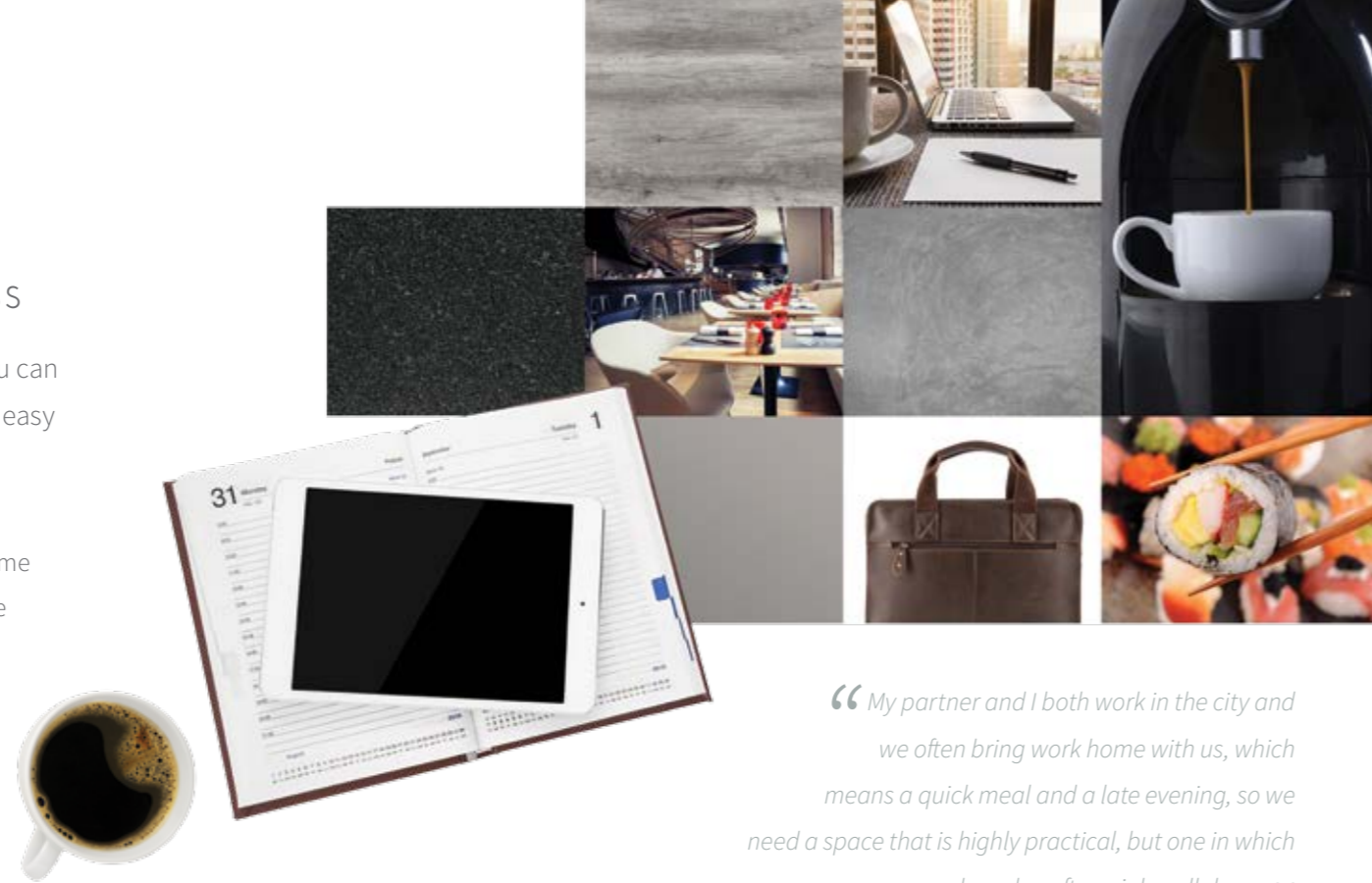


NEO

LAVA GLOSS & CASHMERE GLOSS

With our Neo gloss integrated handle drawers you can create a striking straight line effect and also have easy access to your cooking equipment.

 All our Neo gloss integrated handle doors come in complementary tones so you can combine them to create the look you want.




“ My partner and I both work in the city and we often bring work home with us, which means a quick meal and a late evening, so we need a space that is highly practical, but one in which we can also relax after a job well done. ”




NEO

EVENING MIST MATT

Our Neo matt integrated handle doors can be painted to express your creativity and give a vibrant finish to your kitchen.

 Combining feature colours with our Neo curved and Neo feature doors gives you a versatile palette to truly express your ideas.

 **PAINTED COLOURS**
Create your perfect colour combinations with our Painted Colours - see page 56 for more.




“ Breakfast is the one time of day when we’re all together as a family before college and work, so we created a room that feels vibrant and which catches the natural daylight first thing in the morning. ”




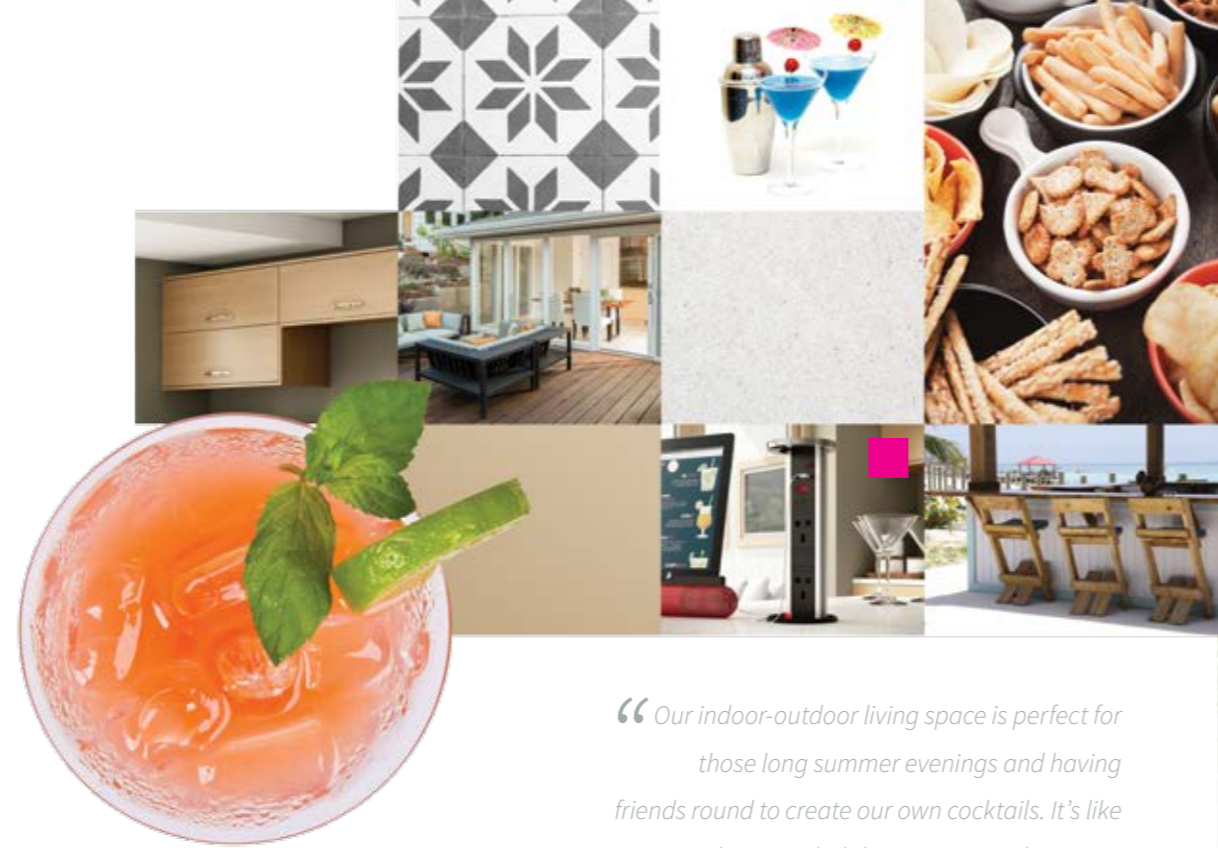
DURA

OAK WOODGRAIN WITH CONCEPT WHITE GLOSS

Our Dura woodgrain effect slab doors combine beautifully with our modern Concept gloss slab doors to introduce a more natural feel.

 Our Dura and Concept slab doors fit all our standard cabinets which means you can choose a handle that completes your desired look.

 Concept doors are available in a range of colours and textures - See our Colour Finishes and Painted Colours on page 56-57.




“ Our indoor-outdoor living space is perfect for those long summer evenings and having friends round to create our own cocktails. It’s like being on holiday in your own home. ”




CONCEPT

IVORY GLOSS & DUCK EGG GLOSS

Our Concept slab doors can be ordered in 23 different Colour Finishes so you can choose the right look for your specific tastes.

 Our Colour Finishes let you combine colours creatively whilst having a highly practical surface which can be kept looking good as new.

 Concept doors are available in a range of colours and textures - See our Colour Finishes and Painted Colours on page 56-57.




“Children aren't afraid of being creative and will use whatever they can get their hands on - usually a crayon! We wanted our kitchen to be a space where they can express their ideas freely, and we can wipe up afterwards.”




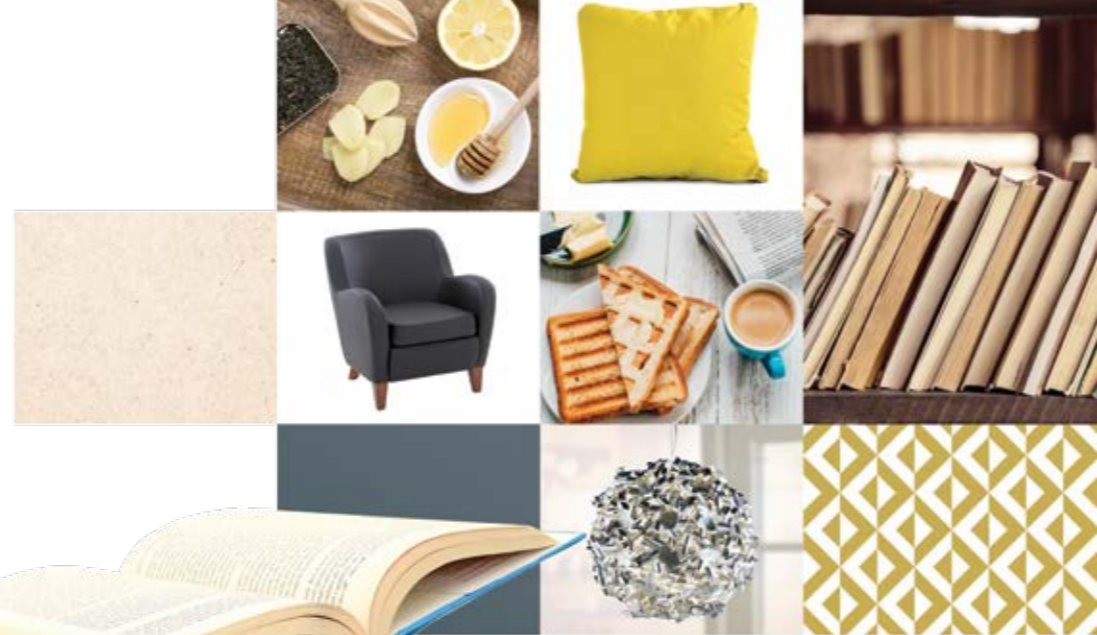
CONTOUR

TRUE WHITE MATT & MATTE PEWTER

Our Contour slab door, with its distinct framed edge, can be paired with our range of stylish handles on our standard cabinets.

 Our Silestone solid worktops are all made to your bespoke design and are a great way of creating an integrated seating area into your kitchen.

 Create your perfect colour combinations with our Painted Colours - see page 56 for more.



“ We love our lazy Sundays, reading the papers and catching up on the week. I love to look out into the garden over brunch and in the evening curl up in a comfy chair with some soft music and a good book. ”



VIRTU | artisan SHAKER STYLE

Crafted simplicity fusing practicality & understated style

DOOR STYLES IN THE ARTISAN FAMILY

32-33 **NATURA** Oak Timber, Natural Ivory Ash Timber & Olive Green Matt

34-35 **LIBERTY** Oak Woodgrain & Ash Silver Matt


36-37 **HARMONY** True White Matt & Welsh Slate Matt




NATURA

OAK TIMBER, NATURAL IVORY ASH
TIMBER & OLIVE GREEN MATT

Our Natura doors are made from 100% natural timber and built using traditional five-piece construction.

 Our Natura Ash Timber door is paintable in a choice of 20 colours and beautifully complements the Natura Oak Timber door.

 **PAINTED COLOURS**
Create your perfect colour combinations with our Painted Colours - see page 56 for more.



“ Our south facing garden is great for growing herbs and I love the fragrant scents that fill our new kitchen, especially when we add fresh spices to our homemade curries and sauces. ”



LIBERTY

OAK WOODGRAIN & ASH SILVER MATT

All our Liberty doors have a woodgrain effect to give a natural textured finish even when painted.



With a choice of 20 Painted Colours to choose from you can mix and match several colours to complement the Liberty Oak Woodgrain door.



PAINTED COLOURS

Create your perfect colour combinations with our Painted Colours - see page 56 for more.




“ My daughter works full-time and so I get to look after my grandchildren during the week and there’s nothing they like more than to bake biscuits and take a full tin home to mummy and daddy. ”




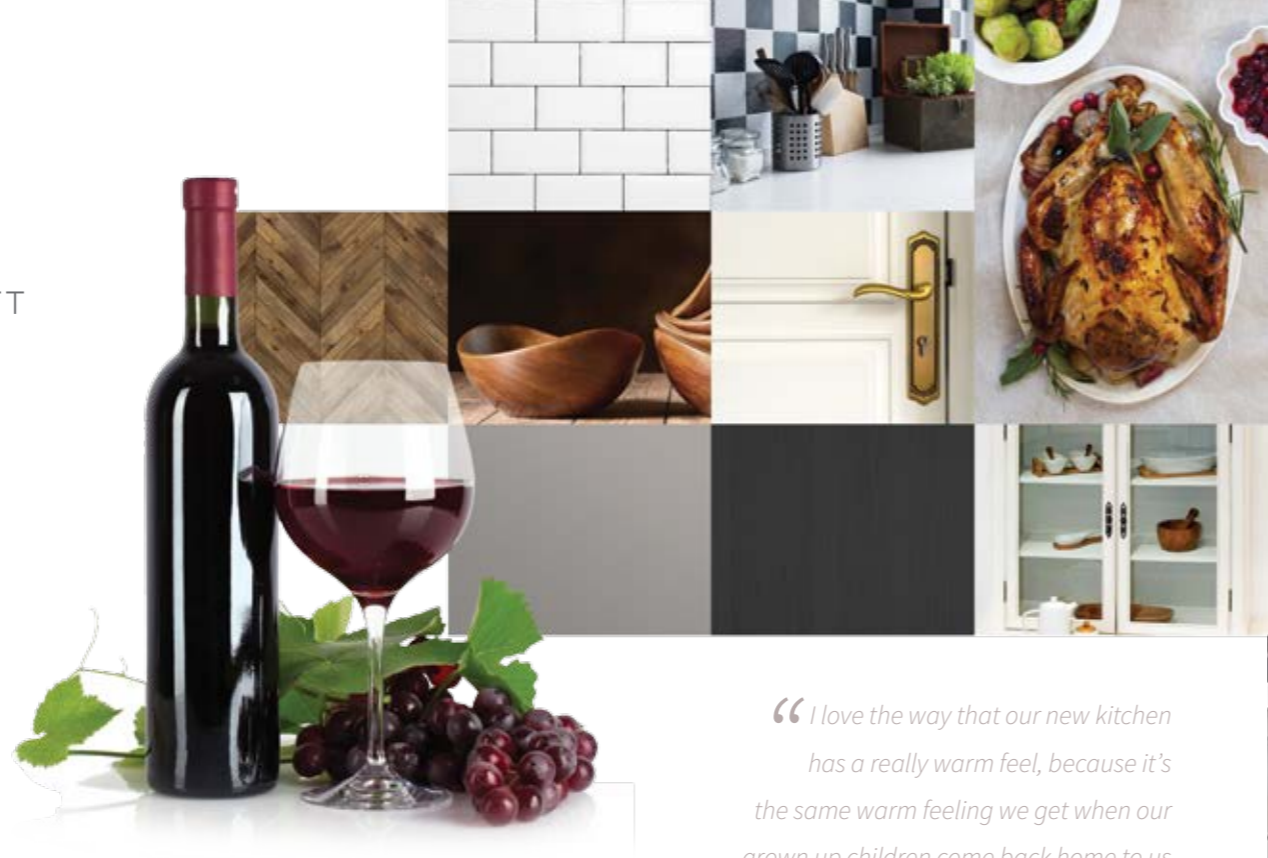
HARMONY

TRUE WHITE MATT & WELSH SLATE MATT

Our Harmony paintable door has an in-frame effect to give your kitchen a contemporary on trend look but with an enduringly elegant feel.

 Our feature display cabinets provide useful storage and create an attractive focal point for your new kitchen.

 **PAINTED COLOURS**
Create your perfect colour combinations with our Painted Colours - see page 56 for more.



“I love the way that our new kitchen has a really warm feel, because it's the same warm feeling we get when our grown up children come back home to us for a few days at Christmas.”



VIRTU | elegance

TIMELESS CLASSICS

Traditional styles & features elegantly recreated

DOOR STYLES IN THE ELEGANCE FAMILY

40-41 **HERITAGE** Pippy Oak

42-43 **HERITAGE** Natural Ivory Ash Timber & Midnight Ocean Ash Timber

44-45 **SERENE** Natural Ivory Matt



HERITAGE

PIPPY OAK

Each of our Heritage Pippy Oak doors is unique and made from solid oak timber making this a fine quality kitchen.



You can complete the natural oak look of your kitchen with our full range of feature cabinets, plinths, drawer boxes, cornices and more all made from the same high quality oak.



“All the new kitchen furniture, the floors and the work surfaces are made out of natural materials because we wanted our new kitchen to give us that connection with the natural environment.”



HERITAGE

NATURAL IVORY ASH TIMBER &
MIDNIGHT OCEAN ASH TIMBER

With our paintable Heritage Ash Timber door you can have a high quality kitchen in refined colours that express your personal style.



By combining Heritage painted doors & drawers with different styles of handles, feature doors, decorative pillars and cornices you can achieve a truly classic look.



PAINTED COLOURS

Create your perfect colour combinations with our Painted Colours - see page 56 for more.



“We’re very keen on traditions in our family and we like to keep them alive. I often wonder which of my grandchildren will inherit the family china and keep our family traditions going.”



SERENE

NATURAL IVORY MATT

The Serene Natural Ivory Matt door gives a classic look with a contemporary twist, made using a traditional five-piece construction wrapped in a practical and durable material.



Choose a walnut woodblock worktop to create a striking contrast and an even greater contemporary twist.



“One of the best things about travelling is that feeling of coming home again. I need those times with my home comforts to recharge the batteries before I get restless again and take off on a new adventure.”





WE BRING YOU THE BEST OF THE WORLD

We have selected our kitchen furniture from the very best sources to bring you a complete solution of the best styles, materials and technologies available, which means you can have a stunning, fully functional kitchen with the confidence that it will give you what you need day-in, day-out, year-in, year-out.

In fact we're so confident that we provide a 10 year guarantee on all our cabinets and doors.





ITALIAN STYLE

Our kitchen doors come from Europe's largest and most technologically advanced manufacturing facility based near Venice, Italy. Famed for its artistic history it is perhaps unsurprising that coming from the Venice region our doors provide the Italian style that will give your kitchen its creative edge. With a carefully curated choice of door styles, and a truly vast array of Painted Colours or Colour Finishes, you can have the style of door that expresses your unique identity perfectly.

BRITISH RELIABILITY

Our cabinets are manufactured here in the UK and our rigid cabinets are built using traditional glue & dowel giving a superior build quality than many other cabinets available. Our latest innovation, from our Nouveau family, gives a truly handleless cabinet onto which you can fit virtually any door giving you a whole world of possibilities.

GERMAN ENGINEERING

Having worked with German accessory manufacturers for many years they have consistently provided the precision and engineering excellence you might expect from German companies. With our accessories range you can complement your kitchen with some highly functional and useful features such as larder shelving for pull out cupboards, swivel brackets which turn corner units into large storage spaces, and the latest drawer boxes and organisers to keep your kitchen feeling new for years to come.

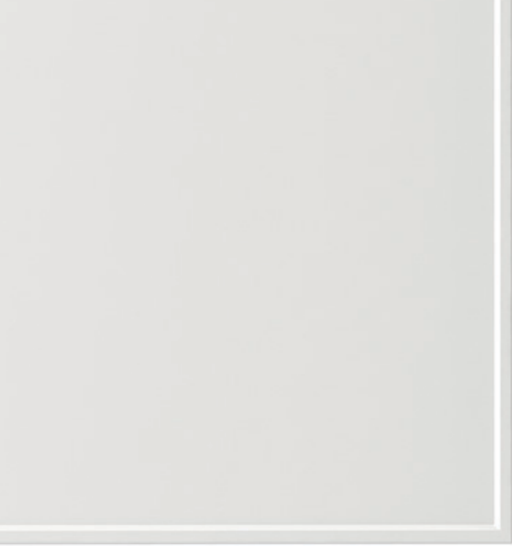
SPANISH STONEWARE

Our beautiful quartz worktops come from the world leading brands Silestone and Dekton, famous for its quarries and high grade stoneware and solid timber work surfaces. With a great range of styles your worktops can complement or contrast your choice of door to create vivid and exciting combinations, or just provide a simple surface for a more understated look. All Silestone and Dekton worktops are built to order to your specific design so they fit your kitchen perfectly providing a practical, durable surface which will look great for the life of your kitchen.

LIGHTING INNOVATIONS

Feature pendant lighting together with new low energy lighting solutions, give that showroom look at home and complete your Virtu kitchen. Whether you want something that will make a big statement, or something more subtle to set the right mood, we're sure you will find something to match your tastes within our lighting options.





DOORS

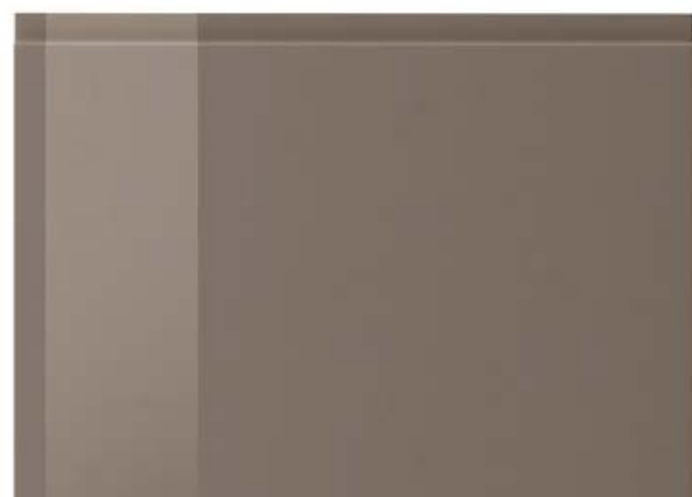
Open up a world of creative possibilities with our stylish range of kitchen doors.

Our wide selection of high quality manufactured doors have been grouped into families of similar styles so that you can easily choose your preferred door based on its look.

Some of our doors are available in 20 Painted Colours or 23 Colour Finishes to give you a creative palette for expressing your own ideas.

All our doors can be fitted to our standard cabinets and a selection of our doors can also be fitted to our innovative Nouveau handleless cabinet.

Get inspired by browsing our complete range of doors on our website at: www.VirtuKitchens.uk/Doors



expression
CONTEMPORARY DESIGN



CONCEPT
White Gloss

CONCEPT
Ivory Gloss

CONCEPT
Cashmere Gloss

CONCEPT
Lava Gloss

CONCEPT
True White Matt

DURA
Oak Woodgrain

DURA
Ash Woodgrain

20 PAINTED COLOURS
 23 COLOUR FINISHES



NEO
White Gloss
Integrated Handle

NEO
Ivory Gloss
Integrated Handle

NEO
Cashmere Gloss
Integrated Handle

NEO
Lava Gloss
Integrated Handle

NEO
Evening Mist Matt
Integrated Handle

CONTOUR
True White Matt
Framed Edge

20 PAINTED COLOURS 20 PAINTED COLOURS

Concept, Dura and Contour doors are all ideal for the Nouveau handleless cabinet range.

artisan
SHAKER STYLE



HARMONY
True White Matt In-Frame

LIBERTY
Natural Ivory Woodgrain

LIBERTY
Oak Woodgrain

NATURA
Natural Ivory
Ash Timber

NATURA
Oak Timber

20 PAINTED COLOURS

20 PAINTED COLOURS

20 PAINTED COLOURS

elegance
TIMELESS CLASSICS



SERENE
Natural Ivory Matt

HERITAGE
Natural Ivory
Ash Timber

HERITAGE
Pippy Oak

20 PAINTED COLOURS



COLOURS

Express the “art of living™” your way with our exciting range of vibrant colours.

Some of our doors can be painted for you using our Painted Colours range and others can be specially ordered with a choice of finishes from our Colour Finishes range.

Look for the icons beneath each door image to see which options are available for each one.

What colour will your Virtu kitchen be?

Get inspired by browsing our complete range of colours on our website at: www.VirtuKitchens.uk/Colours



PAINTED COLOURS

20



COLOUR FINISHES

23

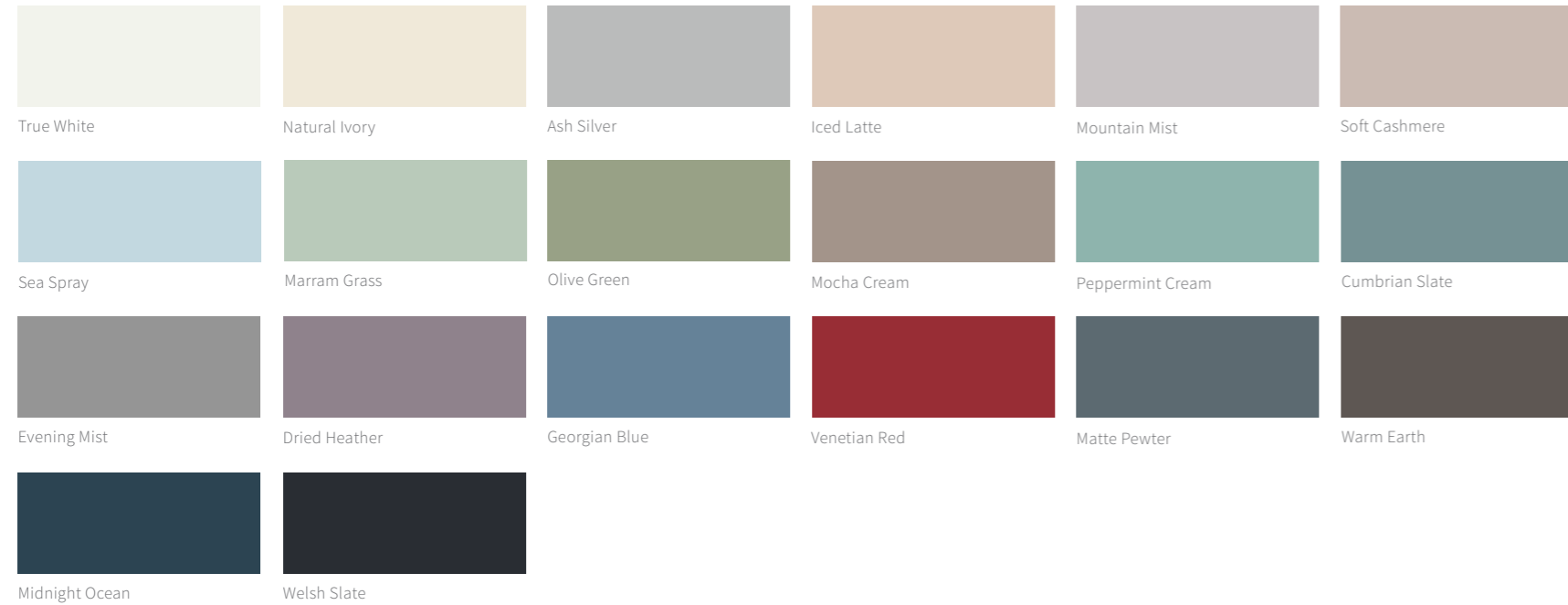


PAINTED COLOURS



Our Painted Colours provide a stylish palette of on trend and timeless colours to give your new kitchen a great look and a truly personal feel.

MATT FINISH

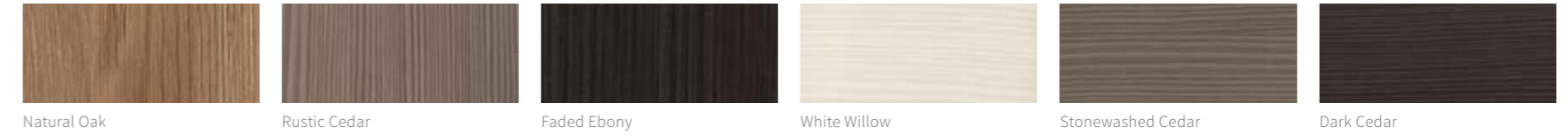


COLOUR FINISHES

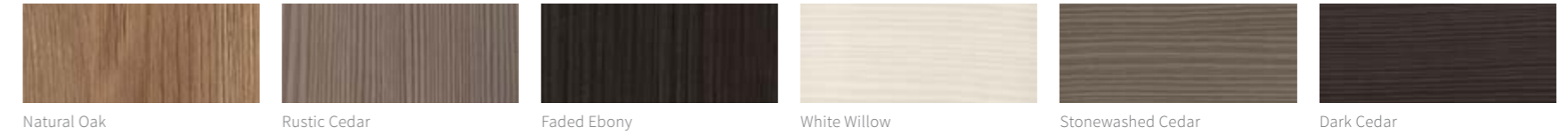


Our Colour Finishes enable you to choose from a range of colours, textured woodgrain, satin and gloss finishes so you can introduce a feature furniture wall or island.

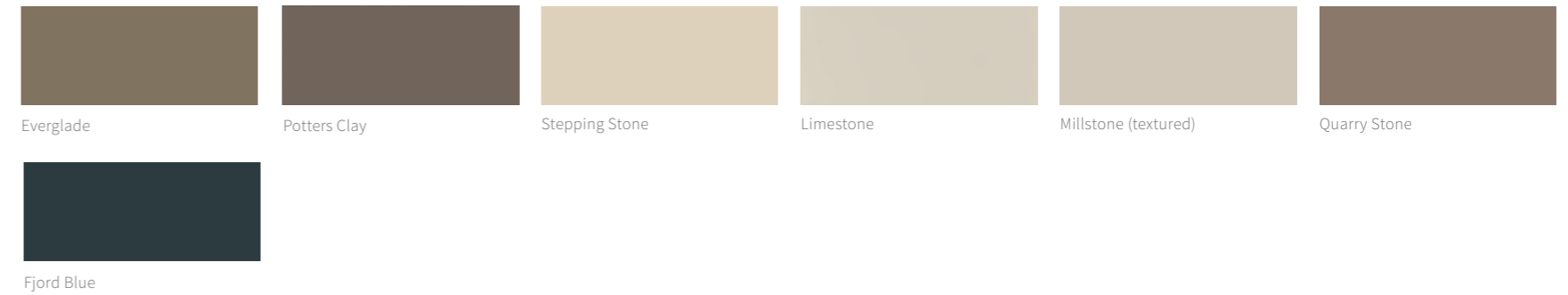
TEXTURED WOODGRAIN MATT FINISH



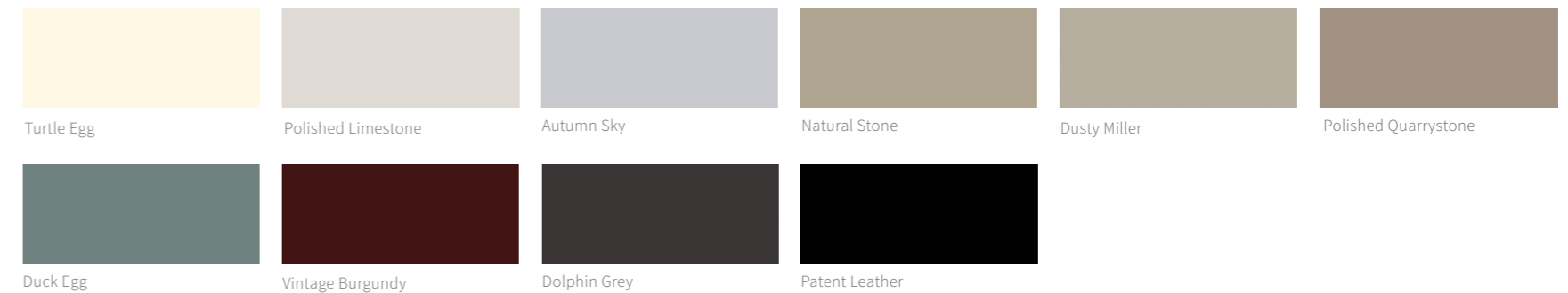
TEXTURED WOODGRAIN GLOSS FINISH



SATIN FINISH



GLOSS FINISH





HANDLES

Take hold of your creative inspiration and express it with our stunning array of door handles.

With a choice of styles, shapes, colours and materials you should find the right handle that will open the door to the right kitchen for you.

So whether you prefer shiny or matt, traditional or modern, silver or copper, our handles give you a great way of putting your unique mark on your Virtu kitchen.

Get inspired by browsing our complete range of handles on our website at: www.VirtuKitchens.uk/Handles





WORKTOPS

A worktop is for so much more than just working... it helps define the look of your new kitchen.

Which is why we've chosen Silestone worktops for our Virtu kitchens to give you complete flexibility in both layout and style.

All Silestone worktops are produced to order and so you can design the exact layout you want, whether it's a curved line, or an integrated hob or sink, or a matching counter and island.

And when it comes to style you will find that the Silestone range has something for everyone, from glossy blacks, to sparkly whites, or on-trend tones and colours.

Or you can choose from our range of solid wood worktops which give a natural warm look and feel.

Whichever material you choose for your worktop you can be confident that its hardwearing properties will keep it looking great for years to come.

Get inspired by browsing our complete worktop range on our website at: www.VirtuKitchens.uk/Worktops





STORAGE

Make your new kitchen work for you with clever storage ideas that give you easy access, help keep everything organised and your worktops clear.

If you're planning a popular open plan kitchen which combines a dining and living space then good storage will be a vital component of achieving the right kitchen.

From pull out larder units that keep contents perfectly organised, to corner cabinet solutions that don't waste an inch of space, we have plenty of ways to ensure your new kitchen stays clutter free.

Get inspired by browsing our complete storage range on our website at: www.VirtuKitchens.uk/Storage





LIGHTING

Let your new kitchen shine with a blend of lighting that is both functional and beautiful.

Whether cooking or dining, entertaining or relaxing, lighting helps you to create the right ambience for each occasion. From stylish pendant lighting over your island, to innovative under cabinet illumination for practicality, our inspiring range has been created to give you everything you need to achieve that showroom look.

Get inspired by browsing our complete lighting range on our website at: www.VirtuKitchens.uk/Lighting



HOW TO BUY



1. BOOK AN APPOINTMENT

The first step towards your Virtu kitchen is to make an appointment with your local Virtu Retailer.

We try to make appointments available at times that are convenient for you recognising that not everyone has the same availability. Your local Virtu Retailer will have a range of Virtu kitchens on display and also a full range of door styles, as well as samples of worktops and accessories.



2. GET A DESIGN & QUOTE

Your local Virtu Retailer is an expert in kitchen design and will also be able to help you have your kitchen fitted.

By discussing your ideas with you, or by seeing a mood board you have created, or even a particular item of sentimental importance, they will be able to design your perfect Virtu kitchen ideally matched to your particular requirements and provide you with a quote.



3. AGREE QUOTE & INSTALLATION DATE

All our Virtu Retailers provide no-obligation quotes because we recognise that your new kitchen is a decision which needs careful thought and consideration.

Virtu kitchens have been carefully selected and manufactured to provide you with a stunning kitchen at a price that is equally stunning in providing excellent value for money.

Your Virtu Retailer will then arrange an installation date with you, factoring in any building work which may form part of the project, so you can start to plan for and get excited about your new Virtu kitchen.



4. KITCHEN INSTALLATION

A Virtu kitchen typically takes one to two weeks to install, depending on size, complexity and whether any other building, plumbing or electrical work is required. Your Virtu Retailer will advise on timescales nearer the time.

When finished your Virtu Retailer will give you a full demonstration of your new Virtu kitchen and answer any questions you may have - perhaps over a cup of tea - before asking you to sign off the work and complete the installation process.



5. CELEBRATE YOUR NEW KITCHEN

A Virtu kitchen is all about “The Art of Living™” so the first thing to do following the completion and sign off of your new Virtu kitchen is to celebrate!

*V*IRTU
THE ART OF LIVING