

POLE POSITION



The intersection where the celebrated craft of the expert blacksmith meets stunning, contemporary design for the home, that's where you'll find Made by the Forge by Artisan Blacksmith and Founder Richard Fishenden

At Made by the Forge, our expertise lies in the art and craft of the humble curtain pole. Over the years we have honed our business to be as efficient as possible and we are also conscious of our responsibilities towards the planet, so for every order we plant a tree to offset our carbon emissions. We've made the online shopping experience as rewarding and effortless as it can be. Buying with us you get a lifetime guarantee, free returns and we also engage in and encourage joining in with the circular economy where older products not only get recycled but repurposed and reused. We like to think we've not left any question unanswered on the website but there's always our phone number to call if there is anything you're unsure about regarding any of our world class pieces.

AHEAD IN THE POLES...

We offer five sizes of curtain pole, all but one fashioned from a solid iron rod; the 12mm 'Slimline' range is designed as a refined recess pole including what's known as a Café Rod, a pole that allows a curtain or net to hang down covering half the window. This gives light a chance to enter the room but also allows some degree of privacy while enjoying your coffee. Then there's the 16mm 'Contemporary' range, with a collection of finials quite unlike the traditional ones, named after



locations where we have planted trees. The 20mm 'Classic' range features the tried and tested finial designs inspired by this country's rustic and equine past. We use time honoured blacksmithing skills to forge them and the results are timeless finials, comfortable and elegant in a 21st century home. The 25mm 'Heritage' range features a similar choice of finials to the 'Classic' but the larger pole is hollow to keep down the weight. It can take the heavy load with ease but is lighter on the wall that has to support it.

POLES APART

Our shining star is our bespoke bay window pole. We have spent a great deal of time, learning from experience, taking advice from customers, getting the ordering page as comprehensive and as simple as it can be for every kind of bay window from a 1 bend to a 6 bend and including the curved bay. Our online calculator makes light of the maths required to make the perfect bay window curtain pole. If your windows need some attention, Made by the Forge is here to help showcase them at their very best. Don't take our word for it. Click on 'Happy Customers' on our homepage for testimonials from the people who really matter – our customers. I invite you to become one too. ■ madebytheforge.co.uk

Top images: Design by @runforthehillslondon; Photography by @philipdurrant



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