

# The Evolution of Batch's

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Relaxing on a state-of-the-art reclining leather dining chair with an unheard of 10-year quality guarantee, we are given our first glimpse of Batch's innovative take on the furniture scene.

Paul and Jules are the formidable duo at the helm of Batch's Furniture.

Having owned two large furniture stores previously, Paul jumped at the opportunity to acquire Batch's six years ago and since then has grown the business while staying true to its roots in the process.

Established in the gold rush era, some may recall Batch's from its time being located on the corner of Armstrong and Skipton streets. In those early days, luxury timber furniture was handcrafted from the basement workshop by carpentry apprentices employed by the local school of mines. As a born and bred local, Paul used to walk past the Batch's store as a boy on his way to school, never imagining he would some day own the business.

Today, Paul and Jules continue this philosophy of excellence, with hand-selected pieces sourced locally and from around the globe. Having recently reintroduced Australian bedding, mattresses and bedroom furniture into their expansive range, Batch's has become a contemporary brand destination that has the likes of Tessa, Molmic and IMG displayed in its showroom.

Jules, a qualified interior stylist, recently joined the team after an 11-year stint at Home Beautiful magazine and brings a wealth of talent to the mix. She can assist with the full service, from selection to installation, and can draw on a sizeable range beyond what you see in the store. Batch's offers a complete experience to its customers, including everything from a complimentary styling service to home visits.

Having generations of families return to the store is further testament to Batch's solid reputation. It is renowned throughout the Western District for its quality and innovative design pieces. Another part of the store's appeal is that furniture can be made to order and custom fitted to cater for customers' individual tastes that will enhance their comfort and lifestyle.

With exciting collaborations in the works and a refreshed online presence in progress, Batch's provides regional and rural communities with the convenience of global-style selections that are accessible locally.

To check Batch's out on Instagram follow [@batchsfurniture](#)

