

# DESIGN CENTRE GUIDE

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The Ultimate  
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design centre  
LONDON



## Case Study: A luxurious turnkey home



Photo: Nathalie Priem

Turnkey residential developments are on the rise, as time-poor homebuyers – often with several international homes already – seek to acquire a property that is ready to move into. An incredible level of detail goes into such developments, and the craftsmanship that lies behind the interiors is as compelling a selling point as the location or layout. At Kenure House in Holland Park, developers and interior designers Echlin have merged three properties to create one magnificent five bedroom home, with a 'green core' – a courtyard garden running up the centre of the building – and master suite featuring a bath with a view, in an enclosed glass area on the roof. Complementing the high-quality interior architecture is a host of textiles that Echlin sourced from the Design Centre: Christian Fischbacher,

Altfield, C & C Milano, Harlequin, Pierre Frey, Lizzo and Alton-Brooke.

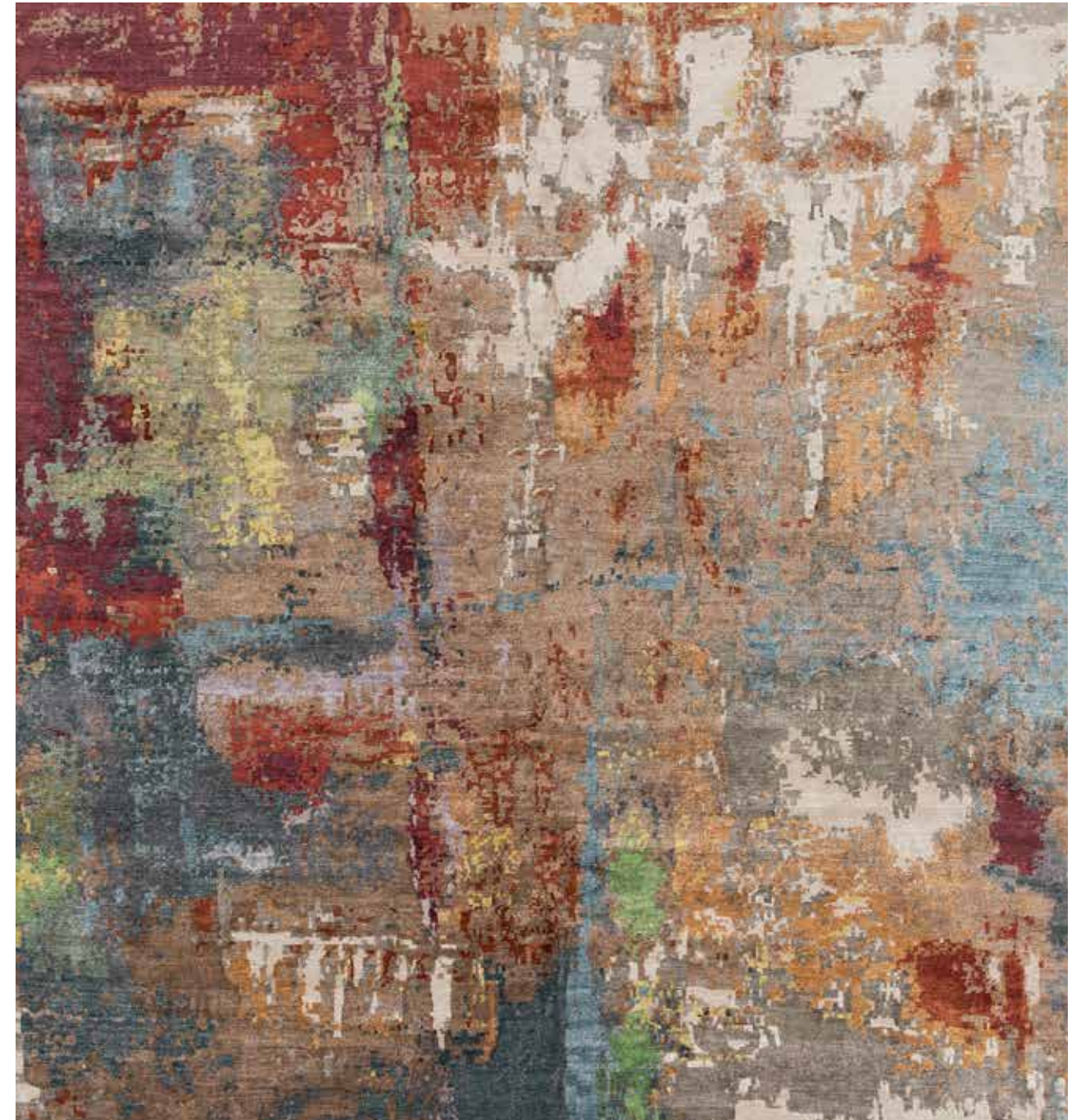
"Our studio is on Lots Road so the Design Centre is very handy for us; being nearby means we can wander around the showrooms for inspiration when we put together our initial concepts, and return multiple times during a project," says Samuel Pye, Echlin's development executive. "Of course we also love to go to the events and see all the new seasonal trends – with so many knowledgeable suppliers, there's no better resource in London." He singles out Christian Fischbacher and Pierre Frey as particular favourites: "They are so knowledgeable about their products and they are always helpful. It's great when suppliers can think out of the box and help us come to a creative solution."

need to be as short as possible, and designers rely on the expertise of the showrooms to deliver. When Guy Oliver at Oliver Laws needed to source leather for Fera, only Whistler Leather was able to supply the quantities needed in his specified colour and finish. Guy's take on the bespoke capabilities of the Design Centre is that "people forget that almost anything is possible now. Technology has changed and it doesn't cost any more to do something in a different colour or design, if you are ordering in quantity.

"People are much more confident about commissioning unique things, and true luxury is about uniqueness. It's not about something having a label on it; it might be fairly understated, in fact – so good that you almost don't notice it. But what's important is that it's made to measure, for you." If bespoke is the most important component of this new era of creativity, then The Design Centre can easily be said to be at the heart of it.



RIGHT: A house in Chelsea by Helen Green Design, which features Baker's 'Athens' lounge chair



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