



## THOUGHTFUL *Curation*

*With an uncompromising eye for detail, natural sense of colour and tailored approach, L-J Andrew catches up with interior designer, Sally Conran, to find out more about the inspirations behind her personal and timeless designs*

### How would you define your interior style?

Elegant, understated and individualistic. We curate elements that go beautifully together to create interiors that our clients want to spend time in. One of our strengths is being creative with colour in order to enrich the mood of a space. We enjoy sourcing unique vintage pieces and incorporating them into our designs to complement contemporary furnishings. There is also an emphasis on quality in all our projects and an attention to detail. This highly tailored approach means that every project is uniquely personal and completely timeless. Ultimately, we create relaxed luxury.



### Tell us more about Sally Conran Studio

I founded the business with my creative partner Wenda Harrison. Unswayed by the influences of passing trends and fashions, we design to complement the architectural style and interior spaces of a property while reflecting the tastes and lifestyle of those who inhabit them.

We always try to put ourselves in our client's shoes and imagine what they would like to do in a space and how it would make them feel.

### What kind of projects have you worked on?

We've worked on a wide variety of projects, creating luxury 5 star boutique hotels, atmospheric bars and restaurants, period London houses, grade II listed penthouse apartments and modern architect designed country homes. We specialise in delivering beautiful solutions tailored to our clients' needs and budgets.

### How would you describe your design process?

We work across both residential and commercial interior design and we pride ourselves in our personal, tailored and professional approach. Positive relationships based on trust, clear communication and collaboration, are at the heart of our work ethic; be it with our clients, suppliers, manufacturers or craftspeople whom we commission.



### What key elements do you focus on?

We pay a lot of attention to detail as we believe no element is too small and that these truly elevate the aesthetic of our interiors. We also value high quality materials and, in particular, fabrics which are naturally organic in origin. We love to create interiors that are tactile and inviting.

Typically, we are drawn to soft velvets, textural linens which hang and drape beautifully, rich soft leather, warm metals and luxurious mohair. We then might introduce an accent print such as a bold graphic pattern or a painterly botanical composition for a bit of fun. We like to think that all the materials we choose have an enduring quality or will even get better with age. We are also known for our beautiful and elegant window treatments which are all bespoke and handcrafted.

### What element do you consider is often underestimated in design?

Lighting is one of the most important elements, as we feel it's key in creating mood and atmosphere. We truly believe that the ambience of a space is elevated by a creatively layered and thoughtfully designed lighting scheme and we have successfully enhanced many projects in this way.





**Where do you find your inspiration?**

Inspiration comes from so many sources, but we are both passionate about art. It has a place in all the interiors we design. It adds unique character, energy and soul. It also acts as an incredible focal point.

We also love antiques markets, travel, museums, nature, and I would say London is one of the greatest cities for all these attributes.

Ultimately, interior design is a fine balancing process of carefully curated elements, which when put together, create a whole that is bigger than the sum of its parts.

**What projects are you working on at the moment?**

We are currently working on a large contemporary home on the Wentworth Estate and a Grade II listed property in the Lake District, with several new projects in the pipeline.

We have a highly tailored approach as every client and project is different. We consider our client's property and listen to their desires and needs; then we love to present clients with ideas that are better than they could ever have imagined.