

The London Magazine



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SPECIAL ANNIVERSARY EDITION

Interiors Icons

Over the years, *The London Magazine* has featured the finest interiors brands in the capital, whose craftsmanship has transformed homes. Here, we honour a few of our favourites

BEN PENTREATH

3-4 Lambs Conduit Street, WC1

Architect and interior designer Ben Pentreath brings a modern twist to the English country house aesthetic – proving very much in demand at the moment. Layering colourful contemporary fabrics, furniture and lighting with antiques, he has dressed Georgian terraces in Highgate and pieds-à-terre in Chelsea, giving a delightfully restful look. Buy into the style with a visit to Pentreath and Hall, a tiny shop full of “good things for the home” in the heart of Bloomsbury, with treasures and trinkets waiting to be discovered. benpentreath.com

THE CONRAN SHOP

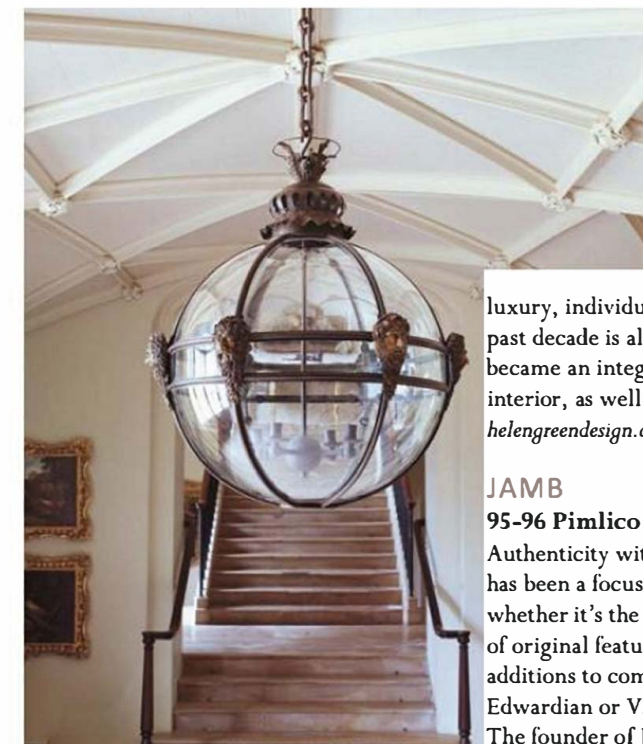
81 Fulham Road, SW6 & 55 Marylebone High Street, W1

The late Sir Terence Conran's name was known around the world and was a byword for London interiors style. While Habitat brought European style interiors shopping to the capital in 1964 and reigned supreme for decades, The Conran Shop, with outlets in Chelsea and Marylebone, remains one of the best places to find iconic pieces of furniture, kitchenware, accessories for the London home and quirky gifts. conranshop.co.uk

DE GOURNAY

112 Old Church St, SW3

Founder Claud Cecil Gurney, a former accountant from PWC, took inspiration from the chinoiserie and oriental art in English stately homes and brought them into the 21st century. Exquisite wallpapers (left), including bespoke commissions, are hand-painted by artists in China. Londoners and country house owners once hooked cannot get enough of papering their walls with fantasy scenes. A family-



luxury, individuality and comfort. The past decade is also when technology became an integral element of every interior, as well as a status symbol.” helengreendesign.com

JAMB

95-96 Pimlico Road, SW1

Authenticity within London interiors has been a focus of recent decades, whether it's the painstaking restoration of original features or sympathetic additions to complement Georgian, Edwardian or Victorian architecture. The founder of Jamb, Will Fisher, is one of London's most highly respected antiques dealers, specialising in antique and reproduction fireplaces. He has lovingly restored a Huguenot house in Spitalfields – always starting a scheme with the chimneypiece and flooring and working from there. Jamb's lighting collection is inspired by history, with the globe lantern (above) a signature shape. jamb.co.uk

business, daughter Hannah is inspiring the next generation with her Battersea home. degournay.com

HELEN GREEN DESIGN

29 Milner Street, SW3

Over the past 19 years, this dynamic team has developed a reputation for creating elegant, sophisticated and timeless interiors (top near left) for private clients worldwide and is a favourite choice for many prime London homeowners. “The classic ‘London Look’ has evolved and matured together with how the city changes,” says creative lead Alexandra Jurkiewicz. “Following global trends in fashion and lifestyle, London prime residential design moved away from strong ‘signature looks’ and recognisable designs; valuing understated

LEDBURY STUDIO

4b Ledbury Mews North, W11

London is spoilt for choice when it comes to luxury international kitchen brands, its showrooms are without a doubt, second to none. Yet we love the work of Ledbury Studio, a venture by Charlie Smallbone, the co-founder of Smallbone of Devizes, »





which addresses the needs of the London home where space is often at a premium (Charlie has designed for a Chelsea studio measuring 5m by 7m). Craftsmanship and quality finishes such as copper and pewter combine with clever design to create multi-tasking beautiful kitchens (far right) for living, working and cooking. ledburystudio.com

PAINT & PAPER LIBRARY

3 Elystan Street, SW3

Luxury paint and wallpaper has enjoyed an astonishing revival since the days of magnolia on every wall. Founded more than 20 years ago in London by interior designer David Oliver, & Paint & Paper Library is the choice for many of the capital's finest homes, because of its range of 180 perfectly judged colours and quality and the excellent advice on offer at its Chelsea showroom. Its Architectural Shades, such as Cotton, Salt or Stone are stepped in levels to provide depth to schemes. At-home consultations also available. Its wallpaper collection, the latest of which is the nature-inspired Botany, are designed to harmonise with its paints. paintandpaperlibrary.com

RIGBY & RIGBY

80 Brook Street, W1

A multi award-winning architecture,

interior design and delivery studio, Rigby & Rigby is a member of the Allect Group, which include Helen Green Design and Lawson & Robb. No London project is out of their reach, from mews houses (above) to church conversions and contemporary-styled penthouses, earning a loyal following from the global elite. "Our private clients are wanting less, but willing to invest more, the honest recognition of pieces of furniture as art or collectibles," says Rigby & Rigby CEO, Iain Johnson. "We are seeing more international clients who are looking for a fusion of classical London, but with reference points to their own culture and homely comforts." rigbyandrigby.com

SOANE BRITAIN

50-52 Pimlico Road, SW1

We could have picked a dozen brands who thrive in this interiors haven on the Pimlico Road (spend a day visiting them all). But Lulu Lytle and Christopher Hodson's furniture and lighting brand (p42, top left), which began life in



Christopher's Pimlico basement in 1997, wins our admiration for its dedication and commitment to British craftsmanship. "Once a particular craft has gone, it will never come back.

It needs protecting the same way an endangered species does," says Lytle. Soane has helped secure the future of British-made rattan and established a fabulous apprenticeship programme. Recent publicity linking Lytle and Soane with the controversial refurbishment of Boris Johnson and Carrie Symond's 11 Downing Street flat should not for a minute distract from the greatest of this modern London classic. soane.co.uk

WEST ONE BATHROOMS

Design Centre, Chelsea Harbour, SW10

With eight showrooms across London and the South East, West One Bathrooms has been busy providing for London's ever-growing passion for bathroom design. Blame the rise of the spa hotel, Londoners require the same level of luxury in their own homes, from wet rooms to grand spaces. Visit their showroom at the Design Centre Chelsea Harbour for a one-stop shop for tiles, fittings and a huge selection of beautiful tubs to complete your own at-home sanctuary. westonebathrooms.com

