

Smart move

The owners of this new build wanted to combine practicality with luxury, so asked design firm Wells and Maguire to help

FEATURE KAREN WILSON | PHOTOGRAPHY PAUL CRAIG

KITCHEN - DINER

Apricot accents and brass details deliver the luxury look in here.

Hirst table, from £4,510; similar Hugo chair, from £635, both The Sofa & Chair Company. Blossom chandelier, £4,128, Porta Romana

HALLWAY

All the wallpapers chosen are wipeable – a necessity for a family of five.

Shadow Leaves wallpaper, from £19.49m, Tektura

SITTING ROOM

Elements of black ground the scheme.

Belmond black wenge oak sideboard by Liang & Eimil, £1,408, Furnish, is similar. Try the Pavillion Chic Houston armchair in Grey velvet, £393.60, Pavilion Broadway



HOME TRUTHS

THE PROPERTY

New build three-storey semi by developers Berkeley Group

LOCATION

London

ROOMS Sitting room, kitchen-diner, five bedrooms, (two en suite), two bathrooms

PURCHASED 2019

PREVIOUS PROPERTY

'Before moving here, the family lived in a four-bedroom 1930s semi nearby,' says Emily.



SITTING ROOM

An ottoman in a durable faux suede acts as a coffee table by adding a tray, but also doubles up as additional seating.

Ealga 12-arm chandelier by RV Astley, £922, House of Isabella. The Ogee grey and cream raised trellis rug, £555, Rowen Homes, is similar. Stock Hopper mirror, £645, Robert Langford



DECORATING TIP *'We always get asked what the paint colour is in the living room, but it's actually a suede-effect paper by Tektura that is very hard-wearing'*

By creating the perfect home for a busy family of five, interior designers Emily Holder and Danielle Marsh proved that practicality and style can indeed mix. The co-founders of Wells and Maguire (wellsandmaguire.com) were hired by the owners of this Victorian-inspired new build to inject some personality and create a cohesive flow throughout.

'We were asked to come up with a scheme that was suitable for a balanced family lifestyle with a unique and luxurious feel, that would also incorporate the local surroundings of the Richmond area,' says Emily. 'We kept the scheme light throughout, adding accents of autumnal tones such as apricot and burnt sienna, mixed with a base palette of neutral creams and taupes.'

Creating balance and flow was a key consideration. 'We were consistent in using the base colours and adding accent tones in each area,' explains Danielle. 'For example, we used the same fabric on a cushion in the kitchen seating area as we did for the piping of a cushion in the sitting room.'


The most important room for the homeowner was the sitting room, where the whole family can be together. 'Our biggest challenge was to create enough seating for a large family but to keep the overall feel formal,' says Emily. 'We did this by using a variety of styles. By adding a large three-seater sofa, two armchairs, a bench and a window seat, we created a cohesive feel that isn't too cluttered.'

In the main bedroom, a full-height headboard was designed to create a

masculine but relaxing environment. 'In feng shui, blue is considered to promote peace and calm, so we chose a deep-navy velvet, with a beautiful, brushed brass trim for contrast,' says Emily. 'The wall behind features a complementary deep textured wallcovering, which picks out the metallic elements.'

The kitchen was zoned into three areas: a cooking and breakfast area, dining area, and cosy, less formal seating area. 'To create a homely feel while retaining a sense of space, the dining table was positioned centrally with a feature blossom chandelier sitting proudly above,' says Danielle. 'The stunning bespoke bar stools feature beautiful blossom fabric to the back, injecting a subtle pattern that really makes the furniture stand out from the white Shaker-style kitchen.'

A high-back sofa in a beautiful ivory fabric sits in front of a feature alpine wallpaper. 'The cushions we've used here include bespoke tassels and the tones complement the fabric on the dining chairs and bar stools, keeping all zoned areas connected but with a sense of contrast,' explains Danielle.

The pair have designed a scheme that is both welcoming and homely, while still exuding a sense of luxury. 'It's so satisfying to create a home for a family to live and grow in,' says Emily. 'Our ethos is to make living beautiful and we wanted the clients to feel comfortable and at home but also to be proud of their surroundings. It's the small details that bring a scheme together, creating a unique and timeless look.' 



MAIN BEDROOM
The designers wanted to make a bold statement by extending the feature headboard right up to the ceiling for added drama. Bespoke headboard in Volterra 15 fabric, £32,34m, Kobe. Deena bench, from £1,455, The Sofa & Chair Company; in White Star fabric by Aldeco. Basilica Smoke ceiling pendant by Heathfield, £374, Decolight

CHILD'S BEDROOM
Soft, soothing white tones with a hint of blush pink create a calming space. Lynton White Gents wardrobe, £249, Dunelm. Try the canvas storage cube in Grey Stardust, £18, Great Little Trading Co. Classic chest of drawers, £500, with baby changing top, £99, The White Company. Etsy sells cherry blossom wall decals, from around £30

BEDROOM
The scheme's neutral backdrop allows the vibrant tones of the teal lamp base and cushions to shine. Antero Teal table lamp by Heathfield, £560.20, Decolight. Zanja green and gold metallic detail cushion cover, £18, La Redoute, is a good alternative. Double Smith headboard in house cream fabric, £345, Loaf, has a similar style