

Utopia KITCHEN & BATHROOM

BRANDS
ISSUE

The only kitchen and bathroom magazine dedicated to luxury design

JUNE 2013

Real Homes

Exclusive
LUXURY PENTHOUSE
SCANDI-INSPIRED KITCHEN
RETRO FUSION
FAMILY HOME

trends

WE EXAMINE WHAT'S **HOT** IN THE **STYLE STAKES**

WIN PRIZES WORTH OVER £5,000



DESIGNER LIVING MUST-HAVE BRANDS FOR YOUR HOME

PORSCHE | SWAROVSKI | ARMANI | MISSONI | GAULTIER
LAMBORGHINI | LALIQUE | DUCATI | ISSEY MIYAKE | ROSENTHAL
WEDGWOOD | VERSACE | DIESEL...

EXPERT ADVICE

LEARN HOW TO INTRODUCE DESIGNER PIECES INTO YOUR HOME
WITH TIPS AND ADVICE FROM INDUSTRY INSIDERS

"Here at Amara we have noticed the steady increase of fashion designers turning their attention to interiors and home accessories – **Ralph Lauren** began this trend back in 1983 when he launched a collection of home furnishings. Today many of the latest home collections are taking inspiration from the hottest catwalk trends, such as this season's bold floral prints and monochrome styling. There are no hard or fast rules on mixing designers in the home, but some designers' styles are very iconic and busy, and mixing too many distinctive styles can be contradictive. It is best to be true to a theme or the look can be confusing, and the effect of a designer piece can be lost and even wasted if there is too much going on."

Sam Hood / co-owner and buyer / **Amara**
01376 321 100 / www.amara.co.uk

"Fashion houses are not content with merely dressing their rich and celebrity clientele, they are increasingly moving into the world of interiors where rather than dressing a mannequin, they adorn furniture in similar style. When working with these brands it's a good idea to put various designers together as you would with an outfit – when people choose everything from a particular brand it's often that they are insecure in their own taste, relying on the prestige of a label instead of making a personal decision. However, clients will always have a preference for a certain fashion designer and they find comfort in knowing that brand is an embellishment not only for their clothing but also their surrounding environment."

Nico Yiannikou / interior designer / **Y2DC**
020 3178 5012 / www.y2dc.com

"Designer brands bring opulence, luxury and seamless sophistication to an interior. Where designers have crossed from fashion to interiors, understand their fashion style to assess how to use it in the home. **Roberto Cavalli** is rich and opulent and furniture should be used as a feature piece against a calmer backdrop. **Missoni** is instantly recognisable with its signature designs, so use these accessories in more playful interiors to add vibrancy and colour. **Armani Casa** lends itself to a bold contemporary scheme, whereas **Ralph Lauren** epitomises a classic space with layered materials and textured finishes. Choose a designer whose pieces characterise your personality so that your home is an extension of you."



Above / Interior designer Roselind Wilson was asked to use furniture from **Fendi Casa** for this living room, which also featured **Baccarat** glass chandeliers



Right / Interior designer Roselind Wilson was asked to use furniture and lighting from **Fendi Casa** in this luxury dining room

Roselind Wilson / interior designer /
020 3371 1779 / www.roselindwilsondesign.com