



# Attention to Detail

As she moves into her 28th year in the interior design industry, *AMELIA JOHNSON* speaks to Juliette Byrne about the ever-changing London market, trends and how to stay at the forefront of one's game

"EVERY INDUSTRY HAS trends and none more so than the interior design world. One minute everything is pared down and minimal; the next thing we know people are asking for contrast piping, tassels and trims. However, despite the ever-changing industry trends, I have always tried to stay true to my core style of blending elegance and sophistication to create functional, practical homes. In recent years, integrating the latest AV and electrical components into stylish rooms has been the biggest challenge but one that we are constantly overcoming."

Juliette works all over the world, most recently completing a contemporary-style chalet in Chamonix – "Working in the mountains is always an absolute treat. It's a chance to use materials you wouldn't normally put in a city house and to allow the fun of the mountains to be reflected in the design" – as well as a large 17th century Grade II listed house in the Cotswolds and a five-bedroom Chelsea townhouse, including a double basement dig-out.

The property development world is one area into which Juliette is expanding. "We've found that people are bored of walking into multimillion pound properties that lack any character and fail to impress. Our aim is to design the lifestyle rather than the room; we want buyers to instantly imagine themselves living there. From the offset we like to think through the sort of client who will be buying; what nationality are they? Do they have a family? Do they have a live-in nanny? Do they entertain? We then aim to make every room distinctive while also creating a sense of unity in the property. It is important that each and every bathroom, utility room and living room is remembered by the client after they've left."

Juliette was recently named as one of the Best 20 Interior Designers in Britain by *The Telegraph* as well as featuring in the *House and Garden* Top 100 Interior Designers for the third consecutive time. She was also nominated for a 2014 International Property Award. Her wealth of experience in the industry and the fact that she's lived nearly her whole life in London makes her an expert

in its property industry and thus the service Juliette and her team can provide is second to none. They maintain that their meticulous attention to detail is one of their best attributes. "We can help with every aspect of your house, from cutlery to artwork. Our philosophy is that nothing is too much trouble. We offer clients a personal, bespoke interior design service tailored to each individual brief. We aim to leave a legacy of elegant, classic contemporary design which will give timeless longevity to each interior." ■

[juliettebyrne.com](http://juliettebyrne.com)

