



Bernie believes in an evolving London look. Here, warm neutrals combine with classic prints in an object-heavy room scheme



This chair is a great example of the eclectic London style available in store at Heal's

THE LONDON LOOK

IS THERE SUCH A THING AS CAPITAL-CENTRIC CHIC? WE ASKED FOUR DIVERSE LONDON-BASED DESIGNERS FOR THEIR TAKE ON THE STYLES THAT SHAPE OUR CITY



BERNIE DE LE CUONA FOUNDER OF DE LE CUONA INTERIORS

"The London look has evolved over time. Although England has always been famed for inherited furniture, classic prints and a very traditional look, I think London is much more European and contemporary. In its extreme, think steely grey tones with glamorous touches. However, a more liveable style of warm neutrals is slowly coming to act as the middle ground between this cold, unwelcoming minimalism, and the classic England look. London is a fast-paced city whose interiors are as exciting as its inhabitants. The tendency towards stoic interiors is gone and in its place is an inspired, constantly changing look that's updated as often as the people in it." *de Le Cuona*, 150 Walton Street, SW3 (020 7584 7677; www.delecuona.co.uk)



JACQUI B INTERIOR DESIGNER AND STYLIST

"Yes, but it's hard to define - at its heart is an attitude that anything goes. London homes usually embody an eclectic mix of British vintage pieces, traditional accessories from around the world and more contemporary designs. I think the capital is responsible for influencing interiors around the world. I dare say the film *Notting Hill* had something to do with that; many people now consider London style to be typified by that kind of trendy neighbourhood with gorgeous Georgian houses. Lately though, we are also being noticed for our contemporary art and design. Just look at Soho House and its sister venues - their signature look is chic and unique... And the rest of the world is trying to recreate it." *Jacqui B Lifestyle Store*, 4 Formosa Street, W9 (020 7286 0480; www.jacquib.co.uk)



MATTHEW HILTON CONTEMPORARY FURNITURE DESIGNER AND HEAL'S COLLABORATOR

"Definitely... London is creative, stylish, eclectic. I love the mess of London, the noise, the street life. In particular, I think architecture here is blooming. A prime example is Tate Modern, which has had a hugely positive effect on the South Bank. Creative areas like Shoreditch are also very inspiring, but we have to ensure this irreverence is not lost as they turn from pioneering areas into a copy of areas like Covent Garden. I'm not against progress, but something is lost in the process of regeneration, authenticity perhaps. I dread the day when Brick Lane finally closes doors on its last true Indian restaurant." *Heal's, The Heal's Building*, 196 Tottenham Court Road, W1 (020 7636 1666; www.heals.co.uk)



LEE BROOM AWARD-WINNING INTERIOR AND PRODUCT DESIGNER

"Our street style dictates trends in the rest of the country. In fashion, for instance, what you see on the runway is usually filtered from the street - something very unique to London. This is often the case with products or interiors, too. London has a very creative and raw energy. Shoreditch is a great example - you don't have to look far to find creativity in this area, whether it be street art or quirky boutiques. I'm a strong believer that London has hugely influenced interior styles worldwide. The British have a reputation for being a little eccentric. If you travel abroad, you will always find a bar or restaurant that has this eccentric 'London look' and these venues will always be popular with creative clientele." *Studio address: Electra House*, 93 Rivington Street, EC2 (020 7820 0742; www.leebroom.com)

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