

The London Magazine

Luxury lifestyle, prime property

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TRENDS FOR 2025

Reset yourself

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in hot demand this year

Maurice Saatchi

'I wanted to make the world
a better place and I still do'

JANUARY 2025 £5.50





Comfort & joy

THE INTERIOR DESIGN TRENDS IN LONDON IN 2025 REFLECT OUR NEED FOR COSY RETREATS AND A RECONNECTION WITH NATURE, WRITES ALEXANDRA GOSS



AHEAD OF THE CURVE Clockwise from opposite: This spacious Westminster penthouse, designed by Elicyon, combines softened edges, natural materials and soothing earthy tones to maximum cosy effect; Ledbury Studio's Kensington kitchen features fluted oak panels and a marble inset on its drinks cabinet; Katharine Pooley personalised this entrance hall with a dramatic classical sculpture

PHOTOGRAPHS: NICK BUCKWOLD/STUDIO 18; STYLING: JAMES MCKENNA



BROWN IN TOWN
Clockwise from top left: The rich, enveloping warmth of this kitchen's rich chocolate tonal palette is complemented by Henry Holland Studio's Pour tiles, made in collaboration with Bert & May; designed by Angel O'Donnell, this OWO Residences by Raffles dining room features an original Jack Penny painting and a bespoke marble table; in this bedroom, Veere Grenney used Schumacher's Suffolk Damask fabric in Brown for the bed hangings and Woodman's Check fabric in Berber Brown to upholster the walls

Amid January's wintry weather and the uncertainty facing the world, at least interior design can cheer us up, with themes of comfort, permanence and optimism key for 2025.

Marianne Shillingford, creative director of Dulux and founder of the Colour in Design Award, says: "When it's dreary outside, your home should feel like a cosy retreat; a warm mug of hot chocolate offering an escape."

Here's how to ensure where you live is both comforting and chic this year.

EARTHY TONES... EVEN BROWN

Warm, earthy hues are still huge for 2025. "Think rich terracotta, deep ochres, soothing taupe and lush olive greens," says Katie Anson, associate at SHH Architecture & Interiors (shh.co.uk). "These colours evoke a connection to nature, offering a welcoming and cosy ambience that feels both timeless and contemporary."

Rich greens and sand are particularly calming in the bathroom. "They bring in



warmth and create an organic feel," says Carly Allison, head of product design at Fired Earth (firedearth.com). And once shunned, brown has emerged as a hard-wearing neutral.

Colour of the year at Benjamin Moore (benjaminmoorepaint.co.uk) is Cinnamon Slate, a delicate mix of heathered plum and velvety brown, while the brand also offers the sumptuous shades Leather Saddle Brown and Chowning's Tan. Meanwhile, the recently-released Wainscoat, by Edward Bulmer (edwardbulmerpaint.co.uk), is a rich deep brown based on a traditional woodwork panelling colour.

"I love using brown in our schemes; it grounds a room, goes with everything from yellow to pink and blue, and with crisp white it looks terribly modern," says the interior designer Veere Grenney (veeregrenney.com).

"Brown is the colour of the earth and is therefore very versatile."



PHOTOGRAPHS: BETTILDA; ANGEL O'DONNELL; JAMES McDONALD



RETURN TO FORM Clockwise from top left: Evoking Kilim rug patterns, the Qarshi print from The Design Archive's new Samarkand collection is ideal for upholstery or curtains; boasting art deco-inspired lines and grandeur, this Elicyon-designed entrance hall decked out in neutral marbles is the ultimate jazz-age update; lighting and furniture designer Tom Raffield is hands on when it comes to creating sculptural pieces from natural materials; the designer's Arame ceiling light, made from walnut wood

MODERN HERITAGE

Chintz, check and Chesterfields! The modern heritage look has been all over our TV screens for many months, from *Saltburn* to *The Gentlemen* and *Rivals*, and is a core trend for our homes too.

While you can get the look by adding nostalgic British country-house elements such as floral wallpaper or tartan fabrics, it's also about gaining inspiration from the past to create traditional designs that work in a contemporary interior.

At Decorex in October, modern heritage was a key theme, with many designers reimagining archive prints and updating their using modern fabrics and textures. For instance, the fabric prints in The Design Archives' new Samarkand collection (thedesigndesignarchives.com) were sourced from the Crownson Archive and have been rescaled and recoloured. Meanwhile, the Modern Heritage furniture collection by Laura Hammett Living (laurahammettliving.com), was inspired by a period townhouse in Chelsea, French antique furniture and other historical references.

"I'm excited to see how this looking-back-to-move-forward approach continues to evolve in 2025," Hammett says.

ART DECO

Speaking of heritage, art deco is a core theme, with 2025 marking 100 years since the movement was first exhibited at the International Exhibition of Modern



Decorative and Industrial Arts in Paris. This bold and sophisticated 1920s and 1930s aesthetic blends streamlined lines with geometric shapes, rich colour and decoration, embracing sumptuous materials and injecting sophistication and opulence into interiors.

The enduring appeal of art deco's stylings lies in its global influence and timeless aesthetic, says Charu Gandhi, founder and director of luxury interior design studio Elicyon (elicyon.com).

"From the iconic geometric forms and rich materials of the Chrysler and Empire State Buildings in New York to the striking art deco-era cinemas and apartments in Mumbai, the style's



international reach is unparalleled," she says. "This renewed interest in its design details and how they can be applied afresh is driven by a desire for stability, glamour and craftsmanship in uncertain times, making the movement's decorative richness more relevant than ever."

CURVES AND MATERIALITY

Gentle, organic shapes will continue to dominate interiors this year, bringing serenity and softness in the form of crescent-shaped sofas, rounded armchairs and circular coffee tables – as well as through more structural, architectural details, such as arched doorways and cabinetry.

"Curves echo the natural world more than rigid lines and are particularly useful in a small room, helping to create the illusion of more space," says Sarah Coward, senior design project manager at interiors specialist Clayton and Company (clayton.co.uk).

The desire to feel close to nature is also behind the continued emphasis on natural



materials, from stone to wood and marble. Tom Raffield, founder and designer of his own furniture label, has mastered natural, sculptural lighting (tomraffield.com).

"The organic form and natural, wooden hues of our sculptural lighting designs ground interiors with a sense of calm and tranquillity," he says. "Each handcrafted piece is imbued with a connection to nature, and this helps create a space that nourishes the soul, while transforming interiors into breathtaking reflections of natural beauty and functionality." Marble side tables and onyx light fittings were on show at art fair PAD London in October; rare and semi-precious minerals are the inspiration behind the new Jewels colour collection by Paint & Paper Library (paintandpaperlibrary.com), which launches in January. Meanwhile, Cameron Design House recently unveiled Koru, a breathtaking sculptural chain-link lighting design, made from alabaster (camerondesignhouse.com).

PLANET ORGANIC

Left to right: Fired Earth and Bert & May's tile collaboration has resulted in an array of natural-effect clay and ceramic tiles in calming earthy shades, ideal for turning bathrooms into dens of tranquility; this highly original side table with drawer from Alexandre Roussard's design label En Residence would make a statement in any room; this bespoke child's bedroom by Elicyon combines curved edges, gentle neutral hues and a personalised finish for a timeless yet thoroughly modern, functional space



"Materiality focuses attention on how items are made, where they're sourced and how they're transported, and we expect this concern for the sustainability and ethics behind interiors to continue into 2025," says Huseyin Bicak, senior interior designer at Charlton Brown (charltonbrown.com). "It's also about celebrating craftsmanship and investing in furnishing and items that will stand the test of time."

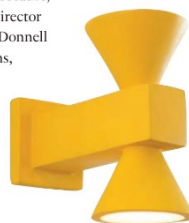
BE MORE BESPOKE

As seen at Decorex, there's a growing trend for personalisation in all areas of interior design, from custom-painted baths to rugs and wallpaper. The homeware brand Andrew Martin (andrewmartin.co.uk) can even turn National Gallery paintings into wallpaper for any space – so you can have a Canaletto in the kitchen or a Leonardo in the loo.

Art in homes is crucial to creating an individual look. This could mean investing in a single statement piece because, as Ed O'Donnell, creative director and co-founder of Angel O'Donnell (angelodonnell.com), explains, "a large piece of art can help pull an interior scheme together."

Alternatively, the art consultancy

PLUS INTEREST
Clockwise from top left: Katharine Pooley has created a feast for the eyes in the entrance hall of this lateral apartment in Chelsea with complementary art pieces, wall lighting and a standout marble console table with sparkling gold veins; Sarah Corbett-Winder and Birdie Fortescue's collaboration has resulted in playful stripe motifs which create a fun space when layered to great effect; neon accents such as this wall light by Patrick Naggar for Ralph Pucci will liven up your living space



department of Katharine Pooley's studio (katharinepooley.com) is furnishing clients' homes with personalised tapestries, hand-painted murals and stained-glass windows with symbolic motifs. "These concepts not only add visual interest, they also infuse spaces with a deeper, more personalised narrative," Pooley says.

This means antiques will continue to be sought after in 2025. "Antiques are kinder to the planet and each piece is unique," says Deborah Ogden, manager of the Blanchard Collective (blanchardcollective.com).

DOPAMINE DECOR

For the ultimate pick-me-up, consider a splash of acid yellow to evoke happiness, optimism and creativity, says Taylor Howes (taylorhowes.co.uk). Or opt for the playful stripes in the second collaboration between Sarah Corbett-Winder and Birdie Fortescue (birdiefortescue.co.uk), which has been designed "to bring joy to homes". ■

PHOTOGRAPHS: JAMES McDONALD, BRIDE FORTESCUE, ANTOINETTE BOITZ