

GO WITH THE FLO

Looking for a new year refresh? Oxfordshire interiors expert Sarah Davies shares her advice



Floella, a boutique interior design and soft furnishing business, is run by interior designer Sarah Davies, who has brought a wealth of interior design experience to the Cotswolds, following a career in London that spanned 20 years.

Sarah's love of art and fashion led to a career in interiors by way of training with a small company in London making bespoke curtains and blinds. It was here that she started to hone her talents in creating high-end soft furnishings. This experience give Sarah the upper hand in understanding how things are made and which fabrics work well together. 16 years with Cameron Broom in London, including seven years as head residential designer followed. Sarah is now based in the Cotswolds.

"The highlight of my career has definitely been setting up my own business and carving out my path. I learnt so many valuable things working for someone else but doing it on my own has been so exciting, challenging and very rewarding. I can now do the things I want to do - focus on what I love and also finding new avenues to explore such as styling

- presenting and writing my first workshop. "I have been really lucky to have had some amazing clients that I've worked with for years and I can say are now friends. It's wonderful when you get a client that you just click with and the process is just a delight. Every client and job is a learning curve. And if you look at it this way, it makes your business better."

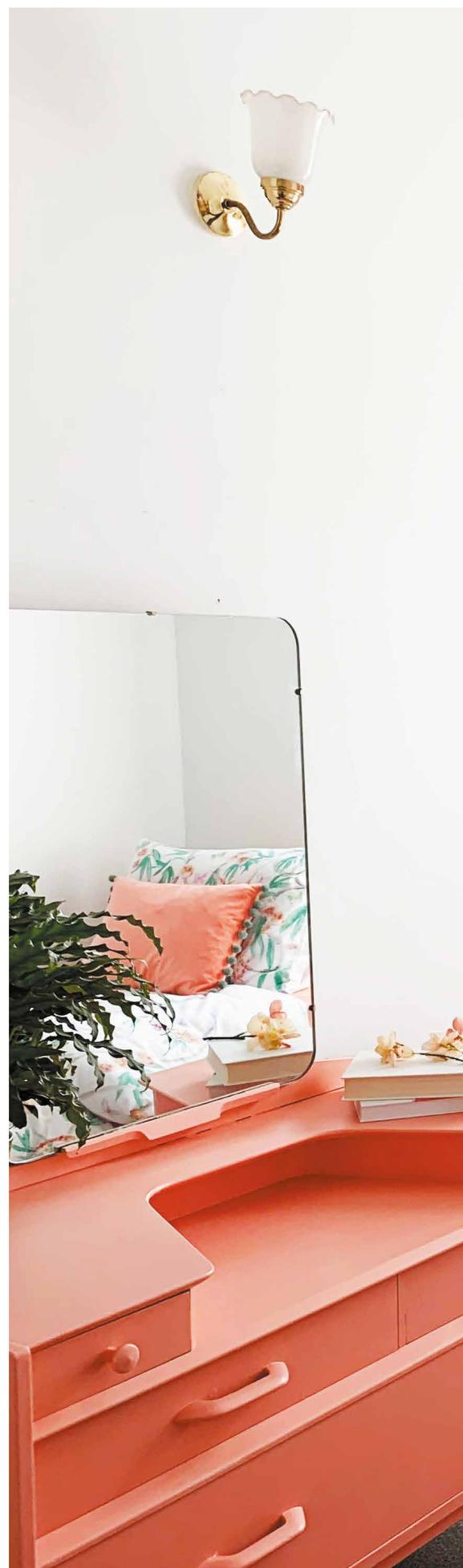
Working on everything from one room "refreshes" to full re-designs, Sarah is a dab hand at giving a new lease of life to rooms in need of an update. Here are her top 10 tips for a new year overhaul:

Have a clear out

I would say this is where you should start - a big clear out. It's amazing how this will change the room and refresh just be clearing out/throwing away. Get carpets/upholstery cleaned

Set a budget

Set a budget of what you want to spend and stick to it. Planning is the most important thing - Make a list of what you would like to do to that room. ie paint/new cushions/new sofa? And then see realistically what you can afford. ➔





Think out of the box.

If you are wanting a new sofa but budget is not allowing for that and everything else you want think about maybe recovering cushions on sofa instead or adding throws and a selection of lovely new scatter cushions. Maybe keep the sofa but get it deep cleaned and purchase a lovely statement chair instead

Create a mini design board

This can easily be done on the computer. It helps you focus on what you are looking to achieve and what you need and what your style/colour is. Its very easy to get distracted in shops so if you have something to refer too you it will keep you focused.

Small changes

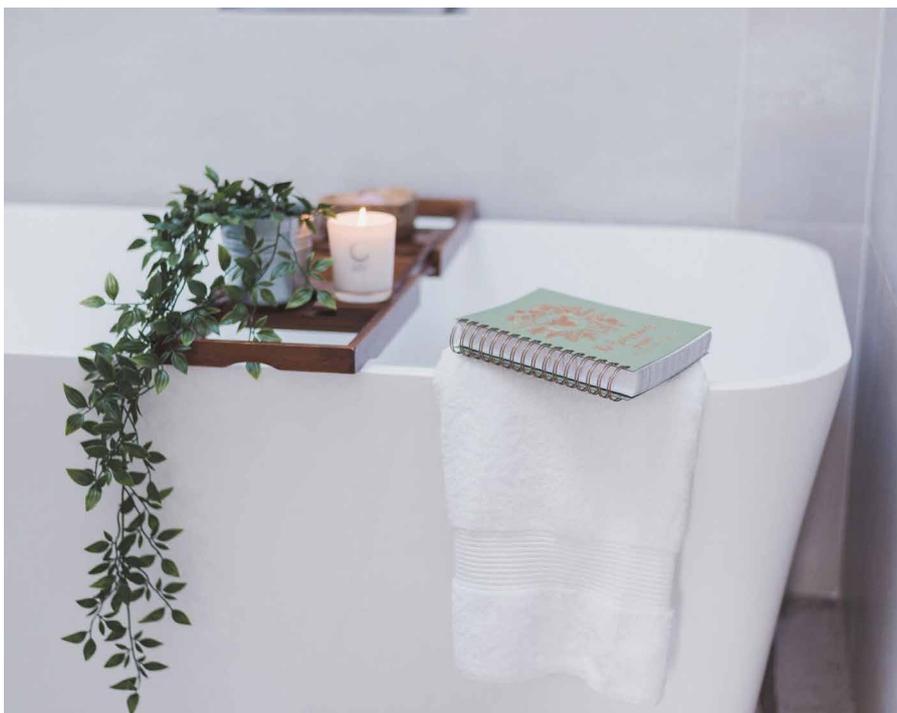
A lick of paint or adding a statement wallpaper will instantly refresh your room.

Upcycling

A great and inexpensive way to update or refresh a room. Check out those junk/vintage stores for old retro pieces and get painting.

Think about lighting

A good update is to get rid of central pendant lights and add dimmable spots. Then you can add floor and table lights to add layers.



‘I promise you being out of your comfort zone is a great place to be – give it a go’

Add in some wall art

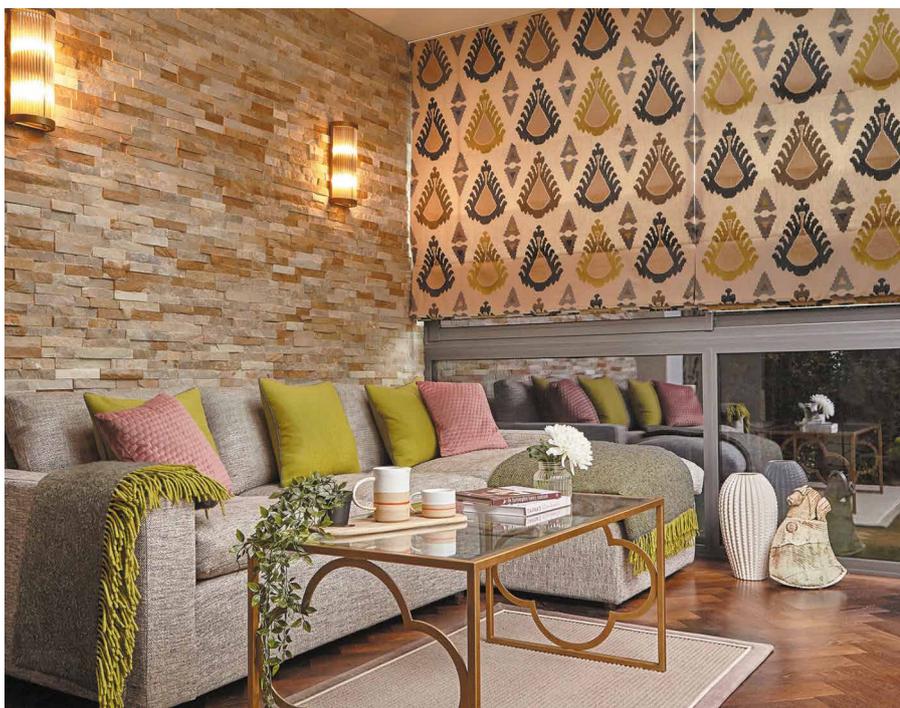
Pictures on walls can create a great feature – think about your space and use it well. Go large and really use and fill that space. Think either one very large piece or group together large frames to make a good statement piece.

Add flowers and plants

They give such a lovely energy to a room. If like me you struggle to keep anything alive when it comes to plants (I’m fine with little humans!) then fake it! I have a lovely bowl of fake flowers on my coffee table. They never die and always look great...

Be brave

Create a Wow factor. Think of those lovely places you visit, bars/restaurants/hotels – what do you love about those. What do they have that makes you excited. So many of my clients will love a scheme and then end up taking out the bits that make the impact and make it a wow room because they are just not sure about making that leap as it’s a bit out of the comfort zone. It may be a fab statement floor tile or rug or a striking chandelier or table lamps or an amazing fabric on a chair that just lifts and finished the room. I promise you being out of your comfort zone is a great place to be – give it a go. ●



Floella: Interior Design and Soft Furnishings
07487 238 287
floella.uk