

The

ENGLISH HOME

Celebrating the essence of English style

October 2014 | Issue 116 | £3.99 | UK Edition

The New Collections

Autumn's most tempting fabric & wallpaper launches

Island kitchens
& softly modern
bathrooms

How to dress
a beautiful
bedroom

Design Fusions
Fashion, art, high society
and interiors: discover
who's working with whom

FIND YOUR HOME STYLE

From mellow country looks to townhouse chic



IN VOGUE • CORAI | BRITISH BRANDS | LIGHT INSPIRATION



TOP TO BOTTOM

Jessica Zoob is a rising star in the fine-art arena with a style best described as contemporary British impressionism; she paints quickly, with great emotion, and says of her work: "I do not usually intend the paintings to be figurative but they are often completed and given meaning by the viewer's imagination."

Advances in digital printing technology have meant that Romo has been able to capture her work in a striking collaborative fabric collection.

Individual brushstrokes show up to great effect on this beautiful sheer.

Breathe in Wildflower Desire by Jessica Zoob 7679/01, 100 per cent linen, W300cm, £170 a metre, Black Edition by Romo

Passion is one of Zoob's most celebrated works, reflecting the seasons of a relationship. These cushions have been made using details from the piece.

Cushions in Passion by Jessica Zoob, 100 per cent linen, from £60-£95, Black Edition by Romo



The music thumps, the models sashay and the celebrities and journalists in the front row nod approval – but can the fashion designer who came up with this season's hottest outfit translate their skills across to cushions and duvet covers? Can the architect who created a pioneering skyscraper also design a chair? Can the fine artist who is celebrated at innumerable galleries really produce a superlative rug?

Clearly, the answer is a resounding 'yes'. The briefest of glances at a roll call of fabulous furnishing products, from textiles to wallpaper, furniture to floor coverings, reveals the skills of fashion designers, fine artists, graphic designers, muralists, architects and more. Far-sighted companies of all types are commissioning leading creatives from wide-ranging fields to contribute their complementary and contrasting skills, their different thought processes, their talents and their energies, to add a new dynamism and verve to designs for the home.

This mingling of creative juices and patronage of diverse talents is not exactly a modern phenomenon. In the early nineteenth century, for example, the Prince Regent was hugely influential on the development of architectural and interior styles, thanks mainly to the lavish furnishings he commissioned for his Brighton Pavilion. One could, of course, argue that royalty and the extremely rich have for centuries played a large part in setting trends – but that heady mix of high society and home design really came to the forefront when Edith Wharton co-wrote *The Decoration of Houses* in 1897 together with architect Ogden Codman. Wharton (later a Pulitzer prize-winning novelist), was a Manhattan society matron whose family name was Jones is rumoured to have been the original source of the phrase "keeping up with the Joneses"; the book arose as a result of her desire to write about how to decorate houses with 'nobility, grace, and timelessness', as opposed to the supposed new-money-bad-taste that Wharton considered vulgar. Now a classic, the book was hugely influential, and led to the emergence of the new profession of interior decoration, of whom an early practitioner, in the early years of the 20th century, was American actress and socialite Elsie de Wolfe, also known as Lady Mendl, whose clients included the Duke and Duchess of Windsor. The society connections continued in the early 1930s when hostess Sibyl, Lady Colefax, set up a decorating firm with Peggy Ward, later the Countess of Munster, who then recommended a partnership with the young John Fowler. Colefax's society contacts became her clients, and decorating phenomenon Colefax & Fowler was born.

Taking the society crossover story yet further, designer David Hicks, whose clients mixed aristocracy, media and fashion, married Lady Pamela Mountbatten in 1960 and went on to decorate the Prince of Wales' apartment at Buckingham Palace;