



Interior designer Freddy van Zevenbergen of Lambart & Browne, whose portfolio includes private members' club 5 Hertford Street, says that, for him, "new brands and collections are always top of the list. We mainly design bespoke furniture and try to never use the same finishes or products twice." He says that Design Centre, Chelsea Harbour is "great for overseas brands to emerge into the UK market, with the trust of the local ears on the ground". Examples of that include Norwegian bed company Jensen Beds, whose new showroom will be a part of Design Centre East. According to UK sales director David Gardner, Jensen's contemporary, expertly engineered beds are slept on by everyone from "footballers to Formula One drivers, international royalty, celebrities, and of course many members of the general public who have invested in their health and wellbeing."

"We hope the Design Centre will allow us to continue our focus and dedication to sleep comfort, reaching a wider audience," he says. "It will also enable us to be more creative with our innovations and style: we can introduce new concepts more quickly, and we are able to use bolder fashion statements for our showroom, as it is a more exciting environment."

Another new arrival in Design Centre East is Oficina Inglesa Furniture. With a focus on handmade furniture, and clients including Manolo Blahnik, this 30-year-old brand is synonymous with craftsmanship: everything is made at its own workshop. "We will showcase our full library of materials, including woods, finishes, fabrics and other features such as handles and decorative ironwork, metallic applications in brass and bronze, exquisite marbles and more," says director Eduardo Alves of the new showroom.

"We will be able to present a wider selection of products and give special focus to the very personalised bespoke service offered by our team of designers and consultants. At Oficina Inglesa, no requirement is impossible to achieve – we can make absolutely any piece of furniture as we have both the knowledge and the resources to complete the most complex of projects."

Bathroom and kitchen specialist Perrin & Rowe is opening on the third floor of the North Dome, its first stand-alone showroom. The space is "designed to inspire" according to contracts manager Phillip Cole, and shows the company's UK-made brassware and chinaware across eight finishes and three collections. "The focal point of the showroom is an impressive curved wall, which displays brassware like precious jewellery," says Cole.

Dedicated meeting space will help facilitate Perrin & Rowe's bespoke capabilities, from products that can be a laser-etched with a company name right down to the production of a completely new collection. This use of space is a wider trend seen elsewhere: as custom-made products have become sought after, so showrooms need to accommodate the deeper, more collaborative relationships that this entails. At Tim Page Carpets, Mark Smith of Smith Creative has designed an extended showroom that accommodates a huge selection of samples and ranges, including a new collaboration with Maddux Creative, as well as a meeting area for deliberating over the finer details of bespoke projects. In their diversity and their ambitious agenda, these new openings are emblematic of the changes to be found at Design Centre, Chelsea Harbour. Nowhere else is guiding the development of luxury interiors with such an assured hand. As Freddy van Zevenbergen puts it, "we would be lost without it."



OPPOSITE PAGE, TOP: Perrin & Rowe is opening its first standalone showroom in the North Dome, a chance to display a full range of products as well as provide space that is suited to working with clients on bespoke commissions OPPOSITE PAGE, BOTTOM: Smith Creative designed the much-expanded Tim Page Carpets showroom THIS PAGE, CLOCKWISE FROM TOP: Interior designer Juliette Bryne recently moved her studio nearer to Design Centre, Chelsea Harbour – this bedroom scheme of hers includes wallpaper from Abbott & Boyd, fabrics by Altfield, Tissus d'Hélène and Houllès; the Romo showroom is expanding, and will be able to offer even more choice from brands such as Zinc Textile and Black Edition; Oficina Inglesa Furniture's classic hand-made pieces will be the focus of in its new showroom, displayed over three wood-panelled rooms, as well as library of materials and finishes