

JULIETTE BYRNE

The interior design studio taking a well-rounded approach

We offer a very personal design service in our Chelsea-based studio for residential and commercial projects. Our small and talented team gets involved from concept to completion, and liaises with professionals in the industry to secure planning permissions, organise renovations and give the clients a turnkey solution. Our studio is very collaborative and every project is approached with a commitment to the client's individuality, tailored to reflect their personality, lifestyle and culture. My team undertakes a significant amount of travel, meaning we can offer the very best of international design.

Despite challenges post-Brexit, our passion for European projects remains unchanged. Many of my team speak different languages, which enables us to work with overseas architects, contractors and suppliers. For clients, it's a good option. We can do their property in the UK – then, if they have a place abroad that perhaps they want to do up and rent out, we can offer a full service. Recent projects include a house in Cap-Ferrat, a lovely



Juliette (left) and her small team are known for creating elegant and sophisticated interiors with a personal touch



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property in Cannes and a beautiful 18th-century townhouse in Dresden. We also have expertise in small boutique hotels and gastropubs.

While we embrace technology and AI, we maintain the personal touch through hand sketches, recognising that the subtleties and psychological nuances behind creating a warm, welcoming home go beyond the capabilities of artificial intelligence. There are many different dynamics to consider; your client might, for example, have a blended family. People also don't want to see a robot – they want to hold up fabrics and drape a large piece over the window.

Our dedication to a tactile, personalised experience is what sets us apart. In the world of design, there is still irreplaceable value in the feel, connection and authenticity that only a human touch can provide.'

Juliette Byrne, founder

FIVE PROUDEST MOMENTS

1 Winning at the 2021 International Property Awards for a Belgravia townhouse we designed.

2 The brand's Chalet Floralie project was featured in *Chalets & Hotels: Luxury in the Alps* coffee table book.

3 Taking part in team discussions during London Design Week at Chelsea Harbour with John Cullen Lighting and Porta Romana, nurturing future talent by holding talks for Inhbald School of Design.

4 Development of a bespoke rug range in 2022 in collaboration with Matthew Wailes who supports GoodWeave, which helps to end child labour. The collection is made from upcycled plastic fishing nets retrieved from the ocean and woven into new, soft fibres.

5 Being featured in *Country & Town House's* Great British Brands and in its Top 50 Interior Designers 2023. The brand is also gold members in *House & Garden's* The List.

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WHAT I'VE LEARNT...

◆ Understanding the client's vision is key. ◆ Maintain clear and transparent communication about financial expectations and constraints throughout the entire process. Nobody likes surprises when it comes to money. ◆ Be loyal and build a good rapport with your most trusted suppliers and subcontractors to ensure the projects are finished to the highest quality.