



“ THE KNIGHTSBRIDGE-BASED STUDIO CELEBRATING 25 YEARS “

GREAT BRITISH BRANDS - NOVEMBER 2016

TAYLOR HOWES

LONDON

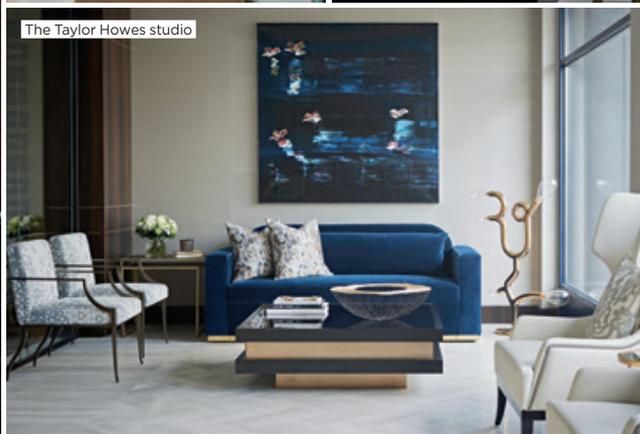
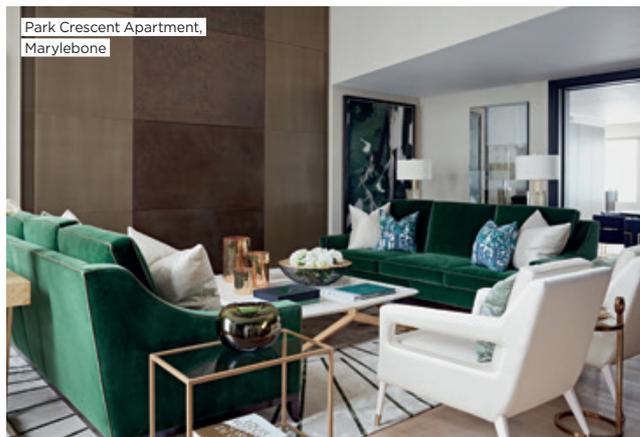
Taylor Howes

The Knightsbridge-based studio celebrating 25 years of interiors

Karen Howes' passion for interior design started when she was a child – she was always rearranging her room. At the age of 19 she bought her first flat and set about redecorating it herself – from sanding the floors to making the curtains. Following a spell working for an art dealer, Karen founded Taylor Howes from her spare room in Pimlico. Working four days a week as an estate agent, she spent the other three days building up a client base that would allow her to achieve her dream of becoming a leading interior designer.

After a stint in a super-creative office shared with Issy Blow and Philip Treacy, Karen stationed herself in the then up-and-coming Chelsea Design District. Fast-forward 25 years and the award-winning practice, known for its unique brand of restrained glamour, is now based in a stunning former Aston Martin showroom. Situated in the heart of Knightsbridge, Taylor Howes is ideally located for its international client base.

The company has become one of Britain's greatest interior design exports with a global reputation for creating elegant and dynamic spaces. Howes' positive, approachable and refreshing energy is the beating heart of the brand, which is currently comprised of a team of 30. This vision has proved not only to produce great creative work but





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ensures that clients enjoy the experience in its entirety. It is no surprise, then, that Taylor Howes has an impressive track record of returning clients – the company believes that building relationships is as important as building homes. As Karen Howes says, ‘The atmosphere we create is relaxed and welcoming, but we also understand that our clients are opinion formers who are big on taste but short on time. We aim to give them a home that is personal to them and perfect for their needs, with the least amount of fuss.’

With a rich portfolio that features projects of the highest calibre from all over the world, including an 86,000 sq/ft house in London, a family beach house in Abu Dhabi and show apartments in prestigious developments such as The Park Crescent and One Kensington Gardens, Taylor Howes has fast become the ‘go-to’ partner for property developers and private clients. These endeavours have provided the practice with a unique knowledge of the ultra-prime

interior market, allowing for a move into parallel sectors such as luxury yacht design, hotels and jets.

Each project designed by Taylor Howes is embedded with the core values of the practice: passion, honesty and kindness. The studio concentrates on creating bespoke interiors of distinction that blend the personal with the timeless. Show-stopping style, including bright bursts of colour and eye-catching artwork, is also of great importance to the team, as is ensuring that the interiors function faultlessly.

Favouring the use of bespoke pieces in all its interior projects, Taylor Howes works in close collaboration with a large number of artisans and craftspeople to design immaculate pieces using only the highest quality materials and finishes. With product design an important element of each project, Taylor Howes’ foray into designing its own collections was an inevitable natural progression – the team recently launched a lighting collection with US-based Urban Electric Company and a furniture collection is due to launch in early 2017.

‘We are known in the industry for running a business like a family,’ explains Karen Howes, ‘It imbues what we do with a caring approach and a friendliness that our clients clearly appreciate. We take pride in championing these values through every aspect of our business, from how we first establish a trusting and open relationship with our clients to the beautiful interiors we created on their behalf; the synergy we have with our suppliers; the artisans we commission, and the way we function internally as a team.’

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