

# INTERIOR- SIGHT

## BERNARD INTERIORS

IS AN EXCLUSIVE HIGH-END INTERIOR DESIGN COMPANY BASED IN NORTHUMBERLAND; WORKING WITH DISTINGUISHED CLIENTS ACROSS THE UK AND ABROAD, ON MULTI-MILLION POUND RESIDENTIAL PROPERTIES AND IN THE LUXURY CARE AND RETIREMENT SECTOR.



FOUNDED IN 2008, THE BERNARD INTERIORS TEAM HAVE AN IMPECCABLE REPUTATION FOR BOTH STUNNING INTERIORS AND AN ACCESSIBLE APPROACH. HIGHLY FOCUSED ON THE NEEDS OF CLIENTS, EXPERTLY ADDRESSING BUDGET AND TIMESCALE, THIS DELUXE CREATIVE COMPANY REMAINS AT THE FOREFRONT OF THE NORTH EAST DESIGN INDUSTRY.

Managing Director Jennifer Bernard talks to Helen Wilson-Beevers about her work and inspiration, letting us in on key design insight and upcoming interior themes. Read on to learn more about sprucing up your home for a sale and the process involved when carrying out an interiors project.

### TELL US ABOUT YOUR DESIGN ETHOS?

Our design ethos is very personal, and is translated through listening to clients and tuning in to what they want. I create an overall vision and talk this through with my team so they know exactly what's in my head. We then present to the client. We work back to source whatever products and finishes we need to create that vision. Projects vary widely so we could be working on a brand new property in Spain or a home with a lot of history, for example we're currently working on a 21 room listed residential project in Scotland.



THE CONCEPT DESIGN IS IN RESPONSE TO THE CLIENT'S BRIEF AND IS PRESENTED AS DRAFT LAYOUTS ILLUSTRATING USE OF SPACE...



**FROM WHERE DO YOU GATHER MOST OF YOUR CREATIVE INSPIRATION?**

Travel is a great inspiration, visiting exclusive hotels around the world. Also the professional interior design and furniture shows such as Maison et Objets in Paris and Decorex International in London.

**WHAT STAGES ARE INVOLVED IN THE PROCESS OF COMPLETING AN INTERIORS PROJECT?**

For commercial projects we may start with marketing strategy and stakeholder consultation before we go to concept design stage. The concept design is in response to the client's brief and is presented as draft layouts illustrating use of space, any structural modifications and furniture layouts. We also produce mood boards and CGI's to demonstrate colour schemes, furniture styles and finishes and the overall vision. A draft cost plan includes provisional sums for any works along with an outline programme. When this is agreed with the client the project moves to the detail design and specification stage. Every element of the scheme is designed and specified for the client to sign off, before a comprehensive cost plan is >>



<< presented. A design, build and installation program is compiled and agreed with the client. Once work starts, on-site progress is continually managed and monitored, ensuring any issues arising are quickly and efficiently resolved. When all construction and fixed items are complete, soft furnishings and window treatments are installed. The delivery and positioning of all furniture and furnishings is then coordinated. We often curate artwork, accessories and floral arrangements to perfect the finished look.



I ABSOLUTELY LOVE WHAT I DO AND THAT ENERGY IS INFECTIOUS. I'VE ALWAYS JUST BEEN MYSELF WITH CLIENTS, WHICH HELPS TO PUT THEM AT EASE.



CAN YOU GIVE US SOME ADVICE ON PREPARING A HOME READY FOR SALE?

HOW DO YOU ENGAGE AND BUILD RAPPORT WITH YOUR CLIENTS?

I absolutely love what I do and that energy is infectious. I've always just been myself with clients, which helps to put them at ease. Our service is personal and also very professional, which builds trust as clients know we will deliver exactly what we promise with attention to detail and to the most exacting standards.

## MAXIMISING SPACE

is essential, so first de-clutter. You're aiming to appeal to a broad market so make things neutral, crisp and clean. Freshen up with new cushions and a statement floral arrangement.

WHICH DESIGN TRENDS OF PAST AND PRESENT ARE YOUR ABSOLUTE FAVOURITES?

My taste is classic and eclectic so I don't follow trends. I aim for a timeless look which can be a mix of antique and contemporary, including items which have personal importance and significance for clients.

ARE THERE ANY SPECIFIC INTERIOR THEMES YOU SEE EMERGING IN SS17?

A colour that has impact is teal, there are shades coming through everywhere. My favourite is Zoffany Prussian.



[www.bernardinteriors.co.uk](http://www.bernardinteriors.co.uk)