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INTERIOR - THE LUXURY LOOK

DESIGNING YOUR PROPERTY INTO
A LUXURIOUS RETREAT

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EMERGING TRENDS IN THE AUCTION HOUSE

THE MEANING OF MARKETING

ONCE YOUR PROPERTY IS ON THE MARKET,
IT'S TIME TO PULL OUT ALL THE STOPS

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The Luxury Look

Whether home-owner, business, developer, agent or investor, interior designing your property into a luxurious retreat could be the best investment you ever make. From spa areas and roof terraces to golf simulators and high end hairdressers, Design Box London's Emma Pritchard looks at how luxury can enhance your property.



INVESTING money in interior designing your property may appear an extravagance, however, developing existing spaces via key luxury additions is a growing trend in prime property locations; not simply in terms of enhancing aesthetic value, but for the added value when it comes to resale. This can translate into decreasing transaction times while increasing the sale price.

As a company specialising in interior design, Design Box London sees an increasing trend amongst investors and private homeowners to luxuriously update spaces prior to putting them on the market – whether in simple furnishing terms or as part of more

involved structural projects.

There is a growing trend across the high end property market to create the ultimate in high spec, technology-savvy houses in order to appeal to high net worth individuals. A truly exclusive postcode can be even more reason to invest in luxurious property features, as a prime location provides impetus for capitalising on value and creating a true statement asset. For example, if your property is a five minute walk from Harrods, you already know that it has serious curve appeal, and investing in the luxury appeal associated with nearby brands could give your space that immediate x-factor important to luxury conscious international buyers.



Alexandra Ashby, Senior Designer at Design Box London comments, 'In capitalising on a prime address by adding luxury appeal, bespoke is key – the concept of creating a property genuinely unlike no other is likely to give it a priceless price-tag'.

If space and money is no object, entertaining spaces and state of the art audio-visual systems can be shrewd investments, with generously proportioned cinema rooms being a straightforward way of bringing luxury appeal to a property in an instant. Taking this one stage further, the juxtaposition of different entertaining spaces can have maximum impact, ensuring that luxury and relaxation flow seamlessly into one. You might consider the installation of a bespoke bar with upholstered Hermes leather stools to crystallise the effect.

If it is the ultimate bachelor pad that you are trying to create, maintain the idea of 'all out play-boy luxury'. This might mean installing a bespoke golf simulation room, which, representing the ultimate indoor accessory ensures that keen golfers can practice their swing in the comfort of their own home. More importantly, a novelty extra such as this can serve to



distinguish a property from its more run of the mill competitors, and end up being the single reason why a purchaser simply has to have it.

Keeping a focus on couples looking to find the perfect luxury property, it is essential to ensure that there are sufficient features to appeal to both genders during a property viewing. Subtle additions such as climate controlled wardrobes to protect ladies clothing, give the impression of every last detail having been thought out. An indoor pool, gym and spa area can luxuriously transform dark lower basement areas into havens of escape and relaxation. Put simply, it is the idea of installing luxuries typically accessible in the outside world into your own home, without having to step outside the front door.

Alongside overt luxury additions, it is just as important not to lose sight of investing in smaller details. Good quality joinery, for example, confirms the impression that every last detail has been finished to the highest standard, while upholstering inner panels of a wardrobe can add a twist on conventional wooden finishes. Other

simple additions may include silk wallpaper on a headboard wall in a bedroom to create a more softly spoken luxury statement while evoking a customised hotel feel, or a combination of interesting artwork, plush cushions and decorative lamps in lounges to add a sense of sumptuousness and lived-in structure to living areas.

Finally, the areas most likely to be overlooked are outdoor spaces. It is important to keep in mind the appeal of well-finished roof terraces and gardens. Do not be afraid to invest in their potential with weather-resistant furniture. A simple outdoor kitchen or home cinema can combine interior and exterior, ensuring that the inside luxury of a property flows seamlessly into outdoor spaces. If you have the space, make it work for you. There is little financial point in leaving it sitting empty, and more importantly it plays a role in bringing the property to life for viewings.

For more information on Design Box London, see www.designboxlondon.com, email epritchard@designboxlondon.com or call 07590 038 916

Whatever your choices for achieving an extravagant finish, there is little doubt that a luxury look is worth investing in. Whether designer minimalist or full-blown lavish excess, there are numerous solutions available to guarantee that your property easily achieves the elusive X factor, and correspondingly, your asking price.

