



# designer profile

We catch up with local interior designer Adrian Bailie.....

## 1. What inspired you to become an interior designer?

My mother is a huge inspiration. She used to teach domestic science which then, not only included food and dress making, but also curtain making, decorating and styling. She has fantastic taste and I grew up in a home surrounded by an ever-changing interior. I loved to help with this and got a real buzz out of it. I got my first part time job in an interior furnishing shop when I was 16.



## 2. How did your career begin?

At school in R.B.A.I in Belfast I was very lucky to have an art teacher, Charmaine Wheeler, who taught the importance of art and design and its application in daily life. I got direct entry from school into a 3 year B.A. Hons Textile Design/Fashion Interiors course in Nottingham and had a work placement with Finesse embroideries in New York. American fashion designer Bill Blass purchased my first embroidery design and the next two were taken by Valentino – a front cover in Italian Vogue and then Hello magazine. This led to a job at the end of my degree with Bruce Oldfield in London, sourcing fabrics and designing embroideries for the rich and famous!

## 3. Would you say you have a signature style?

My signature style is comfort and my aims are always to achieve client individuality. Everyone has colour comfort zones that I hope I can help him or her to understand and embrace. If you look through your wardrobe you'll see a core colour trend. That's your comfort zone and more than often this is carried into your home. I love to work with people and help them complete the classic core of their home. Then the fun begins accessorising that classic core. I have a passion for beautiful fabrics. My training in fabric design and construction

over the years helps me understand drape and movement of cloth. I love nothing more than combining a collection of different textures and playing with scale by mixing fabrics of different proportions.

## 4. Does your home reflect your signature style?

I have a 1920s home and I've tried to restore all the original classic core features but I've filled it with a fusion of all the things I love and hold dear. My grandfather's mantel clock on a classic oak fire surround, a black and white portrait of my grandmother in the 1920s hanging in the hall, a 70s teak sideboard that belonged to my mum and dad. These are the twists to the classic core that, at a glance, establish this as my home. I believe a home should reflect the culture and style we live in so the visual twists are important. There's nothing that frustrates and upsets me more than people trying to authentically reproduce an exact period of styling. I find this creatively stagnant.

## 5. What's your favourite piece of furniture?

The Designers Guild Easy Chair that I have in my living room. It won the design award for best new product at the Focus Design Awards in Chelsea Harbour.





**6. What style do you think is leading the way at the moment?**

We're being bombarded with so many trends that I do believe the classic interior is winning through. Once you've got this right – you can indulge in the feature wallpaper that can be changed in three years time at very little expense when you get bored of it. So keep changing the lamps, cushions and accessories as the trends dictate and get that buzz from having something new, the way you would with a new pair of shoes, but make sure you invest in the heart of the room.

**7. Colour or neutrals – what way are the trends heading? What's most popular with your clients?**

I think colour and neutrals are often unfairly pitched against each other as rivals. There will always be both of these styles on the market and it's the individual's

comfort zone that will dictate the style of their room. The trends are strong at the moment. On the neutral front there are beautiful collections of mixed woven textures including a lot of cut silk velvets. Velvet is back big time.

The colour collections are strong with the addition of unexpected colour palette of mango and parma violet! The black and white story will always be with us – this time it's appearing in flock damask patterns on wallpaper and fabric. Maybe it could be said that black is the new brown this year! My clients' tastes are so varied. The colours selling are – duck egg blue, pillar-box red, hot pink, putty, charcoal and purple – not all together of course!!!

**8. What's been your greatest extravagance so far?**

My new 42" LCD television screen and tickets to see Madonna in concert in London.

**9. What designer do you admire the most?**

I think it would have to be Ulf Moritz. He's one of the world's most innovative textile designers and professor of Textile design in Amsterdam where he lives. I love working with his collections and they always get a great reaction, like his black patent paper I have in my living / dining room.

**10. What are your plans for the year ahead?**

Co-ordinating the launch of a new collection of living and bedroom furniture for the showroom, employing an assistant designer to work alongside in my new design showroom in Newry – this will give me another pair of eyes to help keep on top of the trends!

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