

AN INTERVIEW WITH ELITE DESIGN STUDIO

April 9, 2018



Based in Wilmslow, Cheshire, Elite Design Studio is a residential interior design company led by Cassie Heathcock & Gemma Merrick, two designers with over fifteen years of combined experience who have worked on a number of award-winning designs and projects internationally. In this interview, Cassie and Gemma discuss their creative process, their preferred materials and styles, and featuring a number of our lighting pieces in their latest interiors.

**What led you to initially establish your studio?**

Having worked together for six years within the industry, we knew that it was the right time for us to venture into this field on our own. Through combining our shared passion and experience, and being united in our vision to provide a high-end elite level of service to all of our clients, it has worked out perfectly.

**What is usually the first step in the creative process when you get a new brief or client?**

Understanding how each client lives on a day-to-day basis is such a vital component for shaping how we design each project. Getting to know our clients on both a personal and professional level is fundamentally important and creates an effortless approach to design.

Once we have a client's full brief, we then really delve into the more intricate aspects of design and detailing. This personal approach needs to simultaneously merge seamlessly with our own expertise and design ideas.

**How would you describe your overall style or approach to interiors?**

A contemporary elegance with a hint of relaxed glamour. We like our clients to feel completely at home in their completed project and aim to create interiors that strike a perfect balance between smart and considered design and being an area of relaxation. Attention to detail is also very important to us and really does complete a room to the highest level of consideration.

**What are currently some of your preferred materials and fabrics to work with in your projects?**

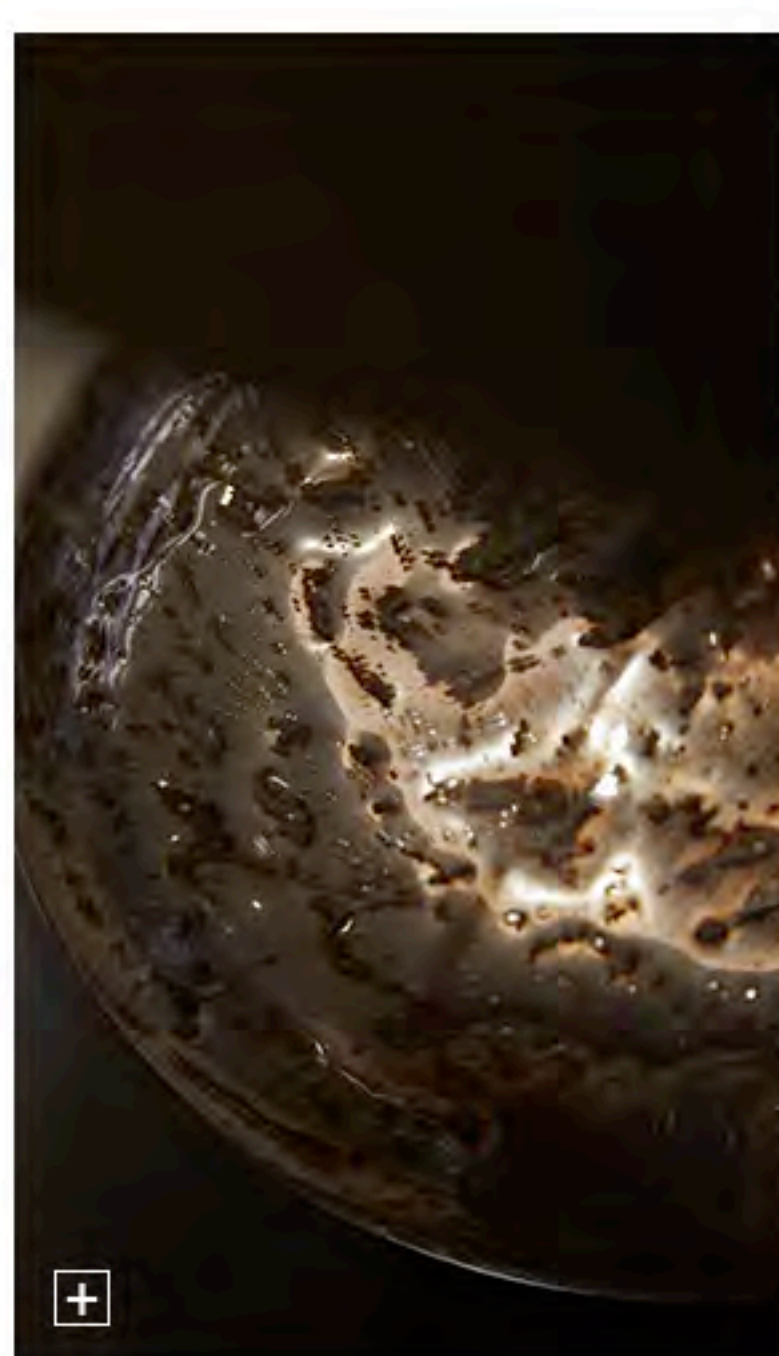
We love working with natural products. Recently, more nautical statement pieces have really come to light, with off-white corals, natural agate and oyster shell details creating perfect detailing features. With regard to fabrics, we love using soft grey and taupe toned silk effect wallpapers which create beautiful and elegant backdrops. Working with soft wools and cottons also creates opulent drapery fabrics for perfect statement curtains.

**What do you think are the most important design considerations for residential interiors?**

Creating beautiful and unique designs that are completely bespoke to the clients' everyday needs, but also allowing enough scope for the designs and schemes to be as timeless as possible.

**Several of your recent projects featured lighting designs from Heathfield & Co. What was it about these particular lighting designs that complemented these interiors so well?**

With all of these lighting designs, we loved the soft gold and antique brass tones. These were specified in the selection process to tie-in perfectly with each project's schemes. Additionally, the scale of these pieces were perfect for creating bold statements, complemented with bespoke lampshade finishes. Our clients also loved being so involved, including choosing the final colour tone of each lampshade.



Images: Top row: Conniston Antique Brass Ceiling Pendant and Verdi Gold Table Lamp in Park Wood Residence. Middle row: Fiametta Smoke Blue Table Lamps in Portlands Residence. Bottom Row: Fiametta Smoke Blue and Antero Antique table lamps in Portlands Residence.

**What are some of the key design events in your calendar you regularly attend?**

The events throughout the Design Centre at Chelsea Harbour are an absolute delight to attend. We also love Design Week in March as it gives us a fresh insight into the latest trends for the year to come. We also visit both Maison Objet in Paris and the Milan shows when we can fit it into our schedules. These are two amazing exhibitions, showcasing the latest ideas and materials from across the world.

**What is your personal favourite Heathfield & Co products to date and why so?**

We absolutely love the alabaster range of table lamps. They really highlight the intricate detailing and design that Heathfield & Co achieve so beautifully. However, our favourite has to be the Antero Antique Table Lamp. The concave shape and the beautiful blown glass finish compliment the antique brass trims exquisitely and we can't wait to put these into more of our upcoming projects.

For more information on Elite Design Studio visit [www.elite-designstudio.com](http://www.elite-designstudio.com)



Antero Antique



Antero Teal



Antero Amber Smoke