

THE COLLECTION

COTSWOLDS - ISSUE 6



LOCAL KNOWLEDGE,
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savills





It all Starts with a Pencil

From initial sketches to a beautifully curated interior space for your home, we meet the team behind award-winning Camilla Bellord Interiors and learn about how great design begins with the sound of a pencil on a blank page to create a truly bespoke interior design service.

The renowned German designer and academic, Dieter Rams, once said that good design is making something intelligible and memorable, yet great design is making something memorable and meaningful.

So how, when it comes to our homes, can this theory help us? For great interior design is so much more than a splash of paint – it shapes the experience of interior space, it thinks of our house as a whole, it connects our rooms with one seamless thread and establishes a true creative direction to where we live.

Creating this meaningful and memorable aspect of space in our homes is vital, but, when it comes to creating such great design, how does it begin?

“It all starts with a pencil.” This is Tom Bellord, director of the prestigious and award-winning Camilla Bellord Interiors. Launched in 2016, this luxury interiors company offers a complete interior design service with a philosophy of timeless interiors, infused with an eclectic elegance.



It's a philosophy based on impeccable credentials. Founder Camilla Bellord has over 17 years' experience and hails from a pedigree of renowned design institutions. She trained at the prestigious KLC School of Design in Chelsea, graduating with honours and was quickly snapped up by Lifestyles Interiors, previously part of the exclusive Northacre Property Development Group. From there, Camilla went on to work with renowned studios, Fox Linton Associates in London and Federica Palacios Design in Geneva.

Projects have included show apartments at Kings Chelsea, a townhouse in Cadogan Square, the Grand Park Hotel and ski chalets in Gstaad, with Camilla's work featured in a number of renowned international publications, including the Andrew Martin Interior Design Review, French Elle Decoration and more recently has won the award for Best of Houzz 2018.

"Everything Camilla designs is hand-drawn, that pencil curve, that line of the ruler," says Tom Bellord. "It's what sets her design ethos apart. That attention to detail, the bespoke style, the individual approach. A Camilla Bellord drawing is individual - there are no replicas."

For Camilla, creating this curated, bespoke service for her clients is paramount. "I like getting to know the client, as well as the geographical and environmental parameters of each project" Camilla says.



From chalets in the Alps to international city apartments, geographical location is something this husband and wife team know a lot about, having lived for seven years in Switzerland by Lake Geneva before relocating to a country pad in the Cotswolds.

Without doubt, this is an interior design company which inherently understands the needs of a busy international client who requires a bespoke, discerning and individual service. Tom Bellord joined the company in 2017, bringing over 20 years of commercial business acumen to this sought-after design name, previously overseeing the creation and implementation of some of the most intricate commercial programmes in world sport, including FIFA World Cup and Six Nations Rugby. Coupled with Camilla's bespoke design approach, it all combines to create a very special, utterly client-centred service.

"It starts with an in-depth briefing with the client, ideally at the premises of the property," Camilla says. "I then ask questions to get a feel for the space, the surrounding environment, architectural features, key materials. That's always followed by time with the client to get a feel for who they are, their lifestyle, passions and interests, what they like and don't like about the property."



Camilla then begins formulating a palette of colours and materials. "I create the mood board," Camilla says. "Then the detailed design process begins, using architectural plans and elevations. It's at this point when I start to sketch my conceptual ideas – and the project comes to life. Each concept is then presented to the client and worked up using our prestigious portfolio of trusted suppliers."

Indeed, Camilla Bellord Interiors also offers a beautiful online boutique offering a beautiful range of art, accessories and furniture, which are sourced from a selection of trusted suppliers from around the world. "We represent a select number of artists," Tom says, "such as limited editions from Jared Green and Marco Walker. Marco Walker, an Austria-American photographer has exhibited in New York, London and Paris, and has worked for exclusive publications such as Harpers Bazaar and Vanity Fair. His atmospheric photography offers a truly unique visual delight, sure to punctuate any interior."

A bespoke service, one-of-a-kind drawings, unique art, absolute expertise and the sound of a pencil on the page. The eminent designer, Dieter Rams said that great design is making something memorable and meaningful – and Camilla Bellord Interiors are doing just that. And more.

The Country Cotswold Retreat

THE BRIEF : Camilla Bellord Interiors was asked to refresh this stunning Cotswold country retreat. We were briefed to incorporate the client's extensive art and antiques collection, and as such create an interior that understood the language of its cultured surroundings.

THE DESIGN SOLUTION : First, we focussed on selecting the right wallpaper to integrate seamlessly with the client's taste. Using Paul Robinson's PAULpaper was the perfect and very exact choice. As an artist, Robinson understands individual character and unique feeling, and using that, he explores and creates inspiring wall coverings.

Each design is constructed from an image shot in a particular city and is structured to intertwine exterior elements within an interior space. We chose to use the rather fabulously-named, A Saturday Afternoon in Shanghai, and Positano Boats to punctuate two of the bedroom schemes. This immediately created a bespoke space.

Then it was to designing a snug in a double reception room. Previously the room had three doorways in the second part of the living room, which all led to different areas of the property, making it feel transitory. So, to ensure this space offered a cosy feel, we first designed bespoke joinery and then commissioned the installation of faux book panelling to hide the doors and unite the space. This instantly brought the space in, creating warmth and atmosphere, somewhere to truly unwind.

The interior scheme was accented with pops of colour and exquisite materials; a dramatic khaki green scheme created a cloakroom with attitude; red chairs, hand stitched chocolate leather handles and Nicky Haslam pendants revitalised the kitchen, de Le Cuona and Fermoie fabrics, throws and cushions brought warmth and comfort throughout; antique alabaster column lamps were lovingly restored and bespoke lampshades made.

The end result being a home truly speaking the language of its owner.

