

Niki Jones

Homewares and furniture designer NIKI JONES celebrates traditional craft techniques in a contemporary context. Her collections mix old and new, functional and decorative and stylish and quirky, drawing on her travels and her training as a textile designer

When planning the design of a house, I find it best to start with the clients' existing belongings and find a common thread that runs through them. I then put together a palette of colours and materials that will work as a unifying backdrop to combine existing and new pieces. I am not a fan of "over-designed" spaces and adhering to some sort of interior design bible. I think a home should be a reflection of the people who live in it and have personality, so it is extremely important to take the time to understand not only how your client uses their home but how you can make this better for them and create a unique, personal and life-improving space.

I consider my design style to be strong in time-honoured crafts – that's what our collection celebrates. With technology increasingly dominating modern life, I feel strongly that we have to conserve traditional handcraft skills. My focus is to reinterpret these skills in a contemporary context, ensuring their survival for future generations. My career has allowed me to travel the world



and I have found inspiration in all corners of the globe, giving me an eclectic and diverse style. I root my designs in the past but reinterpret their scale, colour, function or context, giving them my own twist. Overall, my style is informal and relaxed with a mix of serious design pieces and quirky individual finds.

To finish a room I always find that it is the textile accessories that add the finishing touches. They soften the acoustics of a space and are a great way of bringing in elements of colour, texture and pattern. We have

recently launched a made-to-order rug service where we can resize or recolour any of our rug designs to create a unique piece, personal to the client. A rug can transform a space and is really worth the investment.

I am inspired by pattern and colour. Over the years my globe-trotting has allowed me to collect an extensive range of textiles and I often refer to these when I start a new project. They're a constant source of inspiration. I love to play with the scale of patterns in a space and the combination and proportions of the colours.

Summing up, my business is about celebrating creativity and making the everyday a more joyful experience. I really believe that the homes we inhabit can have a nurturing effect on our emotional well-being and the way we look at our lives. Our products are lovingly created by skilled craftspeople who have honed their talents over generations. The handmade nature of our collection creates one-of-a-kind pieces to be cherished as modern-day heirlooms.

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