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Essential Interiors

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THE INTERIORS BIBLE

Easy Elegance

This Ralph Lauren-inspired Chelsea townhouse is the epitome of sophistication that is warm and elegant and utterly fashionable.

Interior designer Maurizio Pellizzoni was the obvious choice for this interior revamp. Before starting his firm, Maurizio Pellizzoni Design, he built up extensive experience as Home Collection Coordinator for Ralph Lauren's European base. Maurizio spent five years recreating the famous Ralph Lauren lifestyle for European showrooms, an experience which has served him well in his tenure as owner and manager of his London-based business.

Words Emma Hill / Photography: Felix Clay





"The owner of this house was in love with the style of Ralph Lauren and she wanted the classic style of the Mayfair collection. She went to Ralph Lauren asking for a designer and they recommended me."

Maurizio was tasked with redesigning the interior of a Chelsea townhouse for a high-profile young couple. Moving from a contemporary flat which was too minimal for their tastes, they wanted a more mature look in their first marital home. Although known for leading an extravagant lifestyle, the aim was to create an understated design using luxury finishes, bespoke furniture and smart furnishings.





"They wanted to do as little structural work as possible to avoid having builders in the house for a long time. For example, we sanded and stained the floor but we didn't replace it. The work was essentially cosmetic." Two sitting areas were incorporated into the long open-plan living area, subtly divided by an Art Deco-style mahogany bar which elegantly conceals a collection of cocktail accessories and spirits. Each of the areas has been classically styled using soft tones and substantial pieces inspired by the Mayfair collection.





The first sitting area is the ideal spot for drinks, incorporating two tufted chairs in Ralph Lauren fabric above which hangs a glamorous antique 1920s chandelier which sparkles fabulously in the feminine Venetian mirror above the fireplace. "About 60 per cent of the furniture we used was Ralph Lauren," explains Maurizio. "But we had to make some copies because the original Ralph Lauren pieces were too big for this house. We custom-made the desk in the bay window to replicate the Art Deco style of the Ralph Lauren Duke Bar which was a piece that the client really loved."



The second and larger sitting area is in front of the television and continues the well-considered mix of a tranquil colour scheme and elegant furniture. The walls are Skimming Stone by Farrow and Ball which are offset nicely by the mixture of warm tones and textures used in the scattered cushions made in Ralph Lauren fabric, adding beautifully to the custom-made replica of the classic Mayfair couch. The addition of carefully chosen personal items and antiques give the house a lived-in feel. "The client really wanted to add a touch of blue and white to the living room because she loves these colours, and they are represented in the oriental antique porcelain pots we had imported from New York." Making perfect use of the narrow space, Maurizio accommodated a coffee table in front of the couch by creating a tufted leather poof in a rich brown which can be used as a coffee table as well as to rest the feet. The overall feel of the room is of colonial luxury, with stained floorboards, plantation shutters and campaign-style chairs. Upstairs the colour scheme turns from airy creams to a luxurious palette of grey, silver and black. "The client already owned the white leather Poliform bed which they wanted to keep so this became the basis from which the rest of the master bedroom was designed. We placed mirrored lamps on each of the bedside tables which are white to match the bed."







Maurizio matched soft grey cashmere curtains from De Le Cuona with a silk and wool mix carpet that make the room a tranquil haven in which to pamper and unwind. The bedroom is clutter-free to create a feeling of space and calm. "We did everything from scratch in the second bedroom which is designed with a silver and black scheme." The wardrobe and headboard were custom made with a striking distressed finish – a perfectly down-to-earth antidote to the luxurious silk curtains which border two sash windows. The smallest bedroom was converted into a nursery for the client's new baby girl. "This was done after the project was completed. My clients wanted to have a baby so we did nothing with this room, knowing it would be the baby room. Once they became pregnant and learned the sex of the baby, we designed this room from scratch."





Through areas such as the hallway and staircase were minimally styled and bathrooms were kept simple and fresh while a simple garden table puts the finishing touch to the house's exterior.

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he final result is a clean yet elegant design which has been beautifully executed by Maurizio Pellizzoni Design. A mixture of soft and rich tones, cable-knit throws and leather furniture, silk curtains and mirrored side tables all combine to create a home steeped in liveable luxury – as easy as it is elegant.

www.mpellizzonidesign.co.uk

Towels, robes and bedlinen; www.lblondon.com

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