

homemaker



CAMELLIA INTERIORS, LEADING THE WAY IN INNOVATIVE AND INSPIRING COASTAL DESIGNS

Tell us about your business. What do you sell? Where are your premises?

Camellia Interiors designs and renovates coastal properties. Camellia's Interior Design Studio is based in their showroom in the Old High Street in Falmouth, a place reminiscent of London's Carnaby Street with its exciting, individual and quirky independent shops. It is an ideal setting for a company which prides itself on taking a highly personalised and individualistic approach, where a qualified, experienced design team are able to guide customers through the interior design process from start to finish.

How did you acquire the business? How long have you owned it? What is your background?

Camellia Interiors was conceived by Elaine Skinner who after achieving a BA and MA in design, and having worked in top design consultancies in London and Jersey, moved to Cornwall to teach design at Falmouth and Exeter University. She then formed Camellia and has gone on to design the interiors of many beautiful houses, super-yachts and boutique hotels. Elaine is also in the process of setting up a design school and is currently running 10 projects around the country and one in India.

Who are your customers? Domestic, commercial or both? How do you work with them, and help them

decide what to choose?

Elaine's team at Camellia has grown to accommodate an increasing number of discerning clients who share her vision. The team at Camellia have a wide range of experience and are able to complete any type of project from single rooms and small apartments to whole houses and corporate spaces. Unlike other design studios, Camellia offer a fully comprehensive service. Everything is considered and project-managed, from complete building work, extensions to flooring and window treatments to furniture and accessories. They also source products from other manufacturers and suppliers.

What are some of the important factors to consider in interior design?

Camellia's style has become synonymous with timeless, unpretentious living and innovative design, making its showroom stand out from the crowd. This comes, though, from a close understanding of the needs of clients who, surrounded by stunning views, want to bring the outside environment into their homes. It is important to bear in mind that a 'one size fits all' approach does not work, so Camellia offers a home consultancy service on an hourly fee basis. The designer can be invited into your home and take a very individual and personal approach to finding the

right solution for you. They can suggest on ideas from extensions to paint schemes and will ensure budgets are met and timescales agreed.

Is there anything else you wish to say about your business?

As a result of Camellia's success and overwhelming demand, Elaine is now revealing her trade and style secrets: in January Camellia launches a long-awaited design school at the showroom in Falmouth. The school offers a range of courses for all levels and expert guest speakers will be participating. Each course or workshop will be as enriching as possible - students will get a real insight into the interiors' world as well as workshops on making curtains, blinds and how to use technical equipment. Elaine and her team have planned meticulous schedules ensuring pupils go home with something they have created, be it a mood board, a blind sample or a cushion. If your life is very busy or you simply need design help or inspiration, then Camellia's Interior Design Studio is there to assist you. 📞

For details of their courses or design and build service visit [Camellia Interiors](http://CamelliaInteriors.com), The Old High Street, Falmouth, Cornwall, TR11 2AF

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