

kelly hoppen

## *In their* Park Life

THE HUGELY INFLUENTIAL WORK OF KELLY HOPPEN HAS FOUND MANY FANS AND INSPIRED MANY IMITATORS IN RECENT TIMES, THOUGH A RECENT PARTNERSHIP HAS FOUND HER PRESENTED WITH A WHOLE NEW CHALLENGE.

WORDS JJ Worrall  
PHOTOS Richard Bryant, Arcaid

(Right)  
Vase work from Anna Toris illuminates  
the living room along with Kelly Hoppen  
table and cushions, not to mention  
Promemoria chairs.





YOU HAVE TO DESIGN IT AS NEUTRAL ENOUGH SO THAT A PERSON CAN MOULD THEMSELVES INTO THE SPACE 33

(Above)  
Thomson Schultz bed covers and cushions are perfect in the bedroom

(Right)  
An India Mahdavi lamp compliments an Andrew Martin side table

(Opposite page)  
With walls draped in Kelly Hoppen Perfect Neutrals White, this room also boasts a B&B Italia bed along with custom-made TV case.



Attaching the name of a respected designer to a project is one sure way of gaining attention, throwing in two instantly recognisable names and all of a sudden you'll create a buzz. That's what happened when design guru Kelly Hoppen and respected developers Regal Homes decided to pool their knowledge to create a series of lavish, beautiful blocks of flats, and Mews houses to luxury period styled detached ambassadorial residences in some of London's most sought after residential areas.

One of the most eye-catching moments of the burgeoning relationship thus far comes in the shape of a Hyde Park home where Hoppen showed off her eye for combining the work of unique designers with bespoke elements created in-house by her company. "I was introduced to Regal Homes through a business partner of theirs," reveals Hoppen. "Their idea for the Hyde Park flat was to make it a 'pied a terre' style and this is where I would come in. My 'style' compliments Regal Homes' luxury homes in London."

Asked about what drew her to the Hyde Park home in particular and indeed her initial thoughts on what to produce within the space, Hoppen tells how she was first drawn in by the "unique and unusual space" the project boasted. "It's rare to see this in London. It's a great flat because you have an extraordinary space. You go down this corridor, you have this staircase and off that, all these bedrooms where each one has its individual look. We wanted to use furniture you would use in a real home."

The challenge itself is something that wasn't daunting for a designer of Hoppen's reputation as she, after all, has extensive experience in designing both residential and commercial spaces - the most well known being the British Airways first class cabins, the Royal Mougins Golf Club in the South of France, Rhodes W1 Restaurant in London and the boutique Hotel Murmur in Barcelona.

A spokesman for Regal Homes tells how each and every Regal home is designed "with the purchaser in mind and always uses the highest quality materials and offers acute attention to detail with a view to provide luxury living". This certainly mirrors Hoppen's way of working as she creates a close relationship with clients, absorbing what exactly it is they want from her design skills before returning to her company's St Stephen's Yard offices in the English capital to work out where the home requires that unique bespoke touch from her universally praised design team and find which designers could possibly compliment this work.



(Left)  
The Siematic kitchen has a wonderful handle-less finish

(Right) \*  
A Vola Tap works perfectly with a custom-made Kelly Hoppen basin

(Below)  
A custom-built shelf, Kelly Hoppen tap and Duravit basin work wonderfully together in the bathroom

on de Friend of Regal Homes said of working with Hoppen, "The decision to work with Kelly was a natural one as developers of exclusive homes in some of London's finest addresses - Regal Homes believe in a pursuit of excellence. Every aspect of our business is inspired by the desire to develop absolute perfection to a point whose level of sophistication demands it".

What did Hoppen want of the Hyde Park home having weighed things up? "We wanted to create a warm and wow factor; make people say 'this is nice but don't really know why,'" she reveals. She adds, talking about her relationship with her project partners, "Normally with property developers you have to work on a low budget but with Regal Homes they said 'design this as if it was one of your couture houses'. If you take that extra mile, Regal Homes and I end up with a good marriage. The selling point for this flat is the height of the ceiling, it feels cozy. But the key elements are the fire place, the staircase, the lighting and the volume."

Continuing on that 'cozy' feel, Hoppen tells how Rob Clift - the lighting engineer for the project - said that when he saw the project he thought it was quite daunting because it's a somewhat unusual space. She explains, "You have high and low ceilings. He designed the lighting scheme in order to highlight textures and different pieces of art. He says that most of the lighting is indirect to make it comfortable."

Glance around the home are there are some truly stunning pieces to take in, not least of which is the wonderful mezzanine, overlooking a superb Modenature sofa, which sits in between several bespoke elements, the space created is both warm yet extravagant (the Swarovski spiral ceiling lamps certainly a testament to the latter).

"Designing an apartment to sell onto somebody through a property developer, for most people it would be difficult but you kind of conjure up the type of person who is going to be moving in," says Hoppen. "Therefore, you have to design it as neutral enough so that a person can mould themselves into the space but at the same time it has to have that edge to it."

A single walk around the home will hardly do it justice; such is the sheer amount of delicate touches of class which Hoppen and her team have brought to the Hyde Park address. Perhaps a first look will draw attention to the Foscarini lights in the bedroom, the B&B Italia bed or the recognisably Siematic-designed kitchen space; even a true design buff may spot the Thomson Schultz-designed curtains and bed sheets, not to mention Hoppen's own cushions - a favourite amongst London's more lavish homesteads. However, you'll most likely miss elements both big and small created by Hoppen which give the home character.



The custom made spiral staircase, the beautifully finished floors, the superb circular tables in the home's main seating area, the smooth lines of the TV case in one of the main bedrooms not to mention all manner of excellently crafted shelving units spotted throughout the home. All created specifically for the home, all sitting perfectly between the design names chosen individually by Hoppen.

What's left is a home that is both draped in modern adornments and up to date style but also one where simplicity is employed at every turn. The unique ability to approach a problem area by simply being able to create something to suit has left Hoppen's customers - from residential clients to commercial developers, from yacht owners to airline moguls - eulogising about her abilities.

Of the other names which may well catch the eye upon a visit to the home, there's the Paul Glover table and chairs in the aforementioned mezzanine which is where a superbly simple round mirror from the always reliable Ochre finds a home. Then we have the Casa Milano touches - an armchair and floor light - in the sitting room.

In all honesty the first visit would hardly be enough. Indeed, one suspects that the Regal Homes customer who finds themselves waking up in this Hyde Park home may take some time before they truly grasp the diversity and imagination of what surrounds them. Hoppen has once again brought a fusion of design together which marries the finest names in the business today with some classic in-house touches. Where she goes next will no doubt be worth watching out for.