



CHANGING PLACES

Jojo Bradley, who helps people transform their homes, has moved into a new showroom, as **Andrew Simpson** finds out

PHOTOGRAPHY BY **NICK JONES**

If you hire Jojo Bradley to tell you what to do, then you'll be disappointed. It simply isn't her style. "Appointing a design team is a big leap of faith," she says. "But we won't come and put the kibosh on what you have already. To us, a home is your castle." Instead it starts with a conversation. Perhaps unsurprisingly for an individual that read psychology while studying at university in Newcastle, Jojo wants to understand what her clients want.

It doesn't matter if they're contemplating only a small change. "I'm not trying to read their mind," she laughs.

"But I really think it helps us to know exactly what they're thinking. Maybe they have a painting with sentimental value and it's

the focal point of a room. We can pull colours from that as a starting point. The same goes for an antique rug they've picked up while travelling in India."

Her business is positioned perfectly to respond to a trend of people moving less often. Renovation is an appealing alternative, something they're willing to spend more money on.

"They become attached to where they live because they've formed so many memories there," says Jojo. "They also know every nook and cranny, or every quirk that makes up a house's character. That's why we go and see them." No project is alike, and her team refuses to duplicate a scheme.

Jojo Bradley Interiors started seven years ago, initially focused on soft furnishings.

Now it offers a comprehensive design service from a single piece of original furniture to a room and even an entire home, including joinery, handmade curtains and blinds. Steve Mault, retired from his former job covering seats in Bentley cars, is the in-house upholsterer.

A recent move to a new showroom, after converting old cow sheds on farmland in Crewe by Farndon near Chester, was a natural next step.

"There is Cheetah-print wallpaper in the loos," Jojo says. "It's unusual, but we can be bold there, and the extra space we have means we can show a true reflection of what we can do."

Customers are urged to visit so they can see, touch and feel what can be created.



Looking ahead

It's not easy to make predictions, however, we've persuaded Jojo Bradley to share with Cheshire Living's readers what she sees as the trends in 2020:

Fun and quirky bathrooms

Be it bold wallpaper paired with monochromatic walls, door and ceiling or a fun geometric tiling scheme, bathrooms are a great place to experiment with texture, shape, colour and finishes.

The 'grand millennial style'

Traditional style but with a twist, blending classical design elements like chinoiserie and ikat with modern, clean lines and contemporary art. Classicism juxtaposed with modernity.

Eclectic layering

Mixing and matching existing antiques, travel souvenirs and sentimental pieces with new décor will be a big favourite, creating a home with a personal story.

There is no substitute for that, according to Jojo. She keeps in touch with them using WhatsApp, pinging to them pictures of fabrics or finishes she thinks they'll like. They reply with a thumbs up, or down.

"It helps if they have a germ of an idea, even if it's just from scrolling through pictures on a screen," says Jojo. "They might not know how to make it happen, but that's our job. The trick is getting a feeling for what they're like and establishing trust. From there, we can achieve anything."

The design studio is open Monday through to Friday, from 9am, by appointment only. 📍

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