



STAY IN FASHION

Cheshire Living asks interior designer **Jojo Bradley** how to remain on-trend in 2019

Jojo Bradley and her interior design team are dedicated followers of fashion. They help clients across Cheshire live in the style they desire and, with one eye on the catwalks, always manage to stay on-trend. For one of the biggest influences on interior design, says Jojo, is fashion and what is being worn by models could soon adorn our walls.

"Fashion feeds directly into the cultivation of fabric production, particularly influencing both print designs and colour trends," says Jojo. "It was evident last year when the botanical prints were on-trend in the fashion industry

"These designs were also very strong in wallpapers and upholstery fabrics and at the moment the same is true of animal prints."

The design team at Jojo Bradley Interior Design keep up with the latest trends through subscriptions to well-known interior magazines and visits to trade fairs.

Everyone draws daily inspiration from Pinterest and Instagram, but they also regularly attend the Chelsea Harbour Design Centre, while reps visit them to reveal the latest collections. Sometimes the most surprising of items become a hit, such as the current resurgence of the drinks trolley.

"This was a popular piece back in the 1950s and 60s and has gained popularity over recent months," she says.

"This piece could fit into any interior style depending on the finish – brass, chrome or wood." Chasing trends, however, is not everything when it comes to the art of great interior design. It's how you incorporate them

that is important. Jojo advises clients to pick small items that are a 'nod' to a current trend rather than to scheme a whole room in the fad of 'the moment'.

"Whatever the trend happens to be, we always aim to provide our clients with a finished room that they feel comfortable and relaxed in," she says.

"If the room stands the test of time and does not date after a few years we know that we've done a good job."

Jojo Bradley Interiors started six years ago following the renovation of her own house. Using her passion for upholstery and interior design, Jojo created a stunning home, generating a lot of interest from friends, which then turned to commissions. Before she knew it she was in business.

Client demands encouraged her business

to evolve into the complete interior design offering that it is today. But while Jojo and her team can transform any property, large or small, she admits to finding it difficult to make decisions about her own property.

"I think that comes down to having such a wide selection of fabrics available on a daily basis and the regular meetings with our reps to see the new collections that make me change my mind," she says.

"There are so many fabrics that I love. Once I do make a decision, though, I know it's the right one. Our home is still in need of finishing touches and will be a work in progress for a while yet."

Jojo's own inspiration is interior designer Kit Kemp whose work – both interior projects and fabrics – she greatly admires.

But home is most definitely where the heart is for Jojo as hers is adorned with sculptures and paintings from the places to which she has travelled.

"From such happy memories of our trip to Borneo, we have a miniature sculpture of an orangutan which is in our kitchen and we have the full-sized sculpture in our garden," she says.

"I try to add little features here and there to add more layers of interest to rooms. In one of the rooms we have an amazing little mouse playing the piano, he always makes me smile when I walk past." 🐭

CHANGING ROOMS

Jojo has given *Cheshire Living* readers a tip for three of the main rooms in your home to help you stay on-trend in 2019.

Living Room – there is a trend for earthy tones and natural fabrics.

Kitchen – strong veined marble or granite on work surfaces and walls. Also brass, vintage gold hardware and matt black are making a big comeback after years of being out of favour. These trends will also translate to bathrooms.

Bedroom – Soft blush tones, muted colours and lots of different textures.



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