

Meet the Expert

Absolutely meets Neha Shah, founder of NS Interior Design, to discuss her design style and the inside scoop on a local project



NEHA SHAH

Q When did you launch NS Interior Design?

A I carved my own footsteps in the industry exactly four years ago this month, in 2019. Having worked for other established interior design firms within London for 10 years, I was ready to take the big leap and go it alone.

Q From day one, what did you want to offer?

A It's always been important for me to create interiors for clients that feel welcoming and comfortable. I want to ensure spaces feel homely and don't just have the appearance of a show home. I place huge importance on providing a trusted and transparent service. The design will naturally evolve over time, and it's important both the client and I remain on the same page.

Q How do you work with a new client?

A Knowing I will be working with a client for several months, it's important we build a rapport so it's a harmonious collaboration. When obtaining a design brief, it's imperative to understand the clients' aspirations, lifestyles and budget, to ensure I can fulfil the brief to its fullest potential.



THE TOTTERIDGE LANE PROJECT

Q Would you say there is a Neha Shah design style?

A One key design statement I channel is creating interiors that have an understated elegant and timeless feel. I naturally gravitate to neutral and calming colour palettes throughout and tastefully injecting subtle colour through items the client could easily change themselves in years to come. It's key to get the right balance between style and function.

Q What was the brief of your Totteridge Lane project?

A The clients were a couple I hugely resonated with. The formal living space hadn't been touched in over 20 years, and so it was telling that a complete renovation was required. With it being the first room as you enter, the clients were keen to create a warm and timeless space.

Q What challenges did you have to overcome?

A Truthfully speaking; the pandemic. This created huge delays in receiving furniture and completing the installation of this project. Aside from this, with clients having not made any changes for a very long time, they had a huge attachment with particular items that would have not complemented the new space. The challenge was to overcome and convince them of the change.

Q What design touches are you particularly proud of?

A I was particularly proud of all the bespoke furniture and joinery I created. I chose combinations of striking bird's eye veneer, rich toned woods and jewel tone colours accented with antique brass details to elevate each furniture item. **H**

07377 927487

hello@nsinteriordesign.co.uk
nsinteriordesign.co.uk

