



Deborah Drew the creative force behind her own interior design agency Debrorah Drew Design shares her love of interior design, what inspires her and what we can expect from the interior trends in 2016

**Why did you to get into the interior design industry?** I have always been a creative. I am fascinated by architectural styles and the history of interior design and what drives these trends. I am drawn to colour and pattern, and how they work together, everything from co-ordinated, balanced schemes to mixing unique pieces for an eclectic style.

**What has been the best and most challenging moments to date and why?** DIY SOS was without doubt my biggest challenge. The television industry was unfamiliar territory, so aside of the pressures of the actual jobs we were doing, everything else was completely alien to me. I was slightly terrified of the camera at first, but there was no time to think about it, which was probably a good thing; I was in at the deep end and I just had to get on with it. Other larger jobs I have worked on, such as L'Oreal and more recently Holm House Hotel have also been a challenge, but I think some people seem to thrive under extreme pressure. You just go up a couple of gears for as long as it takes and it's always extremely rewarding when you complete a project.

# AMAZING SPACES

### What has been the key to your success?

Interior Design is a really exciting field to work in, but it requires excellent organisation skills. Juggling ten jobs, each at a different stage, but each with the same level of priority, is far from straightforward. I have always been organised, but I think almost twenty years experience is key here, as my ability to handle lots of jobs is second nature to me now through techniques I have developed. I would also have to say a warm personable character is essential, along with ability to listen and understand your clients' objectives, often better than they do. However, I believe the most important ingredient to my success is my service quality, I have exceptionally high standards, and I just enjoy looking for new ways to constantly improve. I work very hard for my clients, and I aim to exceed their expectations at all times and to basically make the experience a pleasurable one and enjoy the time with them, any changes to the home are exciting, especially when the stress has been removed.

### What is your secret to a good work/life balance?

My diary! I have always used an A4 Desk Diary, as I like to see everything written down for the day, and I use my own code system to prioritise. I find it very easy to switch off at the end of the day, if I know everything is planned and is in place. Friends think I should go digital, but I couldn't cope with not being able to see everything at once, I know it's



cliché, but my diary is my Bible – I would be lost without it. I've been so incredibly busy I have decided to upgrade to a two A4 page a day for 2016, so I'm very excited – my diary is always my favourite Christmas present!

### What can we expect from interior design trends in 2016?

I think we are still firmly in the grips of grey and its endless shades, particularly beautiful when used with ink and white. Aside of this on-going trend, I think we should brace ourselves for a new change focusing on nature. I think fresh spring greens will become popular in 2016, used along side clean white and introducing natural woods, both in furniture and sculptural pieces. Patterned carpets are also going to make a comeback, but with more subtle designs than those we remember from the seventies!



### DEBORAH DREW DESIGNS

[www.dddesigns.co.uk](http://www.dddesigns.co.uk)

029 2052 0828

[deb@dddesigns.co.uk](mailto:deb@dddesigns.co.uk)



@Designer\_Debs



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