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Turning An Idea Into Reality

Zulufish Interiors was launched in 2013 as a sister company to Zulufish Residential providing cutting-edge contemporary interior design

Zulufish Interiors has rapidly developed an enviable reputation as a leading West London-based interior design consultancy. The multi-award-winning practice led by Caroline Milns has built its success around the ability to take on a design and build project from start to finish, working closely with customers to realise the full potential of their property. Headed up by Caroline Milns, it recently won a “Best Of Houzz” award for Design & Customer Service, underlining its capacity to engender strong, meaningful relationships that

turn ideas into reality.

Caroline says, “We work closely with customers to understand their needs, giving honest advice and cutting-edge design inspiration. We understand how to tailor our solution to the client’s budget and, with the ability to take on a project from conception to completion, add value along the way to maximise the potential of the property. That could be a simple refurbishment or structural renovation to a high-end fit out.”

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Caroline, a BIID member, had worked professionally as a textile and interior designer for 20 years. She previously managed a team of designers at John Lewis Home Design Studio, creating innovative product and textile designs.

Having travelled the globe, developing a keen interest in the materials and techniques of central and eastern Asia, she retrained as an interior designer in 2007, working for Helen reen and McVitty Interior Consultants before launching the interiors division for Zulufish.

Now, bringing together the

design and build elements of the two firms, her unique creative eye is liberated by virtue of, in many cases, being involved from the earliest stages of development. The combination of architectural excellence and interior sophistication truly sets Zulufish apart.

While there are many projects that stand out for Caroline, the interior design at a residential home in Chatsworth Gardens is a recent favourite. Caroline says that the clients were initially hesitant about making major structural changes to their home but after Zulufish successfully delivered the interior design for



the clients' business premises, the "rule book" was effectively torn up, liberating Caroline and her team to work from a clean slate.

Working on the entire design and build of this residential renovation project, Caroline liaised closely with the clients throughout to design-in elements that would drastically improve the space.

"We put in the most beautiful butterscotch polished plaster walls, and in one of the main living areas a large fireplace wall with backlit LED shelving. The fireplace wall had a contrasting polished plaster wall that mimicked liquid metal. This was complemented by contemporary furniture featuring cutting-edge design, a polished concrete floor in the kitchen, and elegant, frameless, Crittal-style internal sliding doors. This worked hand in hand with the architectural elements which were very modern and pared back."

While Zulufish does do some commercial work, Caroline says

her preference is residential. "Partly it's down to relationships. I really enjoy working with clients on their homes because I get to know them really well and the journey we go on together leads to something they'll cherish as their home. It's very rewarding."

And being able to design and build makes the process smoother. "You might discover subsidence, there may be obstacles related to utilities, issues with structure constraining design; it may end up meaning going back to the drawing board. Having everything under one roof means we can quickly work on a resolution."

Zulufish has gone from strength to strength. However, Caroline is eager to ensure the qualities it possesses are not hindered by growing too quickly. "The key for me is to take on more exciting projects, continuing to work closely with clients on that design and build journey."

zulufishinteriors.co.uk






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