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**THE WORLD'S
LEADING
DESIGN
NAMES
2020**



JENNY ALLAN
JENNY ALLAN DESIGN
FOUNDER



“The balance and proportion of a space also needs to be right. I believe how a space makes you feel is the determining factor in whether a design is successful or not.”



Jenny Allan and her team of professional designers create opulent and elegant interiors in some of the most luxurious spaces in the UK. Jenny Allan seeks to ensure that each design reflects the client's specifications, ensuring that her design firm provides a pleasurable and practical experience.

Tell us a little about your background in design (education, experience, etc)

I've always been interested in design and properties from an early age. I started off with friends and family's projects before furthering my career and starting my own business. Jenny Allan Design now has two offices, one in London and the other in Hampshire, and the business is growing further.

How would you describe your personal design style?

Classic contemporary is our signature style; however, we are flexible and can adapt our style to meet any client's personal preference.

Where does your design inspiration come from?

I live in London and it is such a vibrant city with incredible architecture, it's easy to pick up design inspiration from anywhere. It's hard to switch off from designing sometimes.

In what direction do you feel that design is moving towards in a general sense?

Everything is becoming more and more bespoke. Clients are asking for one off unique pieces that no one else can buy and will make their home even more personal to them.

Name five key themes to consider when approaching design in 2020 and beyond.

1. Spaces should be liveable and practical. With the advancements in fabrics this is now achievable whilst still looking stylish.
2. Technology - With the fast pace of technology, including the best and most effective features to make the most of what's available.
3. Storage - Busy lives can mean lots of items can be accumulated and ensuring a home has adequate storage is essential to a good design. It is hard to keep a home looking amazing if there is not enough storage.
4. Lighting - Designing lighting to create appropriate moods for different lifestyles.
5. Enhance well-being - With health and well-being at the forefront of many client's lives, including spas complexes and gyms is becoming more and more prevalent. A beautifully designed space can very much enhance your mental and physical health.

If you could offer one piece of advice when it comes to design schemes, what would it be?

Ensure that the scheme is easy to live with and comfortable, as well as beautiful. The balance

and proportion of a space also needs to be right. I believe how a space makes you feel is the determining factor in whether a design is successful or not.

How important are The International Design & Architecture Awards?

The International Design & Architecture Awards are very important as they showcase the best of design and enable designers to share our passion for our projects with a wide audience.

What projects are you currently working on?

We have a number of exciting projects at the moment with many others in the pipeline. Including a prestigious renovation in Knightsbridge, a country home in Buckinghamshire, and others internationally.

What are your aims and goals for the next twelve months?

My aim is to continue growing the business whilst providing our clients with the level of service and design that they have come to expect.

Final thoughts; tell us a little more about yourself and your daily inspirations:

Your most treasured possession?

My horse, who I have owned for many years.

Your favourite holiday destination?

New York, I love the city and of course the shopping.

Your favourite hotel, restaurant & bar?

Hotel - Four Seasons, Hampshire.
Restaurant - Chiltern Firehouse.
Bar - Monarch rooftop bar, New York, it has amazing views of the Empire State Building.

Your favourite book, film & song?

Book - Pride and Prejudice.
Film - Good Will Hunting.
Song - Happy by Pharrell.

Your favourite food and drink?

My favourite meal is a traditional home-cooked Sunday roast with my family, you can't beat it. For a drink it must be champagne on special occasions.

Your favourite way to spend an afternoon?

At weekends I love to ride out on my horse in the New Forest and relax after a long week.

If you weren't a designer, what would you be?

Professional Equestrian Rider.

JENNY ALLAN

INTERIOR DESIGN

THE INTERNATIONAL
DESIGN &
ARCHITECTURE
AWARDS
2019
WINNER



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