

Cheshire Magazine Interview

LC & CO

Laura Caroline is a lover of layering neutral pallets with an array of textures. I have a taste for simplicity and elegance wanting to achieve a mellow atmosphere for my clients. I want people to feel a great sense of pride and warmth while in their home. I want to help not just my clients that hire me to create their interior style but assist home lovers across the country by bringing a carefully selected hand-picked range of beautiful pieces into there're homes.

How we got started

I've always had a passion for interiors this started and was apparent from a young age. (I don't think this question is needed on the website)?

Why did I choose Interior Design

You have to have a passion for what you do, I simply never get board of people asking me where I come across the pieces I find. I adore beautiful things and enjoy putting designs together. I get a great sense of achievement when you bring a client's dreams to life. When your happy with your home environment and your surrounded with alluring furniture and accessories you have a platform that inspires your mind every day. I also like the fact there are no rules in interior design.

How my experience as an Interior Designer has allowed me to grow and develop.

With a variety of projects under my belt and a range of different types of people I've worked for. I have a sense of what people do and don't look for in a product. A shop is a lot more of a diverse audience but with my experience I feel that I can select the products people want in their homes. The access I have to all the unique, high quality furniture and home accessories as an interior designer means I can now bring to them to the high-street/ general public /share this with people who want to create their own style using an interior designers range.

How do I work as a Designer

I listen to brief the theme, look, colour and feel the client is asking for, then I create a mood board to show the client the story I have interrupted they are looking for. Then I project manage the whole job personally.

How does this influence other parts of my business

I follow the same procedures when choosing furniture packages, by managing the process from start to finish. I will be taking all the feedback I have required over the years about what my clients have found work well with their interior styles as well as being practical and bring all of this to your space.

What style can you expect to see

Linier, using colours with earthy tones. Nothing garish I look for contemporary with a natural element as I adore and respect the natural product.

Why is our service different, what is unique about LC & CO

I have a passion for bringing influence to advise to everyone who aspires in having a beautiful home. Whether that be a small project of home furniture and accessories a larger furniture pack for all you developers, boutique hotels and restaurants out there or the full interior design service. We will help you select a roll of wall paper or provide a whole project interior design service bringing you up to date, stylish designs to your door.

What can our customers expect to achieve with LC & CO

A home they want to show off/invite all of their friend to see. An entertaining space that's full of up -to date, bright and fresh new product on the market.

The relationships you have built with quality suppliers

I know and work with many companies over the years for high end clients. These companies do not have their products available on the Highstreet. This is because their products are of such high quality and stature. They offer a truly personal exceptional service that just can't be carried out by anyone. I would like to open the doors to the county, so everybody can have a taste of quality and style. Many of my suppliers create furniture for top end hotels/restaurants and individuals that want that extra service.

