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## Flemings Mayfair: British Boutique

Best of contemporary boutique British with an individual touch to each room - this is what Suna Interior Design has created at Flemings Mayfair, the four star, boutique hotel in Half Moon Street, London.



+ Writing Room with bespoke wallpaper and cushions

Design on Flemings Mayfair started in the summer of 2012 with the 'Books Room' - an alluring and quirky design that centred around wallpaper by Young & Battaglia. The brief was to be strong with colour and to keep the feel very British, to maintain the essentially British personality of the hotel while creating a contemporary atmosphere.

The interior designers worked closely with the client in order to create the finished product that reflects the desires of the client. It is a collaborative process that ensures that the end result is both of a high standard and is exactly what the client wants. In the case of Flemings Mayfair, the client decided to let the creativity flow and dared to embrace design features such as the Dog Artwork and the Antler Chandelier in the Luggage Room - contemporising by using a modern take on British quirkiness.



+ Tree Room with bespoke wallpaper and cushion



+ Stripe Room with bespoke wallpaper cushion and chandelier



+ Stamp Room with bespoke wallpaper and cushions

The designers recognised that the Flemings Mayfair brand is subtle but strong and always of the highest quality, and has echoed this throughout the designs employing a consistent use of individual design. Flemings Mayfair is embracing their brand, with items designed specifically for the project, such as unique labelled cushions and bespoke wallpaper.

These intriguing and captivating cushions portray the frontage of the hotel using artwork commissioned by the designers from Adam Regester, bringing the colour palette in each room together. The wallpapers give each design and room its unique individuality, such as the full-wall photographic image of the tree in the Tree Room which seemingly expands the room, while punches of colour add opulence.

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**+** Shutters Room with bespoke wallpaper and cushions

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+ Book Room with bespoke wallpaper and cushions and quirky bedside table lamps

Creating a contemporary design combined with traditional “Britishness” was achieved by taking certain design elements and reinventing the context in which they are used. For example, the cushions from Charlene Mullen reflect the city of London skyline and wallpaper highlights famous London locations such as the Andrew Martin and Penny Black wallpaper and Vivienne Westwood’s tartan paper.

Always ensuring attention to detail, the designers remained sensitive to the functionality of design and understood the need to employ a practicality of choice. In a hotel environment that will welcome numerous guests, it is important to pay attention to the durability of the design.

*“Hotel design is moving forward - innovating. The high quality design at Flemings Mayfair pays minute attention to detail: it is on par with the exceptionally high standard of service all guests receive.”*

There are seven designs of varying room size which adds to the unique character of the hotel. *“We want people to feel the fun, luxury, warmth and quirkiness; we want to create a memorable moment every time anyone walks into a room”* said Rebecca Tucker, lead designer on the project and one of Suna Interior Design’s Directors. *“Repeat visitors will either want the same rooms or they will want to try something different. There is something quite special for everyone. Each of the bespoke features such as the labels creates a thread that runs through all of the rooms - constructing the Flemings Mayfair brand.”* Contemporary British design at its bespoke, boutique finest.



+ Bespoke cushion with well-known London landscape



+ Luggage Room with bespoke Vivienne Westwood wallpaper



+ Bespoke cushion with Flemings Mayfair frontage



+ Quirky artwork