

# PIMLICO ROAD DESIGN DISTRICT

## London Design Festival 16-24 September

Just a stone's throw from Sloane Square lies an inspiring, creative and commercial hub: the Pimlico Road Design District. With a list of experts, including retailers specialising in interiors and textiles to the creative studios of internationally renowned designers and craftspeople, the Pimlico Road Design District will offer a unique insight into design in Belgravia.

This year's programme of talks and exhibitions features LINLEY, Robert Kime, Rose Uniacke, FBC London, HOWE London, HOWE at 36 Bourne Street, Promemoria, Soane Britain, Ochre, Jamb, PINCH, Ultimate Kitchens, Cox London, PDP London and a special breakfast series presented in association with Country & Town House magazine.

Enjoy special offers throughout the week from the following restaurants and cafés: The Orange, The Thomas Cubitt, Il Corvívio, R Chocolate, Enoteca Turi.

[www.grosvenorlondon.com](http://www.grosvenorlondon.com)  
[www.londondesignfestival.com](http://www.londondesignfestival.com)  
[www.instagram.com/thepimlicoroad](http://www.instagram.com/thepimlicoroad)  
[#pimlicoroaddesign](https://twitter.com/pimlicoroaddesign)

Pinch founders  
Russell Pinch and  
Oona Bannon



## Pinch point

Design studio Pinch, which was founded by Russell Pinch and Oona Bannon, has opened its first shop in the Pimlico Road Design District.

The Bourne Street shop, which once belonged to influential cookery writer Elizabeth David, now showcases the studio's collection of carefully refined cabinetry, upholstery and lighting.

"What we love about the area is that everyone is united by their appreciation of quality, and a passion for what they do – be that architecture, antiques or interior design," said creative director Oona.

Designer Russell added: "The space will allow us to curate our designs and to present our products as a collection. Most importantly though, we want customers to really engage with the furniture and to experience it first-hand – something that's not always been possible before."

Pinch can be found at 46 Bourne Street.

## Make your dream kitchen a reality

FBC London's Pimlico Road showroom has been refurbished to incorporate FBC Kitchens, and opened with a glamorous launch party in May.

Founded by designer Fiona Barratt-Campbell, the luxury furniture, lighting and accessories shop now offers bespoke kitchens with consultancy services from the designer herself.

The brand's tailor-made kitchens are inspired by Fiona's childhood in the wilds of the Northumberland moors and are built with the finest timber and wooden veneers. Craftsmanship and style are matched with technology by brands including Grand Cuisine, Electrolux, Gaggenau, Dornbracht and Quooker.

"We really listen to our clients and based on their vision, lifestyle, the environment and innovative technology we work to bring the brief to life," Fiona said.

FBC's London showroom is located at 66 Pimlico Road.



## Mover and shaker

Joanna Wood has moved to a new location in Belgravia.

The home and interiors retailer had been based on Pimlico Road since 1985, but moved earlier this year to a new shop at 57 Elizabeth Street.

As loyal customers will know, the new Joanna Wood shop is packed with handpicked treasures from both small British independent suppliers and international retailers.

The shop features lighting, accessories and furniture for contemporary and traditional homes, as well as an abundance of gift ideas, from crystal glassware to decorative mirrors.

The shop also continues to be a retail outlet for Lewis & Wood textiles and wallpapers, which are largely manufactured in Britain.

It's called  
the Pimlico



Shoe brand **Yull** was started by designer Sarah Watkinson-Yull in 2011, after she received funding from the Prince's Trust to set up manufacturing for heeled shoes in Britain.

Yull said the London-crafted Pimlico pair are "made for walking around garden squares and Regency architecture".

The leather Pimlico shoes cost £75 from [yull.co.uk](http://yull.co.uk)