

Guillaume Alan's eponymous interiors brand is renowned for its sleek monochrome style with opulent artistic sensibility. As the brand's Mayfair studio signalled a new location for luxury interior, we meet the creative pioneer at the forefront of design

WORDS: AMY WELCH



Parisian chic



It is often the most simplistic forms of design which convey the utmost beauty. Glancing around Guillaume Alan's Mayfair showroom on Hay Hill, this sentiment rings true. All airy monochrome tones and classic French accents, the Parisian design brand has championed a visionary penchant for marrying contemporary structural forms with a concealed grandeur. There is a distinct timelessness about the place.

'A harmony between classicism and minimalism has produced peaceful sanctuaries of modern design'

Renowned for a subtle and understated sense of luxury, designer Guillaume Alan opened his first interior studio in the heart of Paris' Saint-Germain at the tender age of 22. Over the years the brand has flourished as Alan's vision of a peaceful modern space to live in has harmonised classicism and minimalism.

Today the area of Hay Hill appears perfectly in keeping with the Guillaume Alan brand of understated luxury and is slowly becoming an artistic hub of design, though only a few years ago Mayfair appeared a shrewd location for design studios. Where Alan led in 2012, ➔



interior heavyweights such as Holly Hunt and Christian Liaigre have since followed. 'There was no question to decide on another location,' says Alan. 'I love Mayfair; its architecture, its energy and very chic feeling.' From locale to design ethos, its staying ahead of the curve sits rather comfortably within Alan's artistic sensibility – the brand's clean lines and high-end minimalism have been immortalised in fashion shoots for the likes of Chanel and Tom Ford. 'I am very proud of these campaigns,' says Alan. 'It is recognition coming from high-

'Materials and textures are very important in interior design and bespoke furniture'

demanding maisons that are forerunners, looking for strong and iconic impact.' Beginning in fashion himself, Alan's understanding and passion for fabrics have imparted themselves upon his own fabrics and materials collection. 'My vision is whole,' Alan explains. 'I have always been very passionate about this very creative world [of fashion]. Materials and textures are very important in interior design and bespoke furniture.' Earlier this year the Savile Row and Cashmere collection was launched, which reflects Alan's close relationship with the fashion world. 'We share the same culture and passion for detail,' the Parisian chimes. 'I attach particular value to an irreproachable level of manufacturing



quality; I try to reach timelessness.' Inspired by the famous sartorial street, Savile Row, just a stone's throw from the Mayfair studio, traditional tailoring fabric highlights an ethos of cosy yet sophisticated interiors – a palette of five degraded grey shades. The collection seamlessly reflects Alan's design philosophy: 'Everything has been designed for a calm and relaxing way of life; purity is a way of life, like a sanctuary, a haven of peace at the heart of a vibrating city.'

Expressing an opulent 18th century luxury in a very minimalist and modern style has been a longstanding influence for the forward-thinking brand. 'Renewing French classicism in a minimalist way was the first point of my very first collection,' says Alan. 'It has inspired me a lot and still does today.' From architecture to bespoke interiors, when faced with new projects the clients' needs and atmosphere of the building become a resounding influence, a subtle alchemy between raw and neat materials on show. 'Unique places have a great stamp which can come from the history, the view, the volumes, and this gives the first ideas in my reflection. Everything comes from here.'

Looking to the future, Alan relishes the prospect of working on more truly unique places and sharing his design vision. The brand will no doubt continue to approach projects in an innovative way and bring about an emotive response. 'My approach is [always] the same; a feeling of great simplicity and absolute purity.' ■

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