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Wallpaper Blossom Platinum

The evocative work of Jocelyn Warner is attracting attention in both the design world and commercial spheres.

# ORGANIC GROWTH

Chatting on the phone from her studio - just off Brick Lane in London - Jocelyn Warner was keeping one eye on the truck being loaded for 100% Design and the other on the computer screen. With the relaunch of the website imminent and the design show about to start, things have never been busier - and better - for this blossoming business.

Celebrating a decade of eclectic design (focusing on wallpapers, lighting and rugs), the outfit's workforce remains a modest three. Handling

the business side, employees Madeline and Simon allow Warner the time to concentrate on what she does best - design.

Intentionally diminutive in size, the trio has managed to develop a niche brand that is both refreshing and unique. With a mix of accounts which range from heavy hitting high street names (she has just signed with John Lewis) to exclusive interior designers, a clearly defined business plan has allowed the necessary space to develop as a designer along with a collection of evolving products.

"It was never the intention to build a massive world dominating brand," she says. "I'm happy with the way things are; I have the space to develop my designs and we can keep an eye on quality by working closely with UK manufacturers."

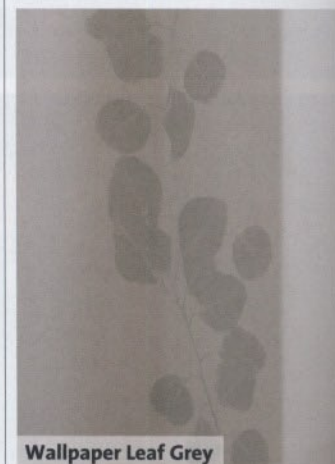
All outsourcing is carried out close to home which means that both the hand-made and machine printed papers can be personally checked. By nature this means that smaller batches are produced; but Warner is content with the juxtaposition of clients that this suits.

In other words, she has the enviable position of having her cake and eating it. Being able to satiate a designer's appetite for free flowing design, she is also able to fulfil orders which make good economic sense; such as the multiples.

"It's really nice to think that I'm also making products that are affordable for more people," she comments.

With three new papers unveiled at 100% Design and more rug designs in the pipeline, Warner concentrates on two main themes - that of nature and creating a feature.

The papers are ideal for feature walls; the shades are large and bold and the rugs



Wallpaper Leaf Grey



are fine art canvases for the floor. While the names speak of botanical beginnings: Kew and Peony are derived from drawings and photography of the subjects. "The study of repeated structures and patterns has led to these large organic prints which have a fluid, painterly feel to them," she comments.

Commercial success sits hand-in-hand with design prowess as the papers have enjoyed coverage within TV adverts and programmes. Sony's flat screen launch, BBC Changing Rooms, Channel 4 Property Ladder have featured papers in the past. Internationally, the Japanese programme Eikoku Seikatsu (Fuji TV) and recently, the movie Hitch, starring Will Smith, also included her designs.

The plaudits continue as the Kew wallpaper was awarded Best Wallcovering of the Year by Elle Decoration and three of the papers were acquired by the Cooper Hewitt wallpaper collection in New York. Press coverage has been substantial and has included pieces in Vogue, Elle Decoration (issues worldwide), View Point, Il Collezioni and Marie Claire, plus national newspaper articles.

Jocelyn's recognisable design style and products have led to an invitation from DesignTex to collaborate on a project for contract furnishings. This partnership with America's leading textile and wallcoverings firm has been an exciting collaboration encouraging Warner to explore the boundaries of the contract field and to introduce new interpretations of floral and organic repeat forms.

A further recent ongoing



**Wallpaper Kew Black Gloss**

collaboration is with the Italian Fashion house Ermenegildo Zegna designing a collection of prints for use for Agnona and for home accessories. This collection is based on architectural forms originating from photographs and scanned in structures producing abstract patterns in varying size scales.

A far cry from modest beginnings, a qualified Warner (Camberwell and St. Martins) began business life producing a collection of scarves. Although modest in concept, the ethos remains the same as it does today. And, it is equally successful. Even at this evolutionary stage, Warner was selling to top names such as Paul Smith, Joseph and Bergdorf Goodman.

Presenting an enviable career route and a model business example, Warner will, through persistent and creative efforts, continue to offer inspiration to the like-minded business world and also to the end user with motivating, eclectic designs.

FOR MORE INFORMATION VISIT  
[www.jocelynwarner.com](http://www.jocelynwarner.com)

