

# New homes that dress to impress

**Melissa York** speaks to designer **Huw Hughes** about new apartments inspired by men's tailoring in St James'



The backstreets of Mayfair have single-handedly cemented London's reputation as the epicentre of men's tailoring for centuries. The eminence of Savile Row has extended outwards and its influence has even reached the burgeoning sector of high-end interior design.

Beau Brummell, the 18th century arbiter of men's fashion whose statue sits on Jermyn Street, is the inspiration for Beau House, a boutique collection of seven one, two and three bedroom apartments by central London developer Dukelease. Sitting pretty atop the building – which itself sits atop luxury fashion brand DAKS – is a 4,000sqft

penthouse that spans two floors with a private roof terrace, designed by Oliver Burns.

But the rest of the homes will bear the creative mark of Kingston-based interior design firm Edward Philips, which has just released CGI impressions of the final product.

The facade of Beau House is made from limestone combined with bronze metal detailing to complement the traditional, period buildings in the area. As you'll walk into the lobby, the grandiosity will continue with full-height double doors, corning and gilded coffers. But it's all about the detail, says Huw Hughes, co-founder of Edward Philips. "We were looking at Alfred Dunhill

and all the traditional cigar shops and noting the dark woods you see in them. We wanted to bring that up-to-date without losing that level of quality."

Where possible, the majority of the furniture – from the wardrobes down to the ironmongery – will be made by British artisans using materials like oaks, brushed brass, nickel and natural stone. "We looked at the detailing on men's fashion and tailoring, upholstering things in leather with double-stitching, like the finishing you'd find on a traditional man's jacket or briefcase. It has a very gentleman's club feel about it."

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Beau House, St James', from £2m