

Atelier NM



Despite Britain's changing position on the world stage, Britishness is still an overwhelming positive and a powerful differentiating attribute when it comes to the luxury property sector

Creative design studio specialising in interiors of character, colour and authentic expression

Najwa Mroue is an interior designer who brings her love of art, passion for collecting and eclectic cultural background to creating lively spaces for clients looking for something truly individual and original. Born in France, she grew up in Lebanon and Czechoslovakia before settling in England – a nomadic upbringing and a blend of experiences that had a dynamic impact on her creative style.

Atelier NM was born as a result of clients looking for more diversity – something Najwa was uniquely qualified to offer. A perceptive creator and instinctive designer, she takes her cues from the subtleties of location, architecture and proportions of space, but beyond that, she describes the Atelier NM style

as maximalist, quirky, unconventional and daringly innovative.

'My personal style is very much a blend of abstract beauty and rule-breaking imperfection,' Najwa explains. 'In fact, there really are no rules when I am designing. I love creating unexpected juxtapositions with colour, pattern and materials – schemes that create conversation and spark debate. But also, an appreciation for rich materiality and artisan craftsmanship underpins each project undertaken by my studio. I want things to feel asymmetrical but balanced; for it to be an immersive experience that is also tactile. All of these aspirations combine to create what I believe are confident and authentic interiors.'

The service covers initial scope, conceptual design, development and execution, during which the studio works with trusted tradesmen and suppliers. But it is the bespoke element that is Atelier NM's biggest differentiator – and this comes through conceptualising furniture designs that reflect clients' personalities,



Expect the unexpected: Najwa loves playing with colour, pattern and materials to create schemes that spark conversation

passions and aesthetic preferences, and through the sourcing and inclusion of one-off pieces of decorative art.

Najwa is a self-confessed magpie, who describes her passion for collecting as an obsession that brings her into contact with an exotic array of sources all over the world. It started as a hobby, in response to requests from friends and family; now she is tasked by clients to find and create troves of treasures for their homes. In 2020 she took this a step further by launching her own capsule collection of rugs, artworks and ceramics, something she hopes to expand throughout 2021 in tandem with the interior design service.

She sums up the philosophy behind the product collection: 'Provocation, wonder, hope and joy are entwined in a riot of colour, bold expression and captivating designs, informed by allegory and symbolising life, promise and love.'

Najwa believes there has never been a better time to be a truly British brand. Despite Britain's changing position on the world stage, Britishness is still an overwhelming positive and a powerful differentiating attribute when it comes to the luxury property sector. 'I personally hand select whatever I need for a project from a small pool of fellow British brands whom I trust and value,' she says. 'I believe that appreciation for something that is made or designed in the UK will not be diminished after Brexit.'

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