

# **BLANCHARD**

## **Interior Designers BLANCHARD Launch in Dubai**

Blanchard is a well-established interior design company which has been specialising in the design of exclusive homes in Britain and around the world for the last fifteen years. Blanchard's founder is Diana Blanchard, whose designs have been included in each edition of the prestigious House and Garden Leading 100 Designers List. The exciting opportunities in the Middle East convinced the company to open a design studio in Dubai in autumn 2006. The launch of the elegant Blanchard showroom in Design House, Al Sufouh, took place on Sunday 4 February 2007, against a backdrop of gorgeous fabrics, beautiful handcrafted furniture and jewellery for the home that reflect the company signature design style.

Blanchard designs interiors for high-end residential properties and exclusive homes as well as commercial properties such as boardrooms, corporate reception areas, hotel lobbies and restaurants. Blanchard designed an opulent bathroom for the Daily Telegraph/House and Garden Fair in London which included an antique bateau bath, oak parquet flooring and a water feature cascading from a solid slab of marron imperial marble. With such inspiring designs, it is little wonder that from the company's inception Diana Blanchard's designs have been exalted annually in the House and Garden Leading 100 Designers List. The company has also featured in The English Home, Homes and Gardens, World of Interiors and Kitchens, Bedrooms & Bathrooms. For further information please see the website [www.blanchard.uk.com](http://www.blanchard.uk.com) and shortly on [www.blanchard.ae](http://www.blanchard.ae).

Blanchard is not only well known for creating classical designs that have a contemporary twist; it also stands out by nature of its board of dynamic, female shareholders and through a commitment to the environment. Blanchard's Managing Director in Dubai, Marie-Noelle Swiderski, is passionate about the 'green' aspect of the business, "We strive to integrate a philosophy of sustainability into our designs. It is about balancing environmentalism and style." In the UK the company uses natural materials such as wood, stone, silk, wool and cotton as much as possible, as well as good quality organic paints and water-based finishes. The Blanchard designers based in Dubai will take a similar approach when completing projects in the Gulf by using locally sourced, organic material wherever possible.

The company's vision is that of creating spaces that are harmonious and timeless, designed to perfectly complement a property and the

people who spend time in it. Diana says, "Our designs are unique and tailored to each client – there are no Blanchard templates. We seek to develop a strong and enduring relationship with our clients, creating interiors that perfectly suit the individuals and their lifestyle. We are committed to life-enhancing design." The high proportion of Blanchard clients with repeat commissions is a true testament to their success.

Always at the forefront of the latest design innovations, Blanchard has privileged collaborations with avant-garde creators such as Fromental, who design pure silk wallpapers, both plain and hand-embroidered. The deep red silk walling of the meeting room in the new Dubai Blanchard showroom is certainly awe inspiring, as are the hand-stitched striped Nile green silk walls in the upstairs hallway. Forever seeking original approaches to room dressing, Blanchard has also recently joined forces with Spina, designers extraordinaire of 'jewellery for the home', including exquisite and spectacular tie-backs, decorated with wonderful materials as diverse as Wedgwood china, feathers, bone and Swarovski crystals. Many of these designs are displayed at the Dubai Blanchard Showroom.

#### **Notes to Editors:**

For any queries please call Angela Herbert on 050 7744238.

Board of Directors of Blanchard:

**Diana Blanchard**, founder and proprietor of Blanchard Ltd, director and shareholder of Blanchard FZ LLC.

**Anne de Kerckhove**, shareholder of Blanchard FZ LLC

**Diana More**, shareholder of Blanchard FZ LLC.

**Caz Myers**, senior designer at Blanchard Ltd and shareholder of Blanchard FZ LLC.

**Debra Silver**, senior designer at Blanchard Ltd and shareholder of Blanchard FZ LLC.

**Marie-Noelle Swiderski**, senior designer, managing director and shareholder of Blanchard FZ LLC.

#### **To be Forwarded:**

Photographs of the launch will be emailed to you on Monday 5 February 2007.