LESSON LEARNT ‘Don’t go with the first pieces you see - there is so much out there and it is almost certain you will find something better than your first choice’

LIVING AREA
Pink and plush furnishings soften the period details and dramatic black fireplace.
Commune Turkish three-seater sofa is a match, £4,594, George Smith. The Porcelain Activity round pouf is similar, from £140, Go Modern. Paul Pfeiffer framed artwork, price on request, Art Net

KITCHEN
Clever storage ideas and black kitchen creates sense of light and space in here. For similar cabinetry try the Tatton range, price on request, Magnet

BATHROOM
The classic look of this room appealed to Isabella when she moved in, and she only needed to add accessories to make it feel like home. For similar sanitaryware, try Wallis & Ste clair range, from £100, CP Hart. Pink towels, from £3-50 each, Christy. Glass pots, from a selection, West One Bathrooms.

STUDY AREA
The monochromatic sculpture by artist and former film director Steve McQueen. Similar bespoke monochromatic lighting, Bag & Bones

DESPITE MOVING FROM ONE FLAT TO ANOTHER IN A SIMILAR LOCATION, JEWELLERY DESIGNER ISABELLA TOWNSEND’S NEW HOME IS MARKEDLY DIFFERENT. ‘My last home was on the sixth floor, in the centre of Marylebone,’ she says. ‘The rooms were much smaller and the whole place was a bit noisy.’

In contrast, her current home is open plan, with higher ceilings and a wonderful feeling of space. ‘This flat is much more quiet, with tall windows and plenty of character,’ says Isabella. ‘I also have a lovely view from the rear, facing onto a beautiful garden. Although I’m still in the centre of the city, having a view of the natural world gives me a sense of peace and provides me with a wonderful creative atmosphere in which to design.’

‘I fell in love with the property at first sight,’ says Isabella. ‘I would have bought it in a heartbeat, but once I had a clearer vision, I had the whole place repainted. I then focused on the details, such as replacing the doors, as I’m a perfectionist, those bits were the most important.’

‘To find ideas, Isabella searched online. ‘I love Pinterest and I could browse through it all day long,’ she says. ‘ Magazines also helped a lot, as well as seeing friends’ houses.”

When it came to the decor, Isabella chose a classic look, enlivened with splashes of contemporary design. ‘I am quite an old-fashioned girl,’ she says. ‘so all my rooms have some shabby chic, and I’m a fan of mixing old with new.’ Choosing her colour palette, she favoured soft shades, to enhance the feeling of space in her home. ‘I’ve had most rooms decorated in pastel shades,’ she says. ‘I chose mainly creams, pinks and blues for the living area, but in the dining space, I went for a slightly darker scheme, with a black marble oval-shaped table with dark grey satin chairs. I was worried this would be too much of a contrast, but in fact, the styles of the two adjacent zones complement each other so well.’

Now, Isabella is delighted with how her stylish apartment looks. ‘I absolutely love it here,’ she says. ‘My only regret is that I probably should have chosen to hang a chandelier in the sitting area – but, that said, there’s nothing stopping me.’

MASTER BEDROOM
Isabella’s bedroom is an oasis of calm, decorated in a gentle palette of cream and white. Try the Bowie bed, from £665, The English Bed Company