

Guinevere

THE FIRST 50 YEARS



WRITTEN BY
MARC WEAVER & DOMINIC LUTYENS

DESIGNER PROFILE VEERE GRENNNEY



NEW ZEALAND-BORN VEERE GRENNNEY has been an interior designer for over 20 years, and has an impressive pedigree at the forefront of his field. He initially worked at Mary Fox Linton, then as a director at Sibyl Colefax & John Fowler, before founding his own studio.

Based today in Chelsea, London, Veere has a strong signature style: his aesthetic is polished, beautifully crafted, streamlined, yet his taste also allows for variety, for the unexpected. His interiors effortlessly combine pieces from different periods. He might, say, juxtapose an 18th-century chair with 20th-century, abstract, modernist art and a 1950s lamp. Veere's style is more understated than Guinevere's, yet the eclectic spirit of his interiors is clearly shared by the

shop, where he regularly buys pieces. Many of Veere's clients are art collectors, which is hardly surprising given his flair for dreaming up interiors in which art collections harmonise with a room's design and its furniture.

Recently, Veere has designed his own fabric, wallpaper and furniture collections. The designs are chic and understated, characterised by unfussy prints in neutral yet warm tones.

Veere's clients are mainly based in the US and UK. His current projects include three London houses, a home in Wyoming in the US, a townhouse in Manhattan's Upper East Side and a new house on nearby Long Island. He is also busy designing properties in Sweden and the Caribbean.

"One of London's most sought-after decorators, Veere creates seamlessly coherent interiors which serve as a backdrop to carefully selected, key pieces and artworks. Veere has an unerring eye for the unique and the eye-catching, often combining 20th-century accessories with earlier pieces. He also gravitates towards texture, frequently choosing antique linens to upholster classic pieces, while giving them a fresh, contemporary look by accentuating them with a splash of his signature colour: vivid pink."

HEATHER WEAVER

