

seeing red

KARLA MARTIN TELLS CASEY HUTTON WHAT'S HOT AT RED WORKS RIGHT NOW.

What is the philosophy behind the store? We help our customers spoil themselves and their friends with our innovative mix of high-quality clothing, bags, jewellery, gifts, homewares, furniture, window coverings, decorator accessories, lamps, art and our exceptional interior decorating service.

I've always been passionate about textiles and interior design. I bought Red Works six-and-a-half years ago and now have the best of both worlds – an interior decorating business and a beautiful retail showroom. We have 10 different rooms in the shop but my favourite is the fabric room. I never tire of being in there, surrounded by our huge collection of fabrics.

Milena, the store manager, loves the shop and her customers, and they in turn love her – she is always helpful, friendly and honest with her advice.

Describe the Red Works aesthetic. Our unique room-by-room layout displays products in a way

that makes it easy to visualise them in your own home. Red Works has a very eclectic style, from classic to more contemporary. We love mixing up a look so that we don't "do" a particular style – instead, we put pieces into your home that you love individually and that work together – I think that's what gives a home heart and soul.

We hand-select the most stylish of products and we endeavour to be the first with the latest. I have travelled to Paris each year for the past three years to source new products – Red Works customers love European quality and styling.

Tell us about your interior decorating service. We work on all styles of homes and can do one room or an entire house. Our service includes window coverings (curtains, roman blinds, shutters, roller blinds and panel glides) and we custom-make a wide variety of furniture



Ladies in red... Milena Fountain and Karla Martin

pieces, including entertainment units, tables, upholstered chairs, sofas and bedheads. We also coordinate soft furnishings, including bedspreads and cushions. We have an online store and a gift and bridal registry as well.

What look are you loving right now? I'm a huge fan of black and white – it's clean, sophisticated and never dates. I also love to mix it up with red – I always love red!

Metallics, sheers, patent leathers and all that shimmers is very hot right now – Maison et Objet in Paris last September was full of metallics.

After so many years of minimalism, it is fabulous to see curtains making such a comeback and I am loving the versatility of metallic sheers; the way they catch the light is such a beautiful look.

Milena and I also love the new Mela Purdie clothing collection – some of the pieces are just stunning and have been walking out the door.

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