



BRINGING THE HOUSE



WHEN GRAZIA CALLS, interior designer Linda Boronkay's arms are filled with flowers and she is busily filling the vases of Soho House Amsterdam, which is just days away from launch. The lavish blooms are among the finishing touches she is making to the 21st 'House' to open, which is situated in an elegant 1930s building in the heart of the Dutch capital. Like all Soho Houses – the seriously cool private members' clubs/hotels that were started in London by Nick Jones 23 years ago – the decor reflects its location, but the motifs and colours have been given the group's design treatment to create the understated luxe home-away-from-home look that has become the group's trademark. It's a style that has also become so influential that smitten guests are

buying the pieces to recreate the look, which mixes modern and vintage with layering, pattern and rich colour, at home. 'Our style has an extremely residential feel. It's like stepping into someone's home, one that's comfortable but also elegant and timeless,' says Linda, the multi-award-winning designer who joined Soho House two-and-a-half years ago, having previously worked for big names such as Tom Dixon. Since Soho House started selling furniture, lighting, tableware, textiles and accessories two years ago, the interiors business has boomed. Today, collections are tied directly to the Houses, and the launch of Soho House Amsterdam will coincide with the latest Soho Home collection, based on the decor of the new House. 'We work closely together,' says

WORDS: RACHEL LOOS



TO YOUR HOME



Soho House Amsterdam is in a beautiful 1930s building

Linda of the Soho Home design team. 'They are our suppliers, supplying the furniture that we use, but then we also decide together the key pieces that represent the House and will be available for sale through Soho Home.' Inspiration for Soho House Amsterdam came from both the building and the surroundings, the design team relocating months earlier so they could completely absorb the city's vibe. 'We are so blessed with this building because it has such beautiful architecture along with original stained-glass windows, glass tiles and timber panelling,' says Linda. 'But we also

In just two years, Soho Home has become a successful, trendsetting interiors brand. It's easy to see why...

walked the streets and looked around us. The high-gloss canal green in the House is a strong colour in the city, and the black floorboards were seen in homes here.' Deep blues and greens are key colours, along with burnt orange and coral, plus the Soho House favourite, brass: Patterns are geometric, inspired by the fabric of the building, florals against dark backgrounds reminiscent of the Dutch masters, and those based on the era of the building. 'There's Mondrian in there,' says Linda. Picking up on these themes, among the new Soho Home collection is a chair in burnt orange, an upholstered bed with a headboard that reflects the silhouettes of the city's rooftops, as well as cushions in gold and pewter and floral/ikat rugs. 'We are not about following trends, we're about following our heart and values,' says Linda. In doing so, the Soho House look has itself become a trend, and one set to continue. *Soho House Amsterdam opens 30 July; sohohouse.com. Find Soho Home at sohohome.com*

PLAY LIST

HOW TO GET THE SOHO HOUSE LOOK



Barwell glass, £32

Rizzo armchair, £1,495



Get layering
'On a rug is a coffee table and on that is something else,' says Linda. 'We also use a lot of different fabrics, such as Thai linen, antique leather and mohair, along with trim and piping details.'

Choose rich colours
'I've never used beige or grey, and black only occasionally as a contrast,' says Linda.

Mix patterns
'It's challenging to get it right, but the outcome is worth it.'

Avoid overhead lights
Instead, use a mix of floor, table and wall lights. 'Together they create a warm atmosphere and lighting this way also makes people look better,' says Linda.

Inject some brass
'We love brass at Soho House, it is so nice and warm, and the more you use it the better it looks.'

Invest in a classic sofa or chair in a luscious fabric
'It's a great way to mix old and contemporary,' says Linda.



Rosendale glass, £8



Reade wall light, £275



Rusland cushion, £65



Pool towel, £55



Jordan rug, £495