

# NEWCOMER A.LONDON WINS PRESTIGIOUS AWARD FOR BEST SHOW HOME



Accouter Group's Stella Savage and Rhian Barker collect the award with Richard Chaplin of A.LONDON



Throughout London and the UK, there are hundreds of interior design companies but only a few have the expertise and design skills to walk away with an interior design award in the UK regional stage of the International Property Awards. Rarer still is to carry off such a feat in the very first year of operation which is exactly what A.LONDON has managed to do.

A.LONDON, a part of the Accouter Design Group of interior companies, was commissioned by the developer, St George, to design a luxurious interior for its show home at Sovereign Court in Hammersmith. The flagship development of 418 contemporary apartments had to appeal to aspirational buyers from both the UK and abroad.

A.LONDON set to work and created a show home that reflected buyers' refined tastes without seeming ostentatious. St George were delighted with the result and continue to use imagery of the flat as part of its current marketing campaign.

A.LONDON made the bold decision to enter the scheme into The International Property event despite the fact that the awards have been dominated by industry heavyweights including numerous household names such as Candy & Candy, Casa Forma and SHH. Although the company is small and still relatively new, it walked away with the award at the black tie event last Friday evening, much to the delight of the team.

The organisers of The International Property Awards commented, "The award represents a significant achievement for A.LONDON. The International Property Awards Winners' logo is recognised as a symbol of excellence throughout the industry and entries are subject to a stringent vetting procedure with only six per category, per county or region put through to the rigorous judging process."

"We're obviously thrilled," comments Stella Savage, "The show apartment at Sovereign Court was a demanding project but we were pleased with the final result. To have won such a prestigious award so early on is wonderful but we anticipate this is just the start."