

# Uniquely yours

**“Y**ou should establish a new brand – Rothwell Design,” I concluded when talking to Sandra Rothwell of Cookham Interiors, such is her determination to deliver a unique differential when working with her clients. And it is clear that most of them trust her implicitly with their homes.

We are sitting in the shop – Cookham Interiors – nestled in Cookham Dean, which is part of the picture-postcard area of Berkshire, and we are surrounded with nice things – from furniture to lamps and accessories – as well as the essential massive selection of fabric and wall-covering samples. “We attract a lot of people to the shop,” says Sandra, “and we get a lot of passing trade.” That comes as no great surprise. The shop is as elegant as a pearl on a duchess’s finger, and it’s situated in a place where people seem to have time to browse. But the shop is only a taster of what Sandra offers to her impressive portfolio of clients.

“I have been working as an interior designer for five years, having always had a flair, but then with the added benefit of formal training,” she explained. “It all started when I moved into this area and had my own home as a project. I thoroughly enjoyed the experience, and soon had my eye on these premises as a perfect location – and the rest is history.”

Arguably, Sandra undersells herself. What is clear is that her relationship with clients is very personal and very much based on trust. When it’s time to improve a room – or change it dramatically – Sandra is the one they turn to for guidance and, ultimately, delivery. “I have recently started working on bathroom designs for some of my clients.” That statement said it all. There is not so much as a splinter of porcelain or ceramic in Cookham Interiors but, for her clients, it is a natural progression to get some Rothwell Design influences in all areas of their homes.

Supply is clearly important to Sandra Rothwell. “I have developed an excellent team of specialist trades and craftsmen,” she explains, “and that is built on trust and reliability. When it comes to sourcing furniture I travel extensively to identify special pieces – including in particular Paris and Italy– that way I can be sure to bring creativity and a certain uniqueness to the designs that I propose to my clients.”

The shop is for many the starting point of building a relationship with Sandra: “We have a good selection of furnishings and gifts here, and it’s nice for people to come in and browse. Often that leads to an informal chat about plans that they may have for their homes and it all goes from there.”

## My view?

Home design by nature has to be personal. That’s why a house becomes a home – it’s all about personal taste. Sandra Rothwell has carved out a reputation to work closely with clients to create style they can be proud of – and feel part of – but injecting a unique Rothwell influence.

The typical project plan will take around twelve weeks, starting with a home visit. Sandra’s experience and expertise is then blended with input from the client to create design proposals and detailed layout plans. Much of Sandra’s work involves soft furnishings, where she has extensive experience and product knowledge. **1**



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