



Fit for a King

ALICE BLUNT speaks to Livio Ballabio, creative director of JC Passion and licensee of Roberto Cavalli Home Interiors, as the brand debuts its exclusive collection in Kings of Chelsea

THE ROYAL BOROUGH of Kensington & Chelsea is one of London's main interior design hubs and the latest lifestyle brand to land in the area, Kings of Chelsea, highlights this. The aim of this new 1,800 sq ft showroom is to showcase the very best interiors products from the pinnacle luxury brands. It opens with the exclusive launch of Roberto Cavalli Home Interiors. Working closely with Italian furniture manufacturers JC Passion, the renowned fashion house has created its latest furniture collection.

Why did you choose to partner with Kings of Chelsea?

London is a very important market for the interiors and furniture industries, and Kings of Chelsea has become our UK representative.

You've described the latest collection as iconic; how is it so?

It is iconic in the way that it captures the classical style of the Roberto Cavalli fashion house, incorporating gold, leather and bronze elements, not to mention the designer's trademark animal print, into the designs.

How do you go about creating a collection?

We develop a new theme every year. This can be simply chromatic or sometimes it is architectural.

In what ways do you reference the house's fashion collections?

We carry out market research and then the team from the Roberto Cavalli fashion house shares the creative proposal with us. Our role is to find the best compromise between the two.

If you could choose one piece from the collection to have in your home, which would it be and why?

The Hamptons sofa because it represents a new approach to more clean and modern formal lines. I think a sofa is the most important piece of furniture in one's living room and as such, it should make a statement.

What should one always consider when designing a home?

The most important thing to take into consideration is for the products you choose to be timeless so that they never become outdated.

How would you sum up the Roberto Cavalli Home aesthetic?

Modern, glamorous, different. ■

Roberto Cavalli Home Interiors collection, available at Kings of Chelsea, 387 King's Road, SW10; kofc.co.uk

Berches armchair, from £6,400



Turner Sofa, from £12,280



Sharpei dining chair with armrest, £4,470

