

Alix Lawson moves on from Lawson Robb

Top designer unveils new 'interiors lifestyle brand'

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London

High-end designer Alix Lawson has launched a new studio under her own name.

The Australian-born interior architecture specialist co-founded Lawson Robb aged 23, after graduating from the Inchbald School of Design, and has since been behind a raft of high-profile projects in the UK and internationally, scooping numerous awards along the way.

Her former firm recently joined Helen Green Design and Rigby & Rigby under the Allect Group banner, but Lawson has instead decided to launch an eponymous "interiors lifestyle brand", kicking things off with a 33,000 square foot mansion in Dubai Hills and a 3,500 square foot townhouse in Notting Hill - a collaboration with De Rossee Sa Architects & Lanserring.

Based in west London, the five-strong team has its sights set on establishing a global presence and adding some product lines to the offering.

Explaining one of the major shifts currently going on in the design world, **Lawson** said: "We are hearing more and more calls for a move away from excess, to be more green and focus on authentic sustainable materials, shifting towards making fewer more conscious purchases to create a timeless result.

"This thoughtfulness and refinement is what I refer to as 'conscious minimalism'. It is not stark or bare; I like to think that conscious minimalism does not lack it *lessens* - doing more with less to create a bigger impact. For a long time intricate interiors were synonymous with excess and opulence but I would like to bring a little peace and quiet into all of that noise through minimalist interiors."

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