

# Lee's London

Heart Home had the pleasure of spending one cold November morning with Lee Broom, ELLE Decoration's newly proclaimed Designer of the Year.



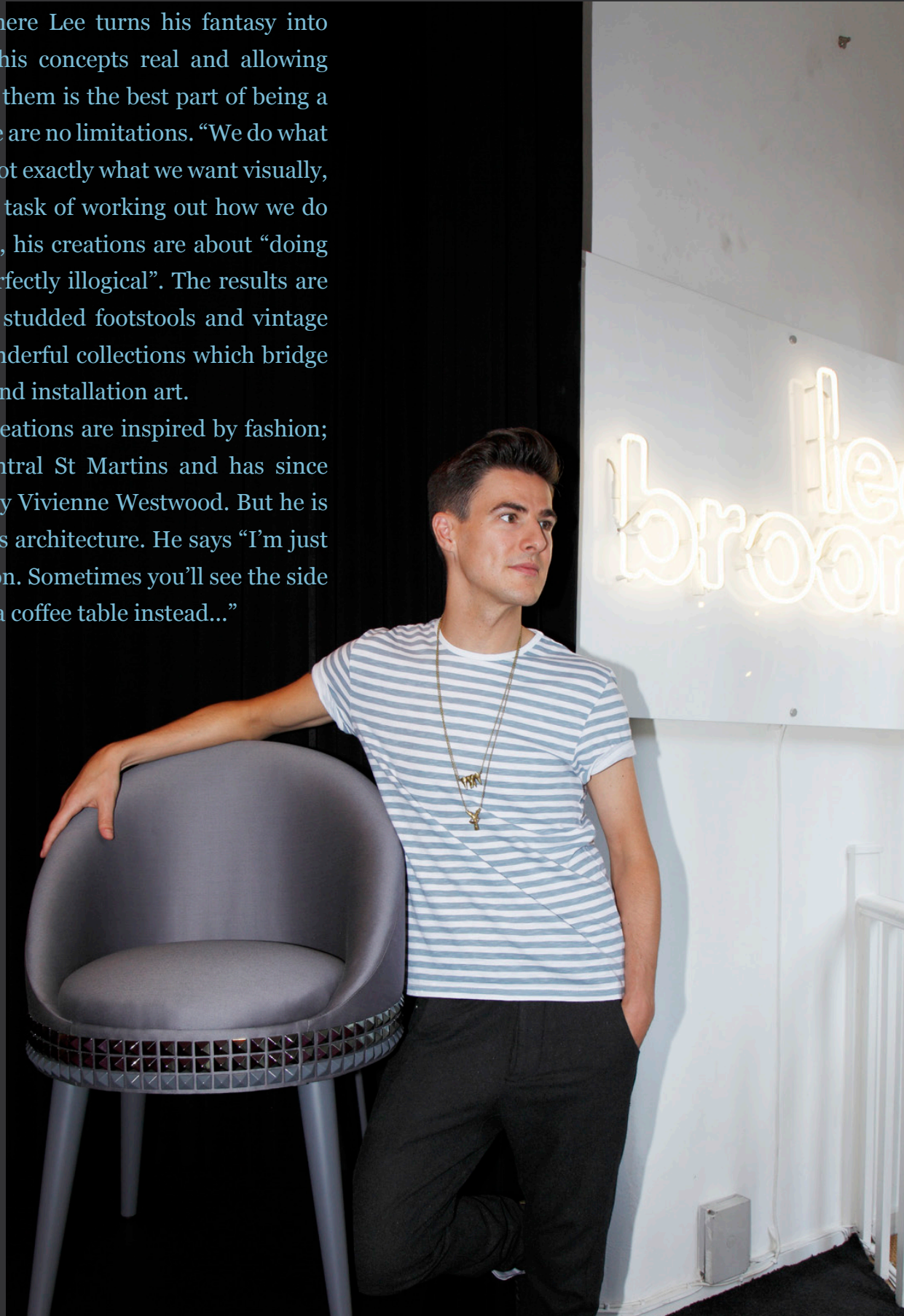
**Words** Ellie Walker-Arnott  
**Photographs** James Balston



## Heart Features

We met at Lee's studio/gallery which is located in the middle of Shoreditch, London's mecca for young creatives. His studio is the place where Lee turns his fantasy into reality. For him, making his concepts real and allowing other people to experience them is the best part of being a designer. In his studio there are no limitations. "We do what we want. And when we've got exactly what we want visually, then there is the laborious task of working out how we do it" says Lee. In some cases, his creations are about "doing something that seemed perfectly illogical". The results are neon edged dining chairs, studded footstools and vintage decanter light shades - wonderful collections which bridge the gap between interiors and installation art.

Unsurprisingly Lee's creations are inspired by fashion; he studied Fashion at Central St Martins and has since worked under the legendary Vivienne Westwood. But he is also influenced by London's architecture. He says "I'm just always looking up in London. Sometimes you'll see the side of a building and I can see a coffee table instead..."





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As the designer finds much inspiration in the world around him, we thought it was only right to follow him around his beloved Shoreditch and visit some of his favourite haunts.

We start off in men's boutique Hostem in Redchurch Street. Decorated by design duo JAMESPLUMB, the shop, filled with restored materials and avant garde design, is one place Lee admires. As is the antiques shop next door, Maison Trois Garcons. Lee says he loves the "varied eras and unique pieces" on sale and often scours its shelves for decanters. His iconic decanter lights are all made from vintage pieces, so he is always on the lookout for more.

Lunch for Lee is more often than not a quick bite to eat from the legendary Brick Lane Beigel Bakery— the sweet dough and generous fillings cannot be beaten and probably fuel the creative energy of most of Shoreditch's designers.

Lee also took us to Epra, a discount fabric wholesaler which helped him take his first steps into the world of interiors. During his degree, Lee used to give decor advice to local bars, draping and pleating the walls and ceilings with fabrics. Epra was his first port of call for sourcing fabrics as a student, and is still the best place to bag a bargain!



Never far from his fashion roots



Lee in textiles heaven

**“I’m just always looking up in London. Sometimes you’ll see the side of a building and I can see a coffee table instead...”**



Fast food the Brick Lane way



Leaving with hair suitably quiffed



**"I like to do something different each time"**





Taylor Taylor, an achingly cool cult hairdresser, is another of the designers' favourite Shoreditch gems. In fact it is the place where his hair gets its signature quiff.

The last place Lee took us to was the Night Jar – a speakeasy night club where he designed the interior. The plush decor was inspired by old school glamour and the retro cocktails served at the bar.

Lee's most recent project was being asked to bring an edgy East London feel to the new Westfield Stratford shopping centre and his new light installations, chic gold rings, now grace the centre's ceilings. Flying from one success to the next, Lee is currently designing a collection for Milan. Much to our disappointment, we failed to get anything juicy out of him, so we'll all just have to wait and see. Whatever he pulls out of the bag this time though is sure to be a surprise. "I like to do something different each time" says Lee.

Lee says "sometimes it's just as bad being too early with something as it is to be too late", but we don't think he needs to worry. Rather than a follower of fashion, Lee is something of a trend setter. ❤️



Cocktail shakers and oodles of old school glamour