

## [INTERIORS]

# KEEPING IT CONTEMPORARY

Founder Alina Lacatusu tells the *Journal* all about her company, Platinum Interiors London

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**A**lina Lacatusu knows what style is. Previously a model travelling all over the world and living in Milan, she has a taste for the finer things in life, and has turned her career from fashion to interior design after studying design in London. “Even when redesigning my own house, I found that I liked the most luxurious products and furnishings, which in turn were often the most expensive,” she laughs. Known for her contemporary style, the majority of Alina’s work takes place in Prime Central London. Redesigning properties in Belgravia, Mayfair and Kensington to name but a few, she has the skills to take any project from concept to completion. “Some clients come to me and would like me to refurbish their whole house and I might even help to knock down walls, while others might want me to just design one room in their flat,” she tells me. Alina is also in the know if she needs a helping hand with any part of the property refurbishment process. “I have a lot of contacts; for example, I know the best builders in the area and I oversee and project manage from day one.”

It is Alina’s keen eye for detail that made her the interior designer of choice for two recent projects; a townhouse and a two-bedroom flat. “A lot of my clients just want to take the stress away from property refurbishment and that’s where I come in,” she says. Like most interior designers, Alina creates a



mood board after a few meetings. “That’s one of my favourite parts of the design process and where I can really unleash my creativity,”

she describes. She also enjoys advising clients on artwork, with the majority of them looking for bespoke pieces.

Alina goes on to tell the *Journal* about how transforming a property through careful interior design is like selling a lifestyle. “I can tell within five minutes of meeting someone the kind of life they lead and what I could suggest interior-wise that they would love,” she says. And with some clients also having properties abroad, she is also in demand overseas. “Some of my clients have second homes so I also travel for work,” she says. “It keeps it interesting and it’s all in a day (or year’s!) work.” ♦

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