

Scene and style: Elnaz Namaki

The Edit

By Henrietta Thompson
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Reach for the moon

On *The Edit* this week we chat with British-born interior and product designer, **Elnaz Namaki**, about her sky rocketing career, and distinctive **Luuna** furniture line mixing bold patterns with simple, modern forms. In ultra soft shearling, her pieces are now available to borrow and baaa over [here](#).



We discuss influential projects, inspiring people and that mirror with West London's go-to new talent.

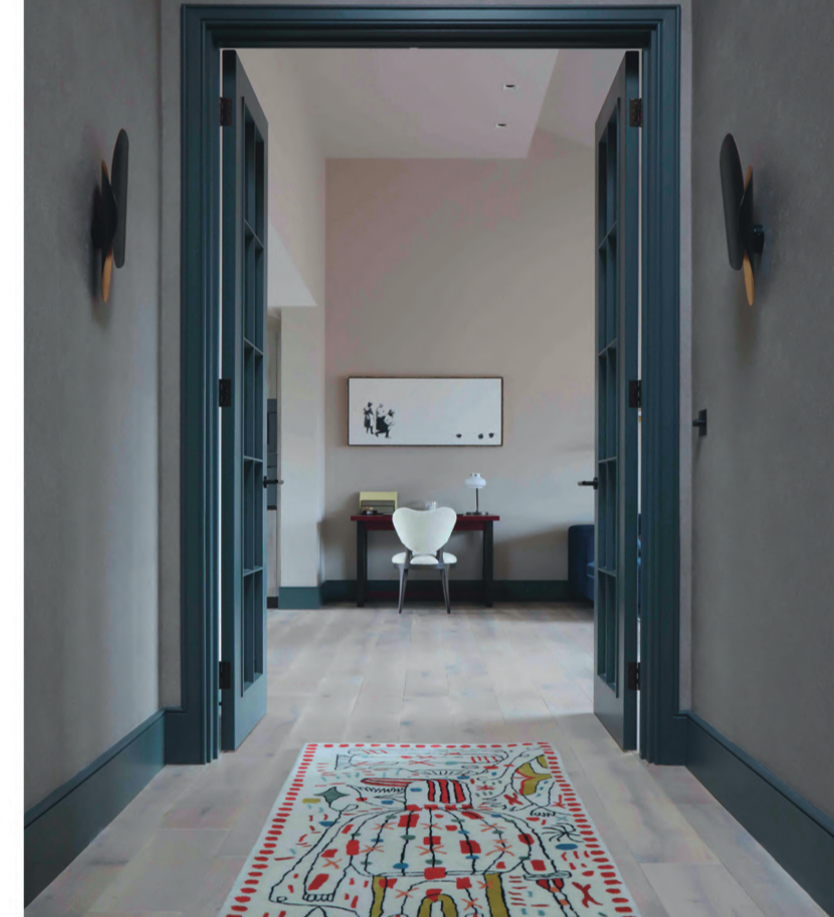
Elnaz Namaki, a British-born interior and product designer with Iranian heritage, is making waves with her distinctive designs mixing complex and bold patterns with simple, innovative and modern furniture. With a great deal of experience in bespoke furniture making, working alongside artisans and craftsman, her interiors often feature pieces from her own furniture line, **Luuna** - featuring brilliant and bold monochrome signature stripes in ultrasoft shearling. With her business partner Hugo van Bilderbeek, Namaki offers an end-to-end development and design service that is fast becoming one of the hottest new propositions on the West London's property scene. We chat to her about what's on her radar right now.

What was your first project?

A large residential house in Belgravia, London.

your last?

A lateral penthouse apartment in Chelsea, London.



Penthouse apartment in Chelsea

And your next?

The next project is a house in Georgetown, Washington DC (USA)

What is inspiring you now?

Brutalism

Who is inspiring you now?

Jonathan Anderson's creative transformation of Loewe



Mayfair Lateral by Elnaz Namaki Studio

Tell us a story about an object/item of furniture you own.

A mid-century coffee table almost identical to those by Massimo and Lella Vignelli but for a quarter of the price found on 1stDibs - I changed the old glass top (which was in terrible condition) to a new thick perspex top - blending best of old with new!

If you could rent anything (money no object, practicality aside) for a weekend, what would it be?

A pink Ettore Sottsass Ultrafragola mirror

Which pieces do you love on Harth now?

Aqua table white by Established & Sons designed by Zaha Hadid



Parchment Covered drinks trolley by Also Turn by Rose Unlake



Jolene Armchair - Grey by Elnaz Namaki Studio



Bao Armchair by Walter Knoll designed by EROS from Walter Knoll



Pair of Steel Easy Number One Chairs by Jonathan Singleton from Rehaus



Drift Bench by Established & Sons designed by Amanda Levette from Established & Sons

