



Jessica Doyle

THE DIFFUSION LINE has long been a way for high-end fashion houses to reach a wider customer base, but in the world of interiors it's a relatively new concept. Interior-design practice Taylor Howes, whose services are beyond the means of most, was among the first to spot this gap in the market when it launched th2 Designs in 2005, offering its design nous at a lower price point, and with a quicker turnaround. With its latest venture, th2Studio, it is taking the idea one step further, giving customers the chance to go online and 'buy a room' at the click of a mouse.

'Friends kept saying to me, "I don't need an interior designer, but I want

some nice pieces that I don't see everywhere else,'" says co-founder Gail Taylor. 'Online was the next stage.'

It's a simple approach, but a lot of work has gone on behind the scenes. Taylor and her team have been fine-tuning the details over the past six years, and the pieces listed on the site have been chosen from their network of suppliers. A number of room sets have been devised around different themes – Urban Retreat or Nordic Loft, for example – and you can buy a single item or the whole lot (the room pictured below costs £11,189). It's not cheap, but it certainly costs less than hiring an interior designer.

Although the 'buy a look' method

may not be for everyone, it would suit the time-poor second-home owner starting from scratch, or the nervous decorator who lacks faith in their own ability. The plan for the future is to add further room sets, offer smaller accessories such as cushions and throws, and team up with curtain and blind specialists for a 'total room' option.

'People don't have the time to look for fabrics, and can't find the things we can access so easily,' says Taylor. 'We're letting people into the address book we've built up over 30 years in the business. Design can be intimidating; we're trying to make it feel approachable.'

[th2studio.co.uk](http://th2studio.co.uk)

## One-click wonders

Buy the room or a single item with this relaxed approach to interior design



### URBAN RETREAT

- 1 — Black 'n' Gold lamp, £560
- 2 — Extra-large Urban Corner sofa, £7,899
- 3 — Turret table, £450
- 4 — Button Top footstool, £1,100
- 5 — Charlotte's chair, £1,180