

A photograph of a modern kitchen and dining area. The kitchen features green cabinetry, a blue brick backsplash, and a wooden countertop. Three pendant lights hang over the counter. In the foreground, a wooden dining table is set with plates, glasses, and a vase of white flowers. Two upholstered chairs are visible. The text "GATEWAY TO LUXURY" is overlaid in the center.

GATEWAY TO LUXURY

A luxury property developer and a top interior design firm teamed up to create a superb showhome for a development



A high-end property developer which specialises in luxury and bespoke homes is bringing contemporary rural chic to Worcestershire after joining forces with a London firm named one of the world's top 100 interior designers, writes Natalie Prior.

The collaboration between Lockley Homes and Alexander James Interior Design has resulted in a hugely successful showhome at Feckenham Gardens – an exclusive gated development in the sought-after village of Feckenham – which has seen all the homes sold off-plan along with the superbly dressed showhome.

Robert Walker, managing director at Alexander James Interior Design, said: "It's so important for potential buyers to be able to feel themselves living in a property. Bare walls and empty rooms require too far a stretch of the imagination in many cases. That's why interior design is so invaluable when it comes to selling property. Buyers feel at home the moment they walk in the door, then want to turn that feeling into reality."

This was precisely the case with Feckenham

Gardens, a development of six luxury homes in the village. The showhome had received a small number of viewings, but no offers so Lockley Homes decided to work with the team at Alexander James Interior Design.

The team, based in Berkeley Square, were delighted to work with Lockley Homes, who are known for their exacting design standards, to create a relaxed, rural home, blending traditional country style with a contemporary twist.

The talented design team took inspiration from the property's driftwood garden sculpture and incorporated it into the interior scheme. In the living room, this was reflected in the driftwood coffee table base, while a mix of reclaimed wood and an olive-green colour palette brought the outside into the kitchen.

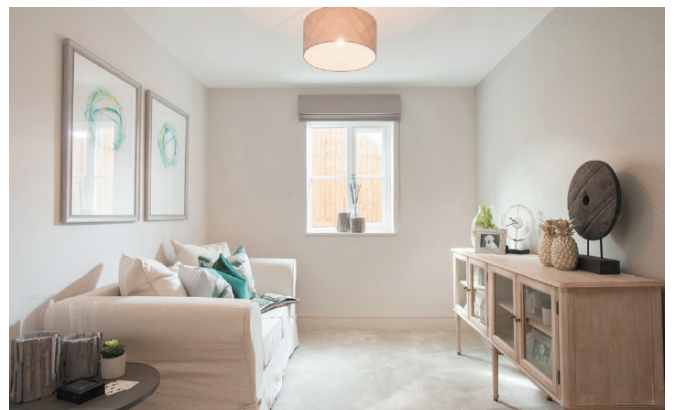
A muted, soft pink tone ran throughout the scheme to create a warm, neutral base. Meanwhile, the master bedroom drew inspiration from luxury country hotels, with a tall, deep buttoned headboard, embroidered cushions and handcrafted bedsides.

Karl Lockley, director at Lockley Homes,

said: "With such an enviable village location at Feckenham Gardens, which comprised a mix of six unique bungalows and houses, it was only natural to commission one of the leading interior design houses in the UK. Alexander James Interiors produced a truly exclusive showhome in one of our luxurious bungalows. The 'AJI effect' was evident instantly, as Lockley Homes agreed a sale on the showhome within 24 hours of going live on the market."

Lockley Homes create exclusive developments which combine modern, luxury living with the classic, timeless feel of a scheme that has matured within its surroundings. The premium NHBC house builder places the utmost importance on being authentic and design-led.

Karl Lockley added: "Our focus is on seeking out the most desirable sites, optimising planning and designing with a passion to create traditional architecture alongside state of the art technology. Feckenham Gardens was the perfect location to showcase our exemplary quality of finish and attention to detail. Feckenham is a very sought after





rural community with a traditional English village green. It boasts a village shop and a cricket club, as well as outstanding local schooling. The village is also served by two public houses including the award winning Forest at Feckenham.”

Alexander James Interior Design has won multiple awards over the years, including being recognised as one of the world’s top 100 interior designers by the Andrew Martin Design Awards 2016 and 2017 – known as the Oscars of the interior design world. Globally respected and renowned, the awards attract entries from the world’s very finest interior designers and they are judged by an esteemed panel including Jo Malone, Terry O’Neill, AA Gill and the Duchess of York. This prominent award has previously been won by Kelly Hoppen, Kit Kemp and Martyn Lawrence-Bullard. The very best work is then featured in the prestigious and highly influential *Interior Design Review* – otherwise known as the bible of the interior design world.

Lockley Homes’ success at Feckenham Gardens came hot on the heels of the developer’s recent bespoke development of three luxury bungalows in Drakes Broughton, Pershore, which have all been sold. With stunning views to Bredon Hill, an

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area of outstanding natural beauty, the elegantly appointed three-bedroom bungalows feature a high specification and are located just minutes from the popular market town of Pershore.

The developer has also recently completed and sold two executive homes at Great Witley, Worcestershire. With stunning views of the Clent Hills and Woodbury Hill, these high specification homes are located within the heart of Great Witley, a stone’s throw from the grade II listed historical gem, the Hundred House Hotel.

Jamie and Amanda Rudd, who purchased Greenacre at plot 2 on the development, said: “We fell in love with our four-bedroom detached house upon first viewing. The house met every requirement we were looking for. It’s not easy to find a property that meets all your needs in one go, and we feel exceptionally lucky that we did.

The Lockley brothers have taken extreme pride in this build, and it shows in every aspect of the house, both internally and externally. It is spacious, modern, has a great flow, with high spec amenities and appliances.

“Their attention to detail didn’t stop once we moved into the property. Any queries we had were answered immediately.

“Their customer service skills bring a personal touch beyond our expectations. Quite simply, we found our dream home.”

Lockley Homes will be working with Alexander James Interior Design again on their upcoming scheme in the upmarket village of Colwall in Malvern – where the developer will be building three lavish bungalows and six well-appointed houses.

W: lockleyhomes.co.uk / aji.co.uk