



**Jo Aynsley**  
Design Director, Jeffreys Interiors

# BEDROOM DESIGN

**BY JO AYSNLEY**  
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*Jo Aynsley joined Jeffreys Interiors as a design assistant in 2014, following her graduation in Textile Design. A self-confessed maximalist, her sharp mind, unique style, and passionate drive captured the spirit of the business and she has rapidly progressed to Design Director of Jeffreys Interiors where she leads a team of designers working on residential and commercial projects in the UK.*

A bedroom is the most personal space we can design for a client. We start by asking questions to really understand what is important to them, and how they will use the space. We want to know everything! How do they want to feel in the space? Calm, energised, inspired? How big a bed would they like? Do they have young children or pets that want to share the bed with them? As a couple, do the clients have different waking habits and bed times? Do they prefer to read or watch a movie to relax? All of these points factor into the functionality, creating a tick list of things we need to achieve with the design.

We are firm believers that rules are often there to be broken, especially when it comes to colour! Relaxing does not always need to mean soft or neutral, but there's still a balance to consider to ensure a restful night's sleep.



**Above: Bedroom Design by Jeffreys Interiors. Photography by Zac&Zac**

Layering up a tonal scheme based on two or three hues of the same colour can bring calm to a bolder colour.

Period properties are often generous in proportion, so bespoke wardrobes are a great way to take advantage of the full ceiling height. You can always include a ladder in the design, as both a practical and stylish way to access those top shelves and fulfil those Beauty and the Beast fantasies. If you don't have the wall space for wardrobes, under bed storage is ideal for stashing bed linen and spare duvets. Long and low drawers can also be a helpful alternative, providing both storage and decent surface space, even doubling up as a dressing table if needed.

Oversized custom headboards are a great way to add instant wow factor to a bedroom. They can be viewed as artwork in their own right. Centring the bed in the middle of the room can take this to the next level. If you are low on wall space, this can be a great way to get the most from your layout. A pony wall can divide the room, allowing for a dressing area.

It's hard to relax with the big light on! Layered lighting options are really important in a bedroom. Wall and table lamps, or extra reading lights, can provide a soft ambient glow to help you unwind and prepare for restorative sleep.

The colours and textures on the walls, the floors and the windows

can of course all add to a tranquil scheme, but really it's all about the right mattress. Personally, sleeping in a cloud sets us up for the day, and we would always recommend investing in the fluffiest of duvet and pillows. Warmth and softness is key, so we often think about the first thing your feet touch as you get out of bed in the morning. What's better than sinking your toes into a luxurious deep pile rug or carpet? Preferably about an inch thick and made of pure wool. Throws, sheepskins and linen style wallpapers are other ways to bring in tactile textures. The master bedroom is a private space, a reflection on the client's personality. It needs to be functional for how they live in

*Below: Bedroom Design by Jeffreys Interiors. Photography by Zac&Zac.*



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terms of dressing, pampering and relaxing. It's usually much more personal than a guest room, which may need to cater for different people at different times. Children's bedrooms can be expected to change and adapt more frequently as they grow from babies through to teenagers. So, in terms of investment, we would expect and encourage clients to put a little more of the pot towards their own bedroom. If you're footing the bill, you really deserve to have the nicest room in the house!

In terms of the overall scheme, if the view isn't the starting point, then we usually begin with the artwork when selecting and coordinating bedroom accessories and décor and everything else

grows from there. We are usually looking for a special piece, something that sparks joy, something you want to look at every morning. If they don't already have one in mind, we'll work with galleries to find it. So we normally know early on what's going on the walls. As the project progresses, we will start sourcing accessories and bedding to dress the space. These final finishes touches make for the full turnkey experience. Inspiration for bedroom designs often comes from a great hotel stay or trip away. Visits to stately homes and National Trust houses hold lots of interesting details too. It might come from flipping through books, artwork or from some of the fantastic textile,

furniture and lighting designers we get the pleasure of working with. Ultimately, the client is our inspiration. We want to know what makes them tick and why, then build the scheme around this. That's usually looking to fond memories to find out where feels like home to them. Looking to 2024, serene, relaxing and quiet luxury are classics for a reason, however we are definitely seeing more appetite to push designs with more unique, creative and colourful schemes.

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