

# A NEW FRONTIERIOR



Two of Dubai's most recognisable interior stylists have joined forces with the aim of taking your standard IKEA furniture and transforming them into beautiful, high-end-looking pieces (without the designer price tag). Kathryn Hawkes of House of Hawkes and Linda Dekkers of Live Loud Girl discuss their new creative collaboration...

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### *How did the concept of Fronteriors materialise?*

We originally met at an industry event in 2014 when we were both just starting out as interior bloggers, and we've enjoyed a supportive and collaborative working relationship ever since. We often meet up to share ideas and compare notes, so to speak, and it was at one of these catch-ups that we got talking about how often we have to "upgrade" IKEA pieces for our clients ... and how great it would be to have some ready-made options available in the local market for this purpose. The penny dropped there and then.

### *What can we expect from Fronteriors?*

Fronteriors offers a range of high-end doors, tops, sides,

legs and handles to fit some of the most used and loved IKEA furniture. Our customers get to create high-end, unique furniture items from an affordable base (often an item that already exists in the home) with a result that resembles designer pieces, but doesn't carry the same price tag. Material options can be combined according to your individual taste, allowing for the freedom of "custom" furniture choices, but without the hassle of having to find a carpenter and effectively translate your design aspirations to them. We will also offer easy access to the latest interior trends, including many finishes that have not been seen in the "hacking" arena. Expect the highest level of quality, attention to detail and love for materials that two interior specialists can possibly bring to your home.

**Left:** Kathryn and Linda with an IKEA BILLY bookcase restyled with painted grey cane doors (Dh1,996). **This page:** IKEA's BESTA sideboard has been enveloped in untreated plywood (Dh3,413) for a natural look, while dressing it with a matte gold top (Dh1,680) gives it a luxurious edge. Try teaming a grey terrazzo top (Dh2,040) with brushed gold handles (Dh35 each) for a cabinet with character.



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### *How will you offer this access to fashionable interior trends?*

We always want to bring something new to the market. Trends come and go and we will do our best to be a step ahead. We've opted to include cane doors in our launch collection because this material is clearly enjoying the interior limelight at the moment, but we know it won't last forever so when we feel it's season has passed we won't be sentimental about keeping it in the range.

### *What trending home fashions can we expect to see?*

The quality of the materials used is of the utmost importance to us. Fronteriors is all about upgrading, so the end product will need to have a rich, warm and decadent feel to it. For our launch we are working with sleek speckled terrazzo and metallic tops, structured linen fronts, a beautiful plywood and our beloved woven cane. We also have some gorgeous feet and handle options.

### *How do you feel about this new direction and collaboration together?*

Let's see... it's a dream come true, bucket list, fantasy fulfilled, wish granted and beyond compare sort of feeling for both of us. We are really excited to offer something that is new to our regional market, that can upgrade any space or room.

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