



Behind the Schemes: Reinventing a Georgian townhouse in Notting Hill

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By Pinetree Editor

Hamiford Design & Luxe Projects London walk us through the 14-month transformation of a traditional period property into a luxury family residence.

Hamiford Design, working with Luxe Projects London, has completed an impressive transformation of a traditional Georgian townhouse in Notting Hill.

The five-storey, 3,500 sq ft property was reconfigured and refurbished over a 14-month programme, with the aim of creating a family home that balances period character with modern practicality.

"The house had potential but no narrative," said Manuela Hamiford, founder of Hamiford Design. "we retained its architectural integrity while rethinking the interiors with tailored detailing and improved circulation."

Key interventions included removing a mezzanine to form a snug off the formal living room, and a full reorganisation of the basement to accommodate a gym and family spaces. Each child was given a dedicated floor, providing separation without losing flow.

A restrained palette of suede, fluted timber, marble and bronze runs throughout, lifted by muted blues and greens. Critical-style glazing adds rhythm and natural light.



The reimagined Ladbroke Grove project.



In the lower-ground-floor dining area, a Cipollino marble bar provides a strong focal point. Lighting circuits were designed to create different moods through the day, and detailing was carried out by specialist artisans across joinery, plasterwork and stone.



Sustainability was a key consideration from the get-go: original staircases and wardrobes were restored, windows refurbished, and mosaics preserved with new bronze trims.

Bathrooms were conceived as calm, practical spaces, with the principal suite elevated into a "hotel-worthy sanctuary" with wallpaper, fabrics and bespoke furniture.

"This careful balance of restoration and innovation ensured the home remained authentic while gaining a new lease of life," said the team.

“Manuela Hamiford, Creative Director and Founder, Hamiford Design: ‘Our approach to Ladbroke Grove was to create a home that feels calm, cohesive and grounded in how the family really lives – we always keep the client’s lifestyle at the heart of all our designs. ‘We focused on proportion, light and honest materials, such as fluted timber, marble and suede, to bring warmth and balance. Every detail was chosen to feel natural within the architecture, to create a space that is authentic. Working alongside Luxe Projects London has been a seamless experience, we align on our values in craftsmanship and precision.’”



“Lewis Driver, Managing Partner, Luxe Projects London: ‘Collaborating with Hamiford Design on this residence was a seamless and rewarding experience. From the initial concept stages, we worked closely together to ensure the design vision was fully realised, not just in aesthetic terms, but in every technical and structural detail. ‘Our input throughout the build helped bring clarity to complex elements and ensured the craftsmanship matched the ambition. The result is a truly exceptional home, refined, luxurious, and built to stand the test of time.’”

In Pictures: Ladbroke Grove Townhouse

Luxe Projects London (Contractors) x Hamiford Design



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