

(Free pdf) Seductive Interiors

Seductive Interiors

Sera Hersham-Loftus

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Sera Hersham-Loftus : Seductive Interiors before purchasing it in order to gage whether or not it would be worth my time, and all praised Seductive Interiors:

4 of 4 people found the following review helpful. Design PornBy theagowdyOh my! What a beautiful book! It is absolutely full of pictures and not those little "detail" pictures but full page photographs of rooms so you can actually see the room and all the details. And these rooms are gorgeous...They are decadent (in a good way), luxurious, and dreamy...The book is mainly photographs with some text. If you like minimalism then this is not your book. If you like country then this is not your book. But if you like gilding, pillows, drapery, silk, satin, gold, chandeliers, candles, velvet and over the top decorating, then this is your book.2 of 2 people found the following review helpful.

GLAMOROUS SOPHISTICATEDBy Paris ChicI've had this book for over a year now and I still love it. Sera Hersham-Loftus not only shows her home but the homes of clients. Each is different but the underlying theme remains the same; very decadent, very romantic. Beautiful use of fabrics and plants. Glamorous is the key word - an "Old Hollywood" feel. It reminds me somewhat of "The Paris Apartment" by Claudia Strasser. However, this book is not a "how to" guide. If I were to recommend one or the other, I would recommend Sera's book.0 of 0 people found the

following review helpful. So glad I bought this bookBy RussellSo glad I bought this book. This gal is instantly one of my all time fav designers. She is the ONLY interior designer so far to use lots of white in some rooms and I DON'T hate it. I think it's something to do with the use of plants. She knows the drama a well placed large palm can have on a room. Of course not all the rooms in the book are white. Not by far. Page after page of incredible shots of absolutely beautiful (to me anyway) interior decorating. Just fabulous.

Explore the fabled beauty of Sera Hersham-Loftus's renowned interior decorations. The innovator of the seductive boudoir trend, Sera shows us the best of her design style adapted to a wide range of settings, including her own home, which has become one of the most popular locations for fashion, celebrity and interiors photo shoots. She has transformed everyday rooms into dream-like parlours and intimate hideaways, drawing on the idea of seductive meeting places for romantic rendez-vous as inspiration. Sera's elegantly Bohemian and hedonistic atmospheres are laced with an edgy rock'n'roll feel, attracting a cult following for her style all over the world. Intoxicating mixtures of crumbling antique furniture alongside huge blown-up black and white photos of her favourite rock stars fill the space. Both dark and light salons take on an air of seduction once decorated with Sera's trademark touches, from the enchanting soft lighting created by her 'Rude' lampshades - fashioned out of lingerie laces and trimmed with exotic chandelier drops - to her exquisite handmade wallpapers, inspired by opulent Parisian style. Including stunning photography by Gisela Torres, this provocative book perfectly epitomizes the spirit of Sera's seductive interiors - intensely sensual, delightfully playful, sublimely elegant and always filled with soul.

From Publishers WeeklyA London boutique owner, purveyor of rude lampshades, and celebrity interior decorator, Madame Sera brings her boudoir chic to a larger audience. Stating unequivocally that the essence of my work is simpleit's a heady mix of romanticism, passion and playfulness, she uses an eclectic and baroque mix of faux leopard skin satin pillows, Victorian piano shawls, pompoms, pampas grasses, feathers and palms, antiques, and bohemian furnishings. With a taste for the exotic and soft lighting, she appoints rooms with signature Fortuny chandeliers, Rajasthan pierced screens, vintage textiles from the Congo, a Balinese parasol, and Indian muslin. Lampshade linings have a peachy nude color, panels of ribbons of white raffia disguise a plasma TV screen, and an organza and lace dress fabric is used for window drapes. Generous with dispensing information, Madame Sera is equally lavish in her praise of others, notably Rachel Ashwell of Shabby Chic fame. Her style is very specific, with a bordello vibe, and she has a large following. She is clearly devoted to her mission of decorative seduction. (Oct.)About the AuthorSera Hersham-Loftus is well known for her seductive and extraordinarily romantic interiors. Having worked as a stylist and model for Fiorucci and as a set designer for various ballet and opera companies, she is now a much sought-after interior decorator with her own range of lampshades, cushions, curtains and wallpaper. She lives in London and her house is regularly used as a location for celebrity and interiors photography shoots.