

Design that lasts a lifetime

PROMOTED CONTENT

HEAL'S

Sustainability is the word of the moment but at Heal's it's part of a brand philosophy going back centuries

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The Edit swivel chair in grey boucle £499

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For more than two hundred years, [Heal's](#) has been at the heart of British design. It was one of the first to stock the new look Arts and Crafts furniture of the 1890s, the radical Bauhaus pieces of the 1930s and the pared-back mid-century modern designs of the 1950s. Generations have visited its flagship store in central London to discover expertly curated selections of the best in contemporary and classic design.

Throughout its history, Heal's has prided itself on creating furniture that draws on the best in craftsmanship. Today we call it sustainability but it's what Heal's has always believed

At the heart of the new Heal's' furniture collection is a focus on beautiful materials in their truest forms, pieces that are contemporary yet never out of style. Solid walnut, oiled oak, ceramic and marble, combined with burnt orange, cobalt blue and forest green for depth, warmth and comfort.



The Glide desk in oak £699, teamed with a CH24 wishbone chair in soaped beech from £443

[The Glide desk](#), made exclusively for Heal's by Danish duo Says Who, is the epitome of style and function. Made from

legs and neat silhouette make it an essential piece for anyone who wants their home office to look as welcoming as the rest of their house. As more people adapted to working from home, designers Kasper Meldgaard and Nikolaj Duve realised how important it was for workspaces to be both functional and aesthetically pleasing. The [Edit swivel chair](#) is upholstered in soft grey bouclé wool with a padded back, high armrests and wide seating, so it's a comfortable perch for working from home, while blending easily into any dining room.



The Marlow four poster kingsize bed in walnut £2499

smooth, solid walnut, the simplicity of the form lets the beauty of the natural wood shine, while the seamless joints showcase the finest craftsmanship. “Four poster beds have been a staple at Heal’s since it was founded in 1810 and the ‘sign of the four poster’ has hung faithfully outside our Tottenham Court Road store for almost a century,” says Emily Dunstan, home accessories buyer for Heal’s. “I love how we’ve reimagined this classic design and brought it up to date for modern homes.”

New this season is another future classic, the [Massa dining table](#), featuring a bronze-hued ceramic top, made in Italy and shot through with veins of taupe, brown and black. Robust but beautiful, the table is paired with walnut-veneer legs and can be extended to seat up to twelve adults. There is also a matching ceramic-topped sideboard.



The Massa dining table from £2699 with Austen leather dining chairs from £459

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Sir Ambrose Heal, chairman of Heal’s from 1913 to 1953, was fond of the phrase, “If in doubt, innovate.” The company has never lost sight of the importance of innovation in design, constantly seeking out exciting new contemporary designers.

New this season is Studio Gud, a design practice based in Portugal that creates functional yet beautiful objects. Its Twine bench, featuring loops of oiled oak, is a piece of cutting-edge design that nevertheless possesses a timeless quality. Likewise, the free-flowing curves of the [Fine Edge Organic Mirror](#) range by Heal’s make a strikingly modern addition to a home, yet are handcrafted using traditional techniques by a family-run firm in east London.



The Grand Relax chair and ottoman in cognac leather £7490, plus Fine Edge mirrors in organic gold and organic smoke black from £299

As we spend more time than ever at home, shouldn't we surround ourselves with things that inspire us and tell a story about who made them and how they were made?

"If a piece of furniture is well made using the best possible materials, then it will stand the test of time," says Emily Dunstan. "We want our furniture to grace your homes for years as the antithesis to fast furniture."

Call it sustainability, but Heal's calls it loving something so much you'll never throw it away.

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Dunstan-3-
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You can step into the shoes of the designers with the Heal's Designed by You service, which allows you to create your own beautiful pieces. Customise selected dining tables, benches, sofas and armchairs to suit your home perfectly. Each one is bespoke, with the feet, upholstery and wood of your choosing - new this season is the Vienna dining table and bench. Heal's home accessories buyer Emily Dunstan gives her tips on how to create your own dream design.

1. Think about other designs in your home and how your new piece will fit with them. If this is a design you want to last, opt for a style and upholstery you know you'll still love years down the line.
2. Do your research. Look at other sofa designs you like and make a note of the elements you like the most. You can then look to incorporate these into your own design.
3. Measure, and measure again. This goes for any furniture purchase but especially bespoke furniture. Make sure it will fit in your space and, more importantly, that it will fit through your doors!
4. When choosing your materials, make sure they have longevity and that you aren't choosing them on a whim. This applies to everything, from upholstery to tabletops.
5. Take your time. For many, a bespoke piece of furniture is a once-in-a-lifetime purchase. Don't rush decisions and you'll get it right.



**To find out more about the Heal's AW2020 collection,
please visit www.heals.com**