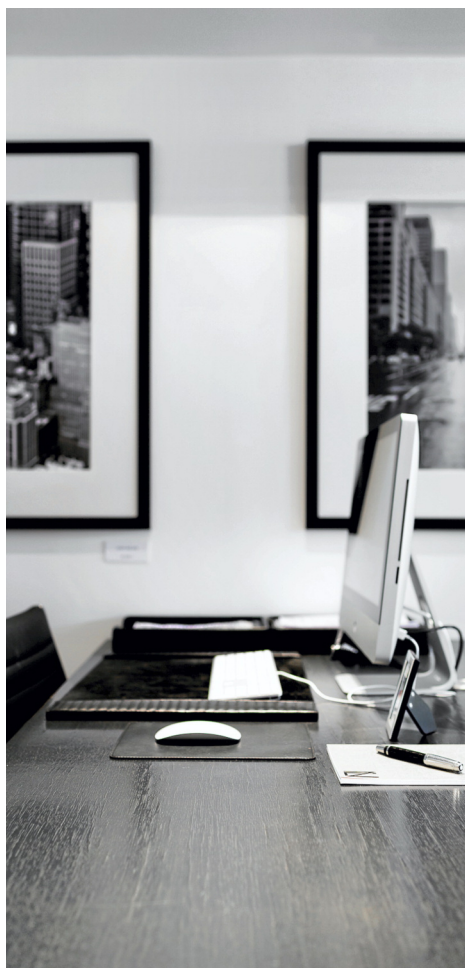


EUROPEAN FINESSE

Nathalie Ludwig creates cosiness in the dream homes of her clients

ADVERTORIAL



Talking from the sofa of her tonally paired office space, her vision becomes clear. Every detail is in the right place and the designer couch is so comfortable that it is hard to leave. Her credo: “Functional and aesthetic at the same time.” Five years ago, the bilingual daughter of a German woman and a Frenchman went it alone and opened a showroom in Mougins. It is from here that she plans how to best satisfy her clients’ living space on the Côte d’Azur. The fact that she has an eye for style is demonstrated not only in the photographic portfolio of her

work, but also the testimonials and comments from her enthusiastic clients on her website.

“I love to mix styles,” says the mother of a three-year-old son, “putting an antique chest of drawers in a modern house, for example, or replacing old doors with freshly rebuilt installations for a complete renovation.”

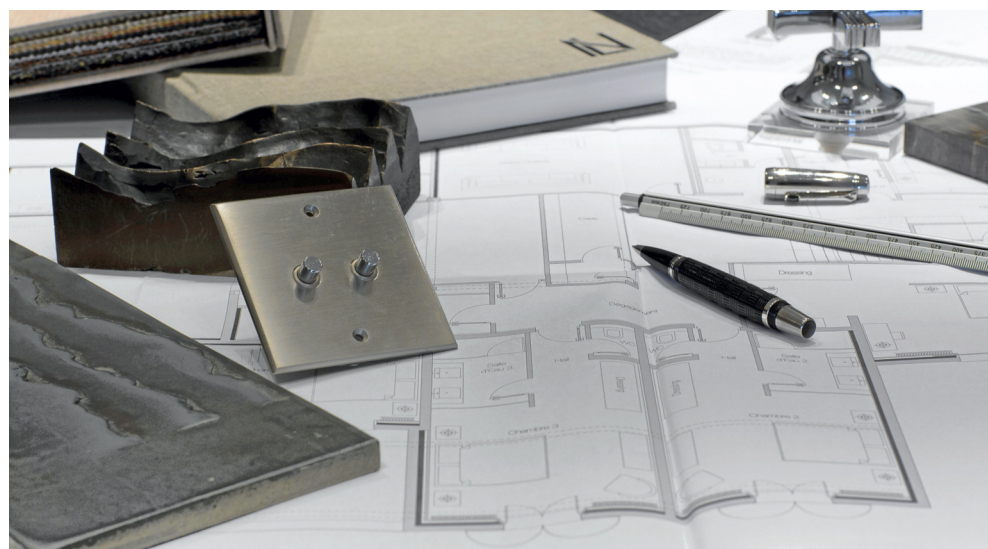
Her talent was likely imbedded in this interesting woman when she was still in her crib. Growing up with parents who made international friendships in a house of colourful but tastefully combined furniture – her mother worked in the perfume industry while her father was the marketing executive for a furniture company – she already drafted designs for interior decoration as a small child. What was fun at the time has now become a life-long passion. She says that her luck at being given a job in an architect’s office straight out of university is probably owed to her bilingualism. The company, which was based in Sophia Antipolis, worked with luxury resort Terre Blanche in the Var. What she learned there and later in an office in Cannes, she now puts into practice with her own team and a network of artisans and craftspeople.

“I take care of everything, from the bathrooms to the electrics, lifts, porcelain, curtain, bed linen, accessories...” she explains. “When the client arrives to take possession of the keys after a renovation, everything is prepared and immaculate. We even light candles, play music and serve chilled champagne.”

The materials must be natural, beautiful and practical for Nathalie, who blends French finesse with German reliability. Stone and wood are among her favourites. No project is the same, however: “I listen carefully to what the client wants, how they live and what their preferences are. My task is to then translate the designs into something they connect with emotionally.”

For most of her clients, the properties are secondary residences and holiday homes in the French Riviera, but she also works abroad in places such as London and Kuwait.

“My work is a genuine pursuit of passion and it brings with it a huge sense of happiness. We are here to make the dreams of my clients come true.” ▲



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