

METRO

CASE STUDY

Garden of delights

PAT GIDDENS

The Hackney Draper's Pat Giddens on how a bespoke business has brought life into the garden of her late-Georgian townhouse. When her washing out is nicer, she says...

DESIGNER and founder of homeswaps, fabrics, curtain-making and upholstery since The Hackney Draper, Pat Giddens spent more than ten years restoring her late-Georgian townhouse in Harrow Road, London - transforming it into a vibrant, eclectic space.

by Sophie Waring

Did conservation rules rule the renovations? Yes. There were upVC windows, brass door handles, things the conservation described as 'irritants' and a lot of work to match the original.

Labour of love: Pat Giddens, right, created a welcoming home from a derelict Georgian townhouse while the garden, left, features a commissioned mural. **WERTH PHOTOGRAPHY**



out the washing felt nicer. It's north-facing, so you have to be clever with planning. The sun creeps around the edges, so it never gets too hot.

What plants work best there?

Jasmine, ferns, white hydrangeas, echinacea, citrus trees in pots (I've got two lemons ripening at the moment), plus an olive tree and geraniums. It's about putting the right plants in the right pockets of sun and shade.

What's best about the space?

It's all about the senses. The smell of jasmine, the pink, the greenery... you just feel good out there. Cutting a lemon from the tree for a gin and tonic feels like a little luxury. In three words, it's pink, blissful and peaceful. thefackhousewife.co.uk

Women in heritage



The London Magazine

£5.50

3 Piece Steel Tool Set



The Challenge

Pat Giddens is the head of a 150-year-old drapery business. The business relies on reputation and recommendation. She asked us to raise her profile.

The Solution

- We embarked on a profile-raising campaign with thought leadership articles and editorial commentary
- She is now regularly quoted in the home and interiors magazine

Results

- The Metro
- House & Garden
- Living etc
- Life Magazine
- House Beautiful
- Homes & Gardens
- The London Magazine

Key Takeaways

- constant commentary essential
- identify trends
- prioritise photography

Conclusion

Pat Giddens is now regularly quoted in the top interiors titles which has led to several commissions