



INTERIORS

Chintz charming

A fresh crop of designers are revisiting the traditional florals, creating pretty patterns that are as at home in chic city flats as in country piles. By Katrina Burroughs



Pink Floral Scroll (on the seat) and Pink Mughal Meadow Mini (on the seat back) are digital prints on natural linen from Botanica Trading's Incredible India collection. £168 a metre; botanicatrading.com, thefabriccollective.com

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Chintz, the busy English country-house floral, has had a modern makeover. This deeply traditional pattern, on fabrics and papers, is blossoming in contemporary homes, and the latest remixes sit as comfortably in the metropolis as they do in the sticks. The designers who have reinvented chintz for a new generation are a dynamic bunch of creatives, including stylists and ex-editors, landscapers and decorators, all persuasive champions of flower power. Meet the women who are bringing chintz to the city.

“In my view, a great chintz is an enduring classic,” says Debby Tenquist, a landscape gardener who designs botanically inspired textiles under the name Botanica Trading. “The impact that the intricate designs and glowing colours of original Indian chintzes had when they were introduced to Europe 400 years ago was profound. They captured the imagination of all who saw them.”

She has developed a recipe to tailor the ingredients of the classic chintz to modern tastes. “For my Indienne designs, the natural textured linen base cloth [instead of glazed calico], increased scale and simplified palette are the elements I employed to achieve a look better suited to a contemporary interior.” Her explanation for the popularity of chintz with younger clients? “An unconscious desire to introduce elements of the natural world into our lives — as a society, we have turned our backs on nature.”