



## Grand designs

The brains behind London-based interior design powerhouse Celine Estates talks luxury, VIP service and bringing British design to the Middle East



What does it take to create an internationally successful interior design company? For Noor Charchafchi, it's as simple as a

creating impeccable design backed with excellent service. Noor's luxury design enterprise Celine Estates has been building a name for itself for the past few years and its name has become synonymous with the highest quality of luxury and unsurpassable service.

**We understand that your VIP clientele use your services not just for your opulent interiors, but also for your absolute discretion. Why is that such an important factor of your business?**

"My passion for design only comes second to my dedication to my client base, because without those clients there is no business. When you are

dealing with discerning clients who have access to every available luxury, monetary or otherwise, giving them back incredible service means providing a high level of discretion."

**Celine Estates is getting a lot of positive feedback internationally, particularly in the Middle East. What links does this British company based in central London have to the Middle East?**

"Many of our clients are international individuals, families or even developers and contractors who have homes both in London and the Middle East. Some simply want a different design touch to that offered in their own country while others want a company flexible enough to provide a service in multiple locations.

"When required, we allocate teams to projects in the Middle East for a period of time, and they then work between London and the temporary office on the

site or close by. This way, it's logistically easier for the client.

"London has a unique style, and bringing that to the Middle East is a pleasure. I'm also Arabic, which Middle Eastern clients often find helpful as there are some things that translation can complicate; hearing them in a language you understand is better."

**What sets Celine Estates apart from its competition?**

"I believe the success behind this business has been built on excellent client relations, unequivocal design capability and unfaltering quality. Our strength also lies in the respect we have for every one of our clients and the desire to bring their ideas to life in the most perfect harmony of design, function and aesthetics. At the end of the design process, each property is a masterpiece in its own right."

[celineestates.com](http://celineestates.com)