



Bespoke

EXCEPTIONAL PERSONALISED LUXURY FURNITURE

The skills as craftsmen and designers ensure that your furniture is completely aligned to the way you live and the homes you create. Sizes and details are defined, designed, and refined to produce George Smith furniture unique to you.

Before George Smith plans the design, let's talk. Whether it's a single sofa or an entire hotel the process is the same; we need to understand the individual needs of the project. Look, feel, scale, material, quantity, budget and use are all considered at quote stage to provide you with a price.

Once the order is placed, the design can begin. The dedicated design & development team will work closely with you to create drawings for approval.

Once approved drawings are put into production, depending on your requirements we can start with a prototype or go straight to the final piece. The factory doors are always open for visitors where you can visit your order in person during production. It is imperative that you are involved in every stage of the bespoke process to ensure the project is precisely to your specification.





Cinema Seating

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George Smith has worked on numerous cinema room projects, from cosy spaces for one family to full blown exclusive cinemas for 50+ people!

One of the best things about a private cinema is having the space to relax, with no chair kicking or uncomfortable squashed in seating.

We created the seating for Electric House in London, which features large square sofa seating at the front, perfect for lying down and watching your favourite film in perfect comfort.

Nearly all our private cinema projects have involved bespoke and custom made pieces of furniture. This enables the client to achieve exactly what they want in the space they are working with.





Banquettes

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A banquette is a built-in piece of upholstered furniture that usually (but not always!) runs along a wall. The beauty of a banquette is optimum seating room and not having to tuck and untuck from the table. A banquette also adds a classy, clean look to any interior.

At George Smith we have created many different kinds of banquette, each unique to their location. Whether big or small, fluted or buttoned, upholstered in leather or fabric, residential or commercial, we can create the perfect banquette for any space.





Bar Stools

EXCEPTIONAL PERSONALISED LUXURY FURNITURE

Over the years we have created a multitude of bespoke bar stools for a variety of high end hospitality venues including The Ivy in London, Le Portetta in the French Alps and the Mondrian Hotel in Berlin.

If you have an idea, drawing or photograph of what you want, we can work with our design and development team to create the perfect piece for you of the highest quality.





About Wild Honey

DESIGNED BY JIM HAMILTON

Softly lit and adorned with a series of contemporary artworks by artists including Eleanor Carlingford, Ross Miller and Jason Keeley, the dining room at Wild Honey St James is a stylish juxtaposition of low-key chic and eye-catching modernity.

George Smith was commissioned to create all the banquettes for this project. Jim Hamilton and client Sofitel St James wanted to incorporate the highest standard of craftsmanship throughout the restaurant and adjoining St James Bar. All thirteen banquettes produced are coil sprung and handmade using our recipe of natural, traditional materials.

Details were essential for this project; it took our team of button makers two days to complete the 2400 buttons for the deep buttoned banquettes.





About Annabel's

DESIGNED BY MARTIN BRUDNIZKI DESIGN STUDIO

Founded in 1963, Annabel's in Mayfair, London, has built a global reputation over the past five decades as the most elegant and exclusive private members' club in the world.

Following a lavish redesign in 2018, the club's leisure areas now spread across four spacious floors and include spaces like: The Rose Room, an ethereal and glorious dining room; The Elephant Room, a lounge inspired by distant lands and The Humidor, a gracious space where members can peruse Annabel's fine wine & cigar selection.

Martin Brudnizki Design Studio commissioned George Smith to create dozens of bespoke pieces of furniture for various spaces within the new Annabel's. Our in-house product development team worked closely with MBDS to develop each piece, enabling our team of craftsmen to deliver an extraordinary level of detail to bring each piece to life.





About 86 Champs

DESIGNED BY PRAVDA

Intended to celebrate the high-quality ingredients that go into making both L'Occitane and Pierre Hermé products, concept store 86 Champs is a three-part gastronomic experiment, offering a dessert bar for initiating yourself in the art of pastry, a coffee station for discovering the art of coffee according to Pierre Hermé, and a restaurant, for a savoury interlude between dessert courses. Adding an olfactory twist, L'Occitane presents an interactive, in-store perfumery and scent installation, where guests come nose-to-nose with raw L'Occitane ingredients and production methods.

The interior design, by Laura Gonzalez of Pravda, focused on how the brands transformed natural ingredients into things precious but ephemeral. She persuaded L'Occitane to put a Provençal fountain at the front of the store and devised a kind of shopping circuit, using display islands that have some of L'Occitane's primary ingredients as their themes: vervain, rose, almond, cherry blossom and immortelle. In addition to making purchases, shoppers can sample textures, learn about distillation and infusion, and get information about L'Occitane's sustainable cultivation initiatives in Provence, Corsica and Burkina Faso.





About White City House

DESIGNED INHOUSE BY SOHO HOUSE

In Spring 2018, long-standing George Smith client Soho House Group opened the eagerly anticipated White City House. The new club, located at the former BBC Television Centre, takes design inspiration from the building's 1960s heritage as well as paying homage to broadcasting personalities and programmes synonymous with the BBC.

White City House is the largest club in London, offering three floors of club space, a rooftop pool and bar, a 24,000 sq ft gym with indoor pool and forty-five bedrooms. On the ground floor The Allis lounge and bar is fully open to the public, serving food and drinks all day.

George Smith worked with Soho House's design team to create bespoke banquettes, sofas, armchairs and dining chairs for use throughout the club.





About The Bankside Hotel

DESIGNED BY POWERSTRIP STUDIO

This 161 bedroom, seven suite hotel is located in Ian Simpson's One Blackfriars building in London's Southwark. Set over six floors and featuring eclectic artworks and handpicked furniture in every room and public space, it has been cleverly designed by Powerstrip studios to feel like a home from home.

Bankside is more than just a hotel; it will act as a social hub for hotel guests and Londoners with a passion for culture, art and food. The hotel will also house a series of artists-in-residence in its ground floor 'Makers Studio'.



Testimonials

WHAT OUR CLIENTS SAY

“To me George Smith is the king of upholstery and their pieces are worthy ones to invest in. Using traditional tools and techniques their quality is unsurpassed and the classic shapes will never date. If you have visited hotels such as Babington House you will have sat on their wonderful pieces. And chances are totally fallen in love with them due to the comfort as well as how beautiful they look. If I could have the choice of one brand to source a Chesterfield, George Smith would always top my list.”

- *Lisa Bradburn Design*

“For Nutshell, George Smith Furniture is perfect, beautifully hand-crafted British furniture, which can be admired, enjoyed and treasured into the future. As a decorator I particularly appreciate the opportunity to send the clients into the GS shop to be charmed by Genni and really understand what their are buying”.

- *Claire Houchin, Nutshell Interiors*

“When we were asked to furnish our clients Grand Hall with Chesterfield sofas there was a natural leader in the right brand for the job. We have always had a great service from George Smith and we trust they will deliver a sofa of unrivaled quality and comfort. One can relax when you know you that your client can lounge for hours in a deeply comfortable sofa.”

- *Stephenson Wright*

“The sofas are handmade in the north of England by George Smith – you can feel the difference in quality when you sit down. When people come in they feel a 'solid-ness' about the space and the greatest compliment is when somebody says, 'oh my gosh, I feel like I'm checking into a house.'”

- *Dayna Lee, of Powestrip Studios on the Bankside Hotel Project*

“The cool thing about George Smith is that it has that tradition and experience but its using that to create something cutting edge”.

- *Emma Hooton Design*

“The reason you invest in a George Smith sofa is because of the quality of the construction, the fact that they hand-tie, use solid hardwood frames, with finger joinery, and boar bristle instead of foam batting. That's legacy.”

- *Alison Pickart*

George Smith

ENGLAND

Available in the U.S through Brooks Thomas

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