

Buy handmade homewares from the craftspeople who make them at seekandadore.com. Each maker has a studio page where you can find out more about them and the inspiration behind their products, such as this stoneware by Kate Schuricht. You can also see film clips of them at work and view their full range.



amara.co.uk

Established by Andrew and Samantha Hood, Amara is one of the UK's fastest-growing interiors e-boutiques



WHAT DO YOU SELL?

We see ourselves as the Net-A-Porter for the home. We launched Amara six years ago, after Andrew left the City, and the emphasis is on selling luxury homewares by some of the finest brands.

WHY ONLINE AND NOT A RETAIL SHOP?

We actually began as an interior design business and retail outlet. But Andrew spotted a niche in the market for luxury home brands online. We still offer an interior design service from our studio in Essex, where clients come and see us for consultations.

WHERE DO YOU SOURCE YOUR PRODUCTS?

I've become very attuned to what my clientele is looking for and have a good eye for what works on Amara. I find

most things at design shows such as Maison et Object in Paris, which normally proves to be a useful buying trip for new and exciting products. I always try to look out for new designers, as I like to promote and encourage up-and-coming brands. There's also Chelsea Design Week and Decorex, which provide the inspiration for the interior design arm of the business.



WHAT ARE YOUR MOST POPULAR BRANDS?

A current best-seller is Missoni Home (top left and spool table, above) - we're its largest online stockist in Europe. Mulberry, William Yeoward Crystal and Susie Watson (above centre) are also popular, as is Baobab, which has grown from a bespoke product to an international

home fragrance business. We also like to introduce new product ranges, such as Pip Studio (above right).

HAVE YOU SPOTTED ANY RECENT TRENDS?

More and more fashion houses are moving into the homes market, realising that their clients want to be able to purchase as many items as possible from their favourite designer. Newcomers to our site include bedding ranges by Sonia Rykiel and Diane von Furstenberg.

WHAT ELSE DOES AMARA DO?

We offer next-day delivery in the UK on all stock items, designers at the end of the phone for help and advice, and live chats online.

FEATURE JANE AKERS

CACOMO.CO.UK

Combining convenience with good food, this new site sells chef-prepared meals, gourmet fare, handmade luxury cakes, pastries and condiments, plus tableware including these Heart Bowls, £22.99 for four. Cacomoco.uk is also one of the few UK sites offering top French brand Deshoulières dinnerware.



QUINTESSENTIALLY-ENGLISH.CO.UK

Founded by Jacqui Sheard, Quintessentially English sells handmade beauty products in packages that look so good we had to tell you about them. Try a handmade soap, or treat someone special to a gift box (right). Many of the products are based on traditional remedies using English wild flowers and herbs. ■

