

A wealth of experience is the secret to success



Well it certainly is for young Alexandra who began making curtains in her fathers dining room seven years ago and now owns a thriving interior design business in the heart of the Ribble Valley.

“As a child I always liked being creative, then went on to study music, art and literature yet my main passions were interior design and decoration.”

Alexandra

After completing a Textile Design course I was taken under the wing of a professional interior designer in the Rossendale Valley. There I was trained to the highest standards gaining experience with fabrics, wallpapers and paints. I was taught the more practical approach to the trade, which was rather testing at times, this side of the industry is far from glamorous. However, I certainly appreciate how vital this knowledge has become. It was also there were I gained the skills of sewing, whether it be curtains, blinds, pelmets or bedspreads it is essential that in order to create a design you must know how it can be constructed (although the girls in the workroom may sometimes dispute this, as my designs can be some what complex!)

After spending several years in Rossendale I moved closer to home and was employed by a more local interior design company in Clitheroe. Here I added to my knowledge and gained more confidence, learning different techniques to create amazing interiors.

Four and a half years ago I decided to go it alone whilst also working part time at Laura Ashley this created a base while I slowly began to build up the business.

Working for Laura Ashley widened my perspective on the retail industry; it created new ideas on how to grow a business. However a company driven by sales figures and targets wasn't really the avenue I wanted to take. Nonetheless it was amazing to see how a business works on a much larger scale.

As the business grew I needed to invest in retail premises, eventually after several months I discovered a hamlet of small businesses on the outskirts of Clitheroe with some top quality established businesses. Backridge Farm on Twitter Lane (hence the name), I've now been here three and a half years and the business is going from strength to strength. Three wonderful girls work part time for me, I of course couldn't do without them, not to mention my husband Craig and father who form an important part of the team.

We specialise in bespoke hand sewn soft furnishings, upholstery and loose covers. Earlier this year we expanded into a large showroom hosting a huge range of fabrics, wallpapers, furniture, lighting, gifts and other unusual home furnishings.

New experiences are come across everyday, and my passion for design is always there, only two months ago we under took a rather different commission which was to transform a village hall into a beautiful venue for a wedding. It looked amazing and we thoroughly enjoyed it, maybe this could be a new direction for the businesses to continue growing?

**All enquiries welcome by Alex
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