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# Ceraudo's Cheerful New Furniture Line Is Seriously Smile-Inducing

The interiors site [Ceraudo](#) has launched a new line of colourful kitsch furniture imbued with its signature romantic ethos – and you'll want every single piece.

by ELLIE PITHERS

14 Apr 2019

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The interiors website [Ceraudo](#) has become the go-to for wonderfully romantic (and surprisingly affordable) homewares with an antique patina and compelling backstory.



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Founded by sisters Victoria and Emily Ceraudo, who have backgrounds in fashion and branding and architecture respectively, it stocks a range of delectable tableware and decorative objects sourced from both contemporary labels as well as European antiques markets. On any given day you might find yourself hovering over the ‘add to basket’ icon, tempted by a Murano vase in a sugary pastel hue, a terracotta lamp, a toleware wheatsheaf scone or a mahogany side table with bobbin legs.







Aurora footstool, from £380, Sofia armchair, from £1,100, Gaia coffee table, from £640.

Now, there's even more reason to visit its cheery homepage: the launch of its own interiors line. Produced in India, the Pome collection, which comprises sofas, ottomans, dining chairs, coffee tables, bedside tables and stools, ticks the cheerful kitsch box without veering into gaudiness. Even better, items are made-to-order, so you can customise the printed linens as well as the finishings, choosing between tasselled, fringed or skirt options for the sofas and chairs, and specifying the lacquer colour for the wooden products.



Chiara dining chairs, £390 per pair, Martina seat pads, from £75.

The range was designed with flexibility in mind: interchangeable covers for sofas and chairs are available, so you can switch up Pomegranate-printed antique suzani prints and linen colour combinations according to whim. There will be new fabric launches every three months or so. “Think of them as dresses for chairs,” says Victoria, at 31 the younger of the two sisters. “People living in London are so strapped for space and cash that we wanted to come up with a concept that would allow them to adapt their interiors easily when they move house every few years, and as their tastes change.”







Sofia armchair, from £1,100.





The duo launched the brand in 2016 after struggling to find unique pieces of furniture and textiles that could fill their homes – and ultimately, didn’t cost the earth. In the same year, Victoria left her job at the branding agency BrandOpus (she has also held positions at Giorgio Armani) to focus on sourcing full time. Meanwhile her sister Emily, 34, who is a qualified architect, continued to work part-time at an architecture firm while contributing to the business. Both are on a mission to expunge homogeneity from people’s homes.

Aurora footstools, from £380.

“There’s been a huge boom in high street brands offering homewares but the result is that often products are extremely trend-led and cliché-ridden,” says Emily. “High-end design stores are so expensive: we felt there was a gap for something in the middle.” Time to weigh up your options.

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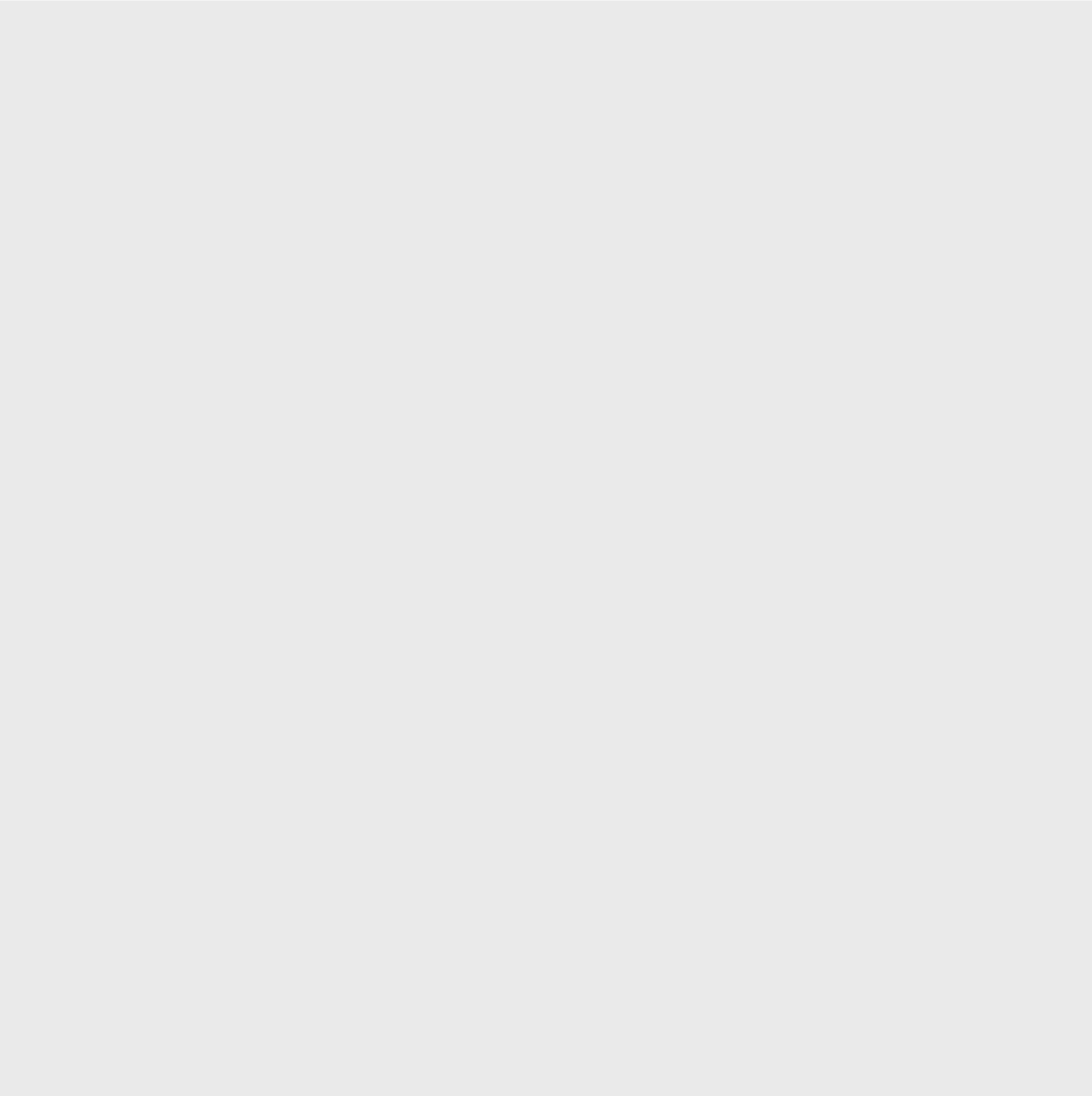








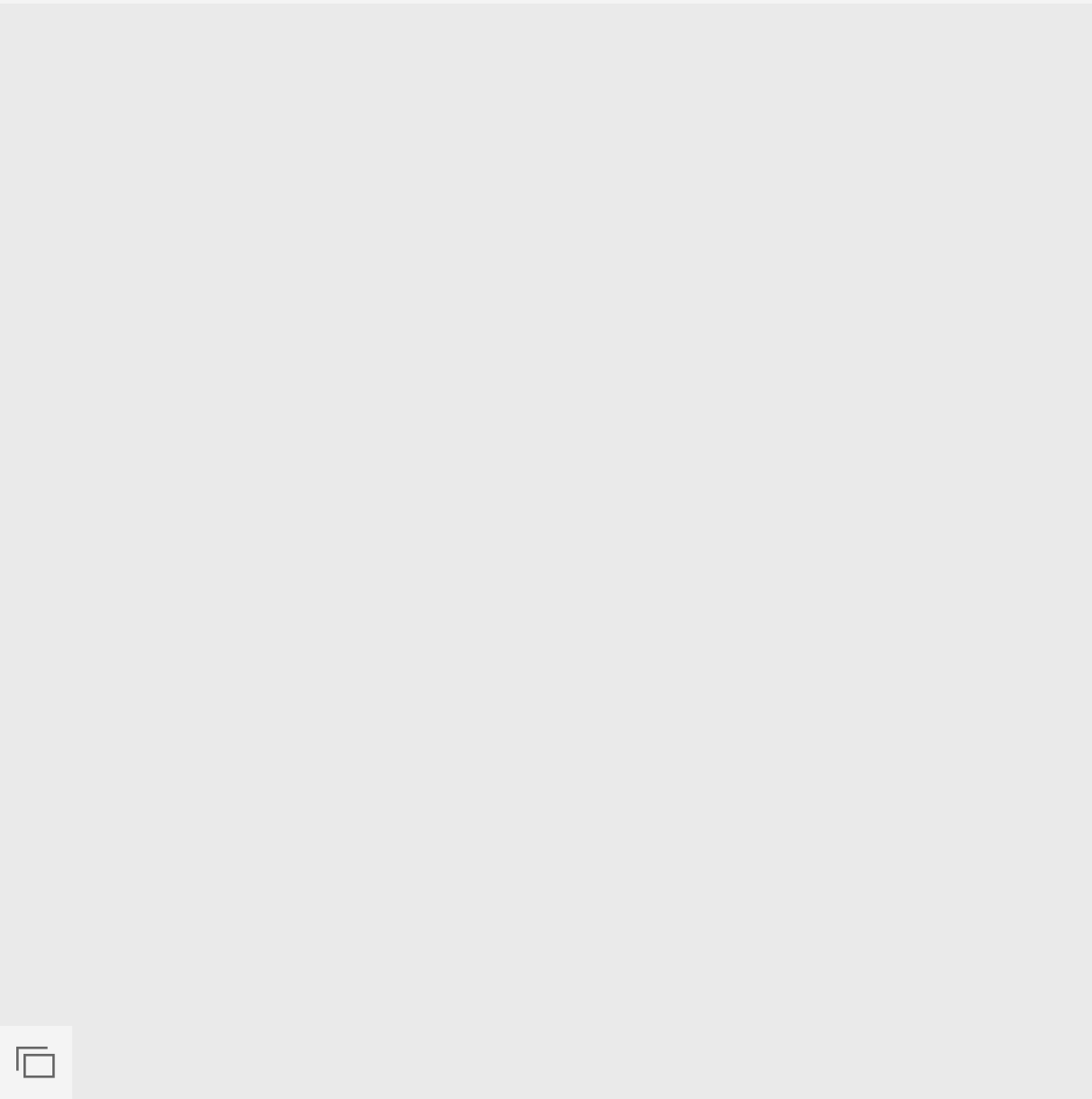
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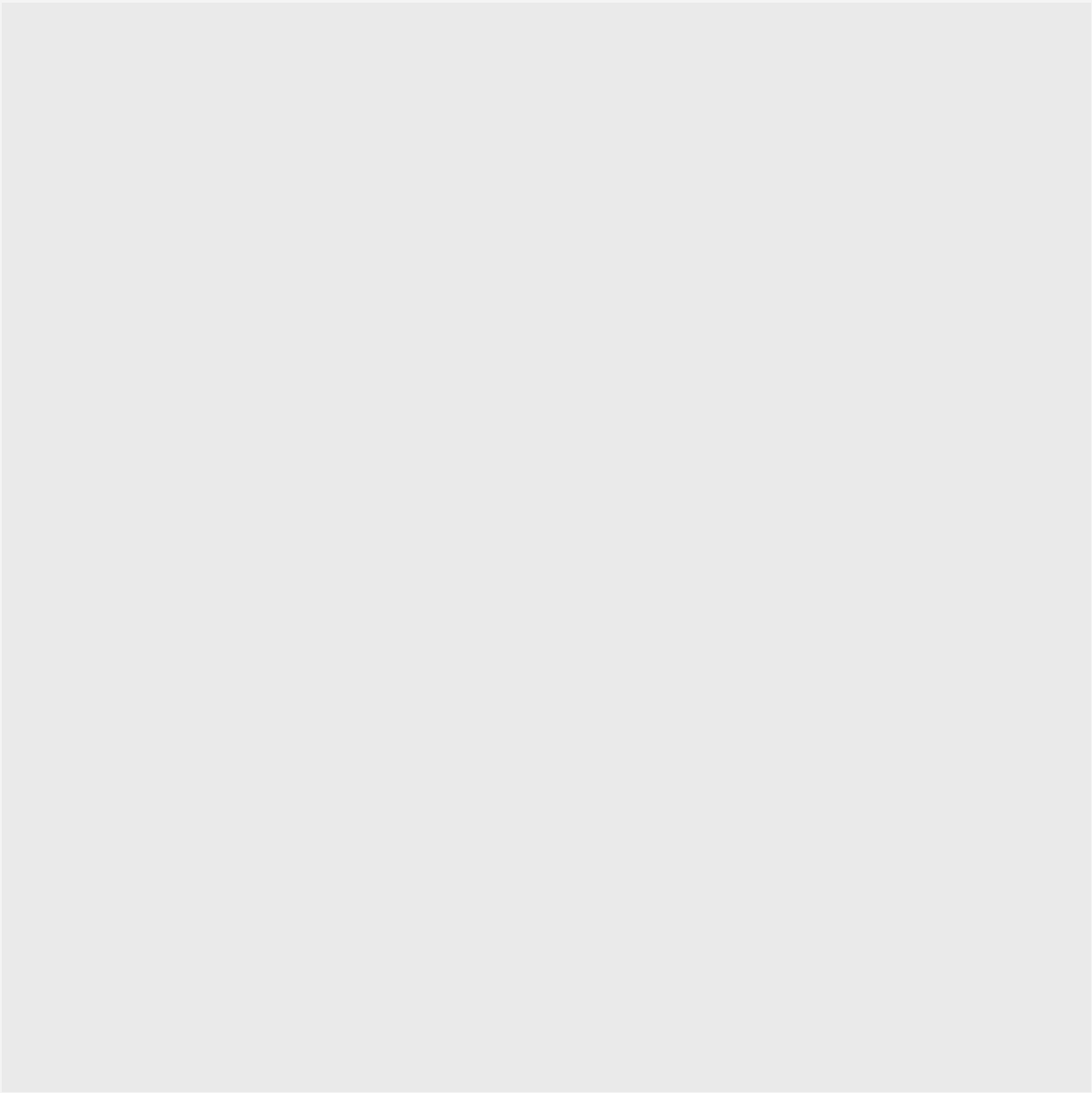


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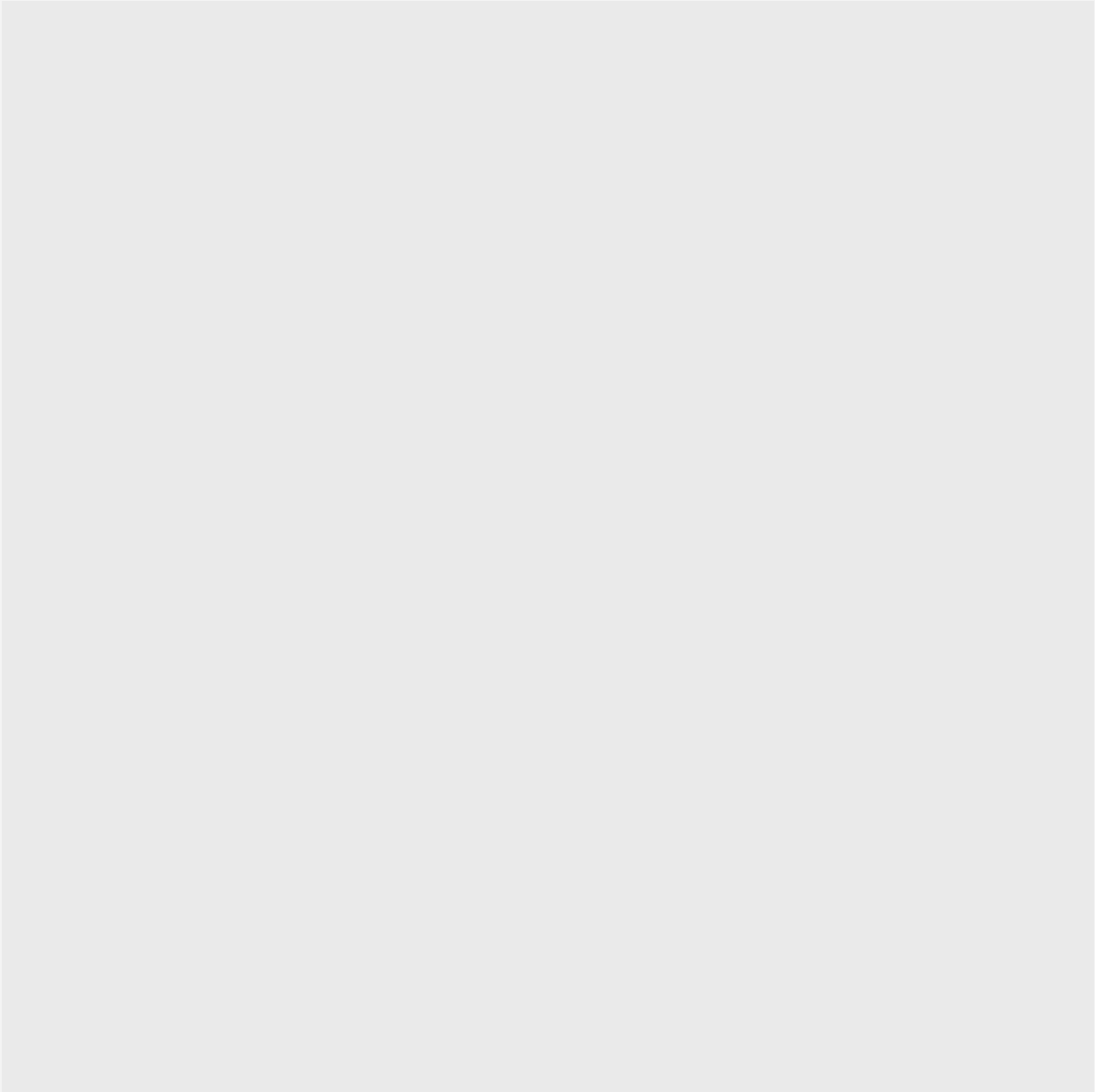




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