



LIVING THE DREAM

Professionalism and planning are paramount for interior designer Alice Molloy, who is all about helping clients achieve their visions for their homes

WORDS BY **EMMA PALMER**

Esex-based interior designer Alice Molloy is really going places thanks to her successful business and her unstoppable passion... and she's not even turned 30 yet. Switch on the television at any point during the day and no doubt there will be some sort of home improvement programme streaming. A "miracle" project where an ageing end-of-terrace house goes from dull to dazzling in 60 minutes or a show where experts "flip" a home in record time, raking in a huge bundle of cash.

But of course, this is just the gloss – the parts they want you to see of an industry that has in some way become under-valued due to

a new wave of unqualified DIYers trying their hand at interior design. For fully qualified interior designer Alice Molloy it's all about the professionalism and meticulous planning she brings to projects – whether it's creating a loft conversion to designing a complete home renovation overhaul from scratch.

With her business, Alice Molloy Interiors, she injects a youthful energy to projects that's an attractive quality to potential clients. For Alice there's no cutting corners or filling up a home with cheap knick-knacks. It's about coming up with a vision for her clients then doing whatever it takes to make that a reality.

And that means paying attention to the little details. Nobody can accuse Alice of not doing that: "This isn't a job for me. I know it sound

cheesy but it's a passion," said the 29-year-old. "It's built into me. I was staying at a hotel and I noticed a tile grout line didn't match up, it annoyed me for the rest of my stay!"

Alice, who grew up in Harlow and studied for a degree in Interior and Architecture at the University of Hertfordshire, added: "One of the many things my old boss taught me was to never watch those kind of home makeover TV programmes (along with never shop in Ikea!)."

"I know people who have been on them and yes something so big can be completed in such a short space of time but you also have to remember it is TV, and they have a manic team working with them."

An experienced interior designer who has worked on a series of ambitious