

The bustling hubbub of Hollywood is a far cry from the quiet English countryside. Jo Berryman has bridged the gap in just five years, catapulting her interior design business from a farmhouse in the Cotswolds to celebrity homes in London and designer emporiums in America, a notoriously hard market to crack.

How has she done it? Her youthful model looks? Rock 'n' roll connections from her former marriage to Coldplay bassist Guy Berryman?

In actual fact she has a natural talent for design and a great head for business. Beauty and brains? Afraid so. And don't

forget motherhood – she juggles work with raising her seven-year-old daughter, Nico, too.

Berryman has an enviable eye for the eclectic, merging the traditional with the contemporary, country charm with urban cool, period with drama.

“I set up Matrushka in 2009 and it was a labour of love for me,” recalls the glamorous mum. “I had a fashion shop in London called Jezebel, an emporium of designer and antique items. Through Jezebel I developed a love for curating beautiful spaces, an eye for colour and a love for reclamation – I guess interiors was the next natural step for me. Clients love this look – we call it poetic chaos.”

This is perfectly illustrated in The Folly, one of her very first projects in her own

country pile in the Cotswolds.

“My Cotswolds house is eclectic, there is no other word for it,” she explains. “It's rock and roll; it's what I do, and how I pull things together. There is a danger of making farmhouses too twee and 'done' – but I'm not a farmer,” she laughs. “I love living in London, I'm a city girl, and The Folly is the perfect retreat when I need it. When I'm not there I want other people to enjoy the place, the bright colours and that kind of luxe-boho look.”

The Folly is available for holiday lets, and is a perfect show home for Matrushka's services, styling and products.

The kitchen combines traditional wooden ceiling beams and old butcher's blocks with modern marble countertops and Philippe Starck stools.

WORDS: ELEANOR JOSLIN

GO WITH THE JO

The founder of interior and product design company Matrushka reveals how she's leapt from a quiet house in the country to the vibrant hills of Hollywood





Plush velvet Chesterfield sofas and ethnic cushions sit opposite an open stone fireplace and slate hearth in the quirky yet comfy living room.

Far from having a set style, she's since transformed an array of Victorian townhouses, gothic lodges, bachelor pads and pieds-à-terre in London, infusing the homes with retro glamour, period drama and urban bachelor-chic.

"In 2011 a client approached me to redecorate his apartment because he wanted a feminine eye," she reveals. "He didn't want an archetypal bachelor's pad with leather sofas and a big TV; he wanted a softer and palatable scheme for a man."

"Then Mulbery Lodge was completely different and a lot of fun. This was a large, five-bedroom family home for Gary and Danielle Lineker, who wanted to brighten up the dark rooms of the gothic house and maintain a family feel."

Cornicing, flagstone flooring and damask are sympathetic to the period style of the house. Meanwhile, pendant and neon lights, purple feature walls and blackboard paint provide a modern and interactive twist.

Last year the Lineker's took Berryman to Los Angeles, where a completely different canvas awaited her. The couple's

West Hollywood apartment is open-plan, bright and spacious – miles away from gothic London.

"Danielle wanted Hollywood glam but in a modern-vintage style," she explains. "The whole scheme was inspired by the 2005 film *Lords of Dogtown*, which portrays skateboarding and surfing in Venice Beach in the 1970s. So there's a real retro beach vibe, lots of layering of glamorous colours and 1970s' patterns and shapes."

"The light in LA is so different to the UK and made the colours really stand out and come to life, which was fascinating."

I DEVELOPED A LOVE FOR CURATING BEAUTIFUL SPACES AND FOR RECLAMATION

It's not just the bright lights of Hollywood drawing Berryman to America. This year sees her launch an exclusive

product collection with HD Buttercup, a designer emporium based in Los Angeles and San Francisco.

"This year is very exciting," she says. "I am building the Matrushka brand in a very cool market and influencing others to be more creative with their interiors. I can't help but be creative, and I want everyone else to be, too."

To consult Matrushka for your own project, visit matrushka.co.uk