

# Insider info



Colin Cristoford

**Maritza Masiello**, founder of Home and Kids, on folk-inspired homewares for a calm New Year

**H**ello there! I am so happy to introduce myself as your new interiors columnist here at *The Guide* magazine.

I'm a former city girl turned local businesswoman and now own and run Home & Kids in Hither Green, a lifestyle shop specialising in beautiful accessories for your home and traditional, timeless toys that your child will love. We also stock items made locally and can truly say that this is what makes independent shops unique.

The items I pick out for you may be products trending in the world of interiors or hidden treasures and vintage finds I stumble across on my travels around London. Locally handmade furniture and accessories will also be showcased on here from time to time, but the one thing they will always have in common is that they inspire me, which I hope, in turn, will inspire you.

I am a big fan of folk-inspired accessories. Trees, owls, foxes and birds all feature heavily throughout folk designs, nature being at the core. And now that the busy, loud, glittery festive season is behind us, I feel the need to reconnect with Mother Nature.

Donna Wilson is the queen of all things folk. Her designs are stunning

and her collection includes cushions, knitwear and ceramics. Team some accessories with Cole and Sons Trees Wallpaper and you could be on your way to creating the look. A feature wall works well while not being overpowering. At the shop, we have one wall papered with the Black Trees on White, which is very effective, creating a sense of depth.

*I am a big fan of folk-inspired accessories. Now that the glittery festive season is behind us, I feel the need to reconnect with Mother Nature*

If you prefer to start small on the folk look, the Love Bird tea towels by Ferm Living, appropriately named 'kitchen fashion', are bound to have you reaching for the dishes... right? The Bird in the Bush cups by Authentics can also add interest to your kitchen. Not only perfect for your morning tea or coffee, they also stack up to create a beautiful sculpture. Just a few touches here and there make all the difference.

**37 Staplehurst Road SE13 5ND**  
**020 8244 0172; homeandkids.co.uk**



Donna Wilson owl beaker £14 from Blackheath Interiors



Love Bird tea towel, Ferm Living



Donna Wilson cushions from £38, available from Blackheath Interiors



Cole and Sons Trees Wallpaper, available from Pickwick Papers



Donna Wilson wolf beaker, as before

## STOCKISTS

1. Home & Kids, 37 Staplehurst Road SE13 5ND; 020 8244 0172
2. Blackheath Interiors, 131-133 Lee Road SE3 9DS; 020 8297 9600  
blackheathinteriors.com
3. ferm-living.com
4. Pickwick Papers, 6 Nelson Road SE10 9JB; 020 8858 1205  
designerwallpapers.co.uk