Traffic, people, shops – at first glance these city streets look the same. You need to look closer to see the difference. The subtle glamour hidden within the detail: the tasteful combination of texture, colour and finish – all the things that make SW10 so unique.

Inspired by the design intelligence woven into the streets of Chelsea, the SW10 is a truly different, handcrafted, bespoke kitchen. Carved from solid wood that’s punctuated with satin brass and a customised liquid metal finish, every detail is considered, balanced and very much at home.
Brass detailing, a stunning liquid metal extractor hood, hand laid Mortex worktops and walls, exposed shelving and walnut interiors - the arrangement of SW10 is eclectic, but it works. It’s a layered design that is easily updated with new handles or repainted cupboards. It’s a kitchen that can grow and age with you and your tastes. It’s timeless.
These solid wood, in-frame cabinets are handmade in Britain. The subtle beading detail that's unique to SW10 is enhanced with a sophisticated collection of brass etched handles.
Extra deep drawers allow for easy storage of outsize pots.

Open the doors to reveal a completely new layer of design.
SW10 is contemporary and modern. But look closer and you see traditional materials combined with traditional values. This is design that lasts.