

Leading Luxury Through Transformative Interior Design

Interior design plays an integral role in transforming rooms into functional and aesthetically pleasing environments, curating spaces that are not only visually appealing but specifically tailored towards the inhabitants. At its core, the art form is about understanding how people interact with their environment and utilising this knowledge to improve their experiences. Antrobus Design Collective understands this well, and has in fact built itself upon the mission of creating transformative spaces that are both timeless and memorable. We learn more from Alison Antrobus, Founding Principle, below.

A creative visionary, Alison Antrobus accredits the foundation and ethos of her career in design to her Caribbean heritage, her unique academic training at the Rhode Island School of Design, and her valuable work experience alongside the legends of design, including Philippe Starck, Axel Vervoordt, and the work of the late David Hicks. Boasting extensive experience in the industry, alongside a range of talent across all creative disciplines, Alison explores interior and product design through the lens of a painter, sculptor, fashion designer, and artist. This unique perspective adds layered details to her work, relaying the inimitable narrative of each project undertaken.

Prior to establishing her own practice, Alison started her career with international architecture firm Perkins&Will. Following this, Alison went on to become an on-site Liaison for the late Sir David Hicks and Axel Vervoordt for large luxury homes in Miami, working alongside Artisans from all over the World. It was after years of this bespoke on-site experience that she refers to as her master's degree in design working with such Legends that she was tapped to open the Miami-based design studio for YOO Ltd, a design development firm based in London, with industry leader Philippe Starck at its helm. These varied experiences have well-equipped Alison with robust expertise in design, business acumen, leadership skills, and a wide-ranging professional network, all essential qualities to aid her in successfully opening and running her own firm. It was this rich exposure to Luxury residential work that she quickly understood that this was a space where creativity had no boundaries. In her own words, "This was a market that offered the time and budget to explore details and materials unlike any other."

Maintaining the momentum of her quickly accelerating career, Alison established her own Interior Design studio in 2002. Over the last two decades, Alison's unbridled talent has gained her Global recognition, multiple International Property Awards, and a long roster of A-list clients who depend upon her creative vision to deliver luxurious properties, adding value that often shatters real estate record sales. This has been Alison's mission since the very moment she entered the industry and has driven every step she has taken towards leading Antrobus Design Collective to new heights.

Antrobus Design Collective is a multidisciplinary design studio renowned across the industry for creating transformative spaces that are as enduring as they are unforgettable. The firm's ethos revolves around inspiring wellbeing through the environments it curates and understands that the terms 'memorable' and wellbeing' can mean something very different to each person. Therefore, an essential component of its service offerings lies in expertly listening to every client it serves to ensure the total success of each project.



The firm opts to approach design collectively and collaboratively, focusing on delivering unique properties and products. Antrobus Design Collective provides a comprehensive suite of interior design services that will take a project from conceptual studies through to the finished product, utilizing a variety of mediums to develop each project, from hand sketches to embracing the sophistication of AI. Despite the machine of information used in the design process, Alison says that it is the quality of the relationships at every stage of design that remains the most important element to the success of the projects and that of the Firm. In Alison's words, "At the centre of every step of the design phase exists an attention to the relationships we build with each other as a team, not just with our designers but with all whom we work with, locally and internationally. The quality of these relationships is the most important element to our success, and ultimately the satisfaction of each client."

For more than two decades, Antrobus Design Collective has successfully shaped itself into an industry leader, under the careful guidance of Alison and her industry expertise. "Our brand identity has evolved out of our very layered and detailed projects, built upon strong creative narratives unique to each project, paired with integrity and grace of conduct," Alison tells us. "We approach every project like a movie script, distinctive to its characters and setting, which promotes a very diverse portfolio of projects. This would not be possible if we did not see with our ears, listen with our eyes, and remain insatiably curious."

This approach has been remarkably effective for Antrobus Design Collective as demonstrated with their multiple Awards and continued

recognition. The studio is based in Miami, Florida, which has been considered one of the most prominent real estate markets over the last few years, with no signs of slowing down in sight. At the helm of this popular market is one of South Florida's most prestigious real estate agents, Dora Puig. Dora has worked alongside Alison on some of the most luxurious real estate properties in Miami history, namely a home recently purchased by Victoria and David Beckham.

Having closely collaborated Alison throughout the years, Dora comments: "Working with Alison is an absolute delight! She is a designer who consistently delivers beautiful, thoughtful design which adds a modern yet warm and inviting feel to any space she conceives. She has a unique talent for understanding her clients' vision and translating it into spaces that exude harmony and beauty."

Expertly steered by Alison, Antrobus Design Collective has effectively established itself as a beacon of elegance, style, and luxury. Of course, to succeed in such a prestigious industry, one must first understand what luxury truly means on a personal and professional level. "For me personally, luxury is 'time' - time to do the things that I love with the people I love," says Alison. "Luxury can be defined in so many ways. Our company has become synonymous with all the definitions thereof."

Antrobus Design Collective provides a service to its clientele that is steeped in luxury. This is demonstrated in elevated design, unique ideas and exotic materials, as well as exclusivity in offerings across the board, including exclusive access to artisans and vendors with whom the firm have developed strong relationships Worldwide. But most of all, it is the relationships the firm has formed with its clients that truly carry its benchmark of 'luxury status'.

For budding designers hoping to someday enter the luxury market, Alison advises to remain an effective listener and observer in order to precisely translate the client's wishes into direct results. Expectations are famed for running high within the luxury design market, and Alison states that the goal should always be to deliver beyond what the client envisions and provide elements of surprise throughout the project.

Since its inception, Antrobus Design Collective has been dedicated to reshaping the luxury design industry through innovative and client-centric services. Its unparalleled prowess has certainly earned it the title of Best Luxury Interior Design Studio-Florida, for two years in a row, 2024 and 2025, a true testament to the talent and passion displayed across the firm. Alison has expertly leveraged the knowledge and skillset she has built throughout her career to steer Antrobus Design Collective to great heights, demonstrating her deserved position as an industry leader.

Building upon the elevated success of the last year, Antrobus Design Collective is eagerly anticipating another year of achievement. Aside from its private residential work, the firm is particularly excited to announce a number of multi-residential projects currently in the works. These projects will display Antrobus Design Collective's innovative approach to interior design, alongside a wealth of rich cultural references infused throughout its creative storytelling techniques.

One project is located in Puerto Cancun, Mexico, and will draw upon the history of ancient civilisations to inspire the design elements throughout the property. Another, in the heart of Hendersonville, North Carolina, with the world-renowned Fairmont brand, with a 1921 neo-classical wooden building at the heart of the project. These projects are set to highlight Antrobus Design Collective's pure artistry of creative storytelling through



the lens of Interior Design and accurately illustrate the firm's dedication to championing cultural sensitivity, quality, innovation, and luxury throughout its projects.

With such dynamic initiatives in development, we ask Alison how she plans to shape the future of Antrobus Design Collective to ensure further prosperity for the studio. "One of our current goals is to become more focused on sustainable design. This can be a challenge in the luxury sector, and we want to change that!" she states. "Curiosity will always remain at the core of our studio as a platform for continued innovation, but most of all, the success of the studio needs to be rooted in fostering incredible talent within and outside of the team."

As an innovative and forward-thinking design firm led by a determined and remarkably talented individual, we at LUXlife magazine have no doubt that Antrobus Design Collective will certainly achieve this mission and continue to flourish under the exceptional direction of Alison Antrobus.



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