

# Bazaar



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# MY life, my STYLE

Fashion mentor and *Bazaar* editor-at-large Kim Hersov's laid-back look is perfectly reflected in her Notting Hill home

By DEBORAH BRETT Photographs by PHILIP SINDEN



**MICKEY AND ME**  
Above right: Kim Hersov in the atrium off her kitchen at her west-London home, next to a Barry Reigate painting of Mickey Mouse, wearing her own Current/Elliott jeans, Alexander McQueen jacket, Balmain T-shirt, Marios Schwab shoes and Pintaldi Maurizio necklace. Rhodium-plated cuff, £1,575, Stephen Webster. Above: the sitting area



**O**h my! I'm so sorry,' says *Bazaar* editor-at-large Kim Hersov during our shoot at her Notting Hill home. 'Do you need me to dust? I think I should.' She's not quite in dusting attire, decked out in her favourite uniform of boyfriend jeans, tailored peplum jacket, the perfect T-shirt, long, chained jewellery and signature killer heels. Dusting, of course, is not necessary, despite her protests. Hersov's west-London house is exquisite. For this is no shrine to minimalism – instead, like Hersov's personal style of layered rock 'n' roll chic, her home mirrors her everyday aesthetic. 'I love to layer and I think the things I love [most] are texture, different prints and patterns. So that comes into

the house,' explains Hersov, in her soft Californian lilt. 'I also love a bit of the "ethnic",' she says, a passion evidenced by the melting pot of pieces from India and Africa, mixed together, of course, with flea market finds and her contemporary art. The house, she says, was a huge project. 'It was a complete shell. But I thought I could totally make it my own, and I think I had the confidence because of Hubert.' The 'Hubert' in question is London-based interior designer Hubert Zandberg. Having enthralled Hersov many moons ago with finds from his native South Africa, he became the perfect sounding board for her renovation project.

'I knew it would be a collaboration,' she says now. 'He totally got it; that you can be

eclectic and mix different styles.' And it certainly is the most heavenly collaboration. None of the rooms has a single theme. The basement, which houses the TV room and kitchen, is more urban, with a double-height glass atrium, exposed brick walls, African upholstery fabrics and giant 'tribal'-print scatter cushions.

The upper floors of this white stucco 19th-century house are rather different. Hersov describes the aesthetic as 'a cabinet of curiosities mixed with Brazilian Modernist furniture,' but in effect she's managed to take much of her grandmother's old furniture, as well as other pieces from her former home in Chelsea, and turn them on their heads. With Zandberg, she split a Chinese screen, which used to be in her dining room, and placed each half either side of her king-size bed, then used her former dining-room side tables as a base for her bathroom sinks and added etched silver bowls.

Hersov's confidence in her choices is equalled in her artistic tastes. Her home



is testament to 15 years spent building up an incredibly meaningful art collection. 'Some of it is by friends, so there's a personal aspect to it, but it's all genuinely art that I love,' she says. No single artist dominates her collection, although work by her fiancé Barry Reigate – from his clown drawings on the Air Force-blue sitting-room wall to his Jezemite lamp in their bedroom, which he gave Hersov when they first started dating – is predominant in the house. 'I'm so proud



of him and I love what he does, so that naturally came into the house, but we didn't want it to look like a showcase.' And instead of buying her gifts of jewellery or clothes – Hersov has her pick of the designers – they often exchange art instead. 'The Don McCullin photograph was his 40th-birthday [present], and I also bought him a Rebecca Warren collage.' Kim, in turn, received a star painting by Alastair MacKinnen (one of her favourite

## BUTTERFLY EFFECT

Clockwise from left: Hersov next to a Mat Collishaw painting, wearing knit jumper, £255, Joseph. Brocade trousers, £650, Matthew Williamson. Leopard-print Alaïa heels and all jewellery, her own. Flowers and a Barry Reigate artwork in her bedroom. The bathroom. More exotic artefacts on display



STYLE





## BOUDOIR BLUE

Right: Hersov wears lace dress, £2,950, Roland Mouret. On right arm: sterling silver bracelet, £4,565; on left arm, from right: sterling silver and pavé diamond bracelet, from a selection; small sterling silver and pavé diamond bracelet, £3,110, all Chrome Hearts. All other bracelets, her own. Above: her walk-in wardrobe

artists), which now hangs above their bed.

Hersov is also a great champion of fashion designers. Many, including Matthew Williamson and Roland Mouret, have become friends, and to that effect she has helped to set up the British Fashion Trust, a charity that she hopes will provide mentorship to young British designers, helping their businesses grow and flourish. The 12-strong group of designers includes her current favourites Marios Schwab and Nicholas Kirkwood, as well as Roksanda Ilincic, Todd Lynn and Peter Pilotto.

For over 12 years, Hersov has showcased her style tips for the *Bazaar* woman, but outside the office she also manages to work her fashion magic for Louis Vuitton, Missoni, Jimmy Choo and Ralph Lauren, as well as styling a small band of personal clients. 'I end up shopping for myself when I'm shopping for them, I can't help it,' she confesses. Another place she can't help but visit is Topshop. 'I take my 12-year-old step-daughter Elfie shopping there, and I must say that every season, some of my favourite pieces are those Topshop villains.' Then it's off to Portobello Market for jewellery and quirky pieces like embroidered capes or the £70 vintage ocelot coat she picked up only the day before our interview. 'I try to be disciplined, but then I go off-piste with spontaneous buys. My favourite things are always the pieces I don't plan to buy.' □



## THE FINE DETAILS

