
NEW ID / LIVING



CREATING IDENTITY

“Some people look for a beautiful place, others make a place beautiful.”

Hazrat Inayat Khan

Lobby, Camellia House,
Paddington Gardens



Considered design. / Exceptional interiors.

New ID Living is an acclaimed interior design studio renowned for our sophisticated designs and furniture collections that are tailored to residential developers, investors, and homeowners.

Through our extensive experience and a genuine passion for interiors and furnishings, we provide a considered approach to every project, crafting environments and homes that exude a sense of timeless, contemporary style.

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3

- 1 / Show Apartment
Paddington Gardens
- 2 / Show Apartment
Beaufort Gardens, Knightsbridge
- 3 / Show Apartment
Harefield Place, Ickenham

- 1 / Show Apartment
Kilburn Quarter

- 2 / Show Apartment
Paddington Gardens



1



2



2

- 1 / Show Apartment
Beaufort Gardens, Knightsbridge
- 2 / Show Apartment
Beaufort Gardens, Knightsbridge
- 3 / Show home
Colindale gardens

Partnering with us

With almost two decades of experience in crafting and implementing interior design solutions for residences throughout the UK, New ID Living has emerged as a distinguished studio, specialising in the creation of exceptional show homes, residential amenities, and premium rental properties.

Whether entrusted with a single-room enhancement or a comprehensive refurbishment endeavour, our expert team of interior designers are on hand to work closely with you at every stage of your project.



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OUR PROMISE

When partnering with New ID Living, you gain access to a dedicated team, committed to realising your interior design and commercial aspirations. We will offer innovative design concepts and insight into contemporary design trends, and provide access to a cadre of accomplished artists, furniture designers, and skilled craftspeople.



Residents Lounge
Paddington Gardens

“ Their commitment to delivering beautiful designs resonates through every project they undertake, making them an excellent choice for anyone seeking first-class interior design services.”

ALEX CARR
Director, Residential Development
JLL



1



2

- 1 / Show Apartment
Kilburn Quarter
- 2 / Show Apartment
Acton Works

Show home & residential design

Through long-standing relationships with property developers, consultants and investors, New ID Living has a vast portfolio of experience in designing aspirational show homes and rental apartments.

Each project is individually crafted to align with the architectural design, location and target audience, ensuring maximum appeal and return on property assets.

Our dedication to exceptional customer service means that we consistently deliver on time and on budget, maintaining a professional and collaborative approach from conception through to completion.

1 / Show Apartment
Paddington Gardens

2 / Show Apartment
Paddington Gardens



1



2

- 1 / Show Apartment
Paddington Gardens
- 2 / Show Apartment
Paddington Gardens
- 3 / Show Apartment
Paddington Gardens



2





RESIDENTIAL AMENITIES

As the needs and expectations of homeowners and renters continue to evolve, there is a growing emphasis on enhancing common areas and residential amenities.

Whether you are looking to revitalize a reception area, refurbish hallways, or create adaptable co-working spaces for remote workers, our experienced team can work with you to devise cost-effective solutions that will elevate the appeal of your buildings, and enhance the living experience of your residents and renters.



1 / Lobby
Betula House, Paddington Gardens

2 / Sales & Marketing Suite
BRX Brixton

3 / Lobby
Dahlia House, Paddington Gardens



Sales & Marketing Suite
BRX Brixton

“I’ve worked with New ID Living on numerous projects and can’t recommend them highly enough. Their team consistently delivers exceptional furniture and design solutions with professionalism and efficiency, ensuring a seamless experience every time.”

PAUL FINCH
New Homes Director
For and on behalf of Beauchamp Estates

NEW/
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Furniture

collections

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Our furniture collections allow homeowners and investors to create a sense of comfort, style and individuality to their properties, both quickly and effortlessly.

With a range of options available to suit your property size, budget and target occupier, we are able to create a proposal that is tailored to you, ensuring excellent value for money without compromise on quality or service.



1 / Show Apartment
HKR Hoxton



FINISHING TOUCHES

To complement our furniture collections, we also advise on a range of window and flooring treatments, and will oversee the procurement process for a seamless selection and installation experience.



- 1 / Show Apartment Whetstone
- 2 / Furniture Collection Private Client
- 3 / Show Apartment Wembley

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FEATURING



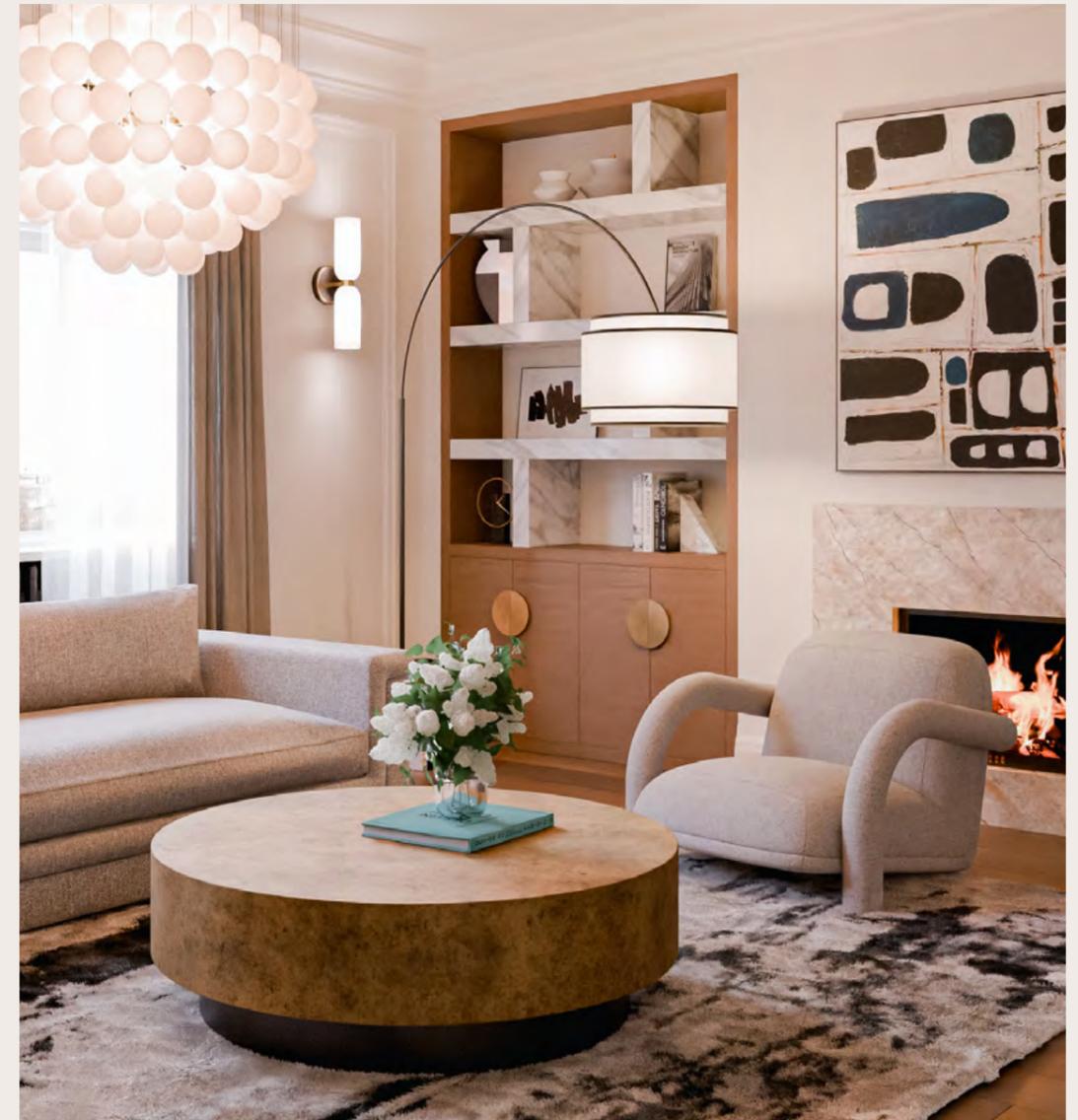
LIANG & EIMIL

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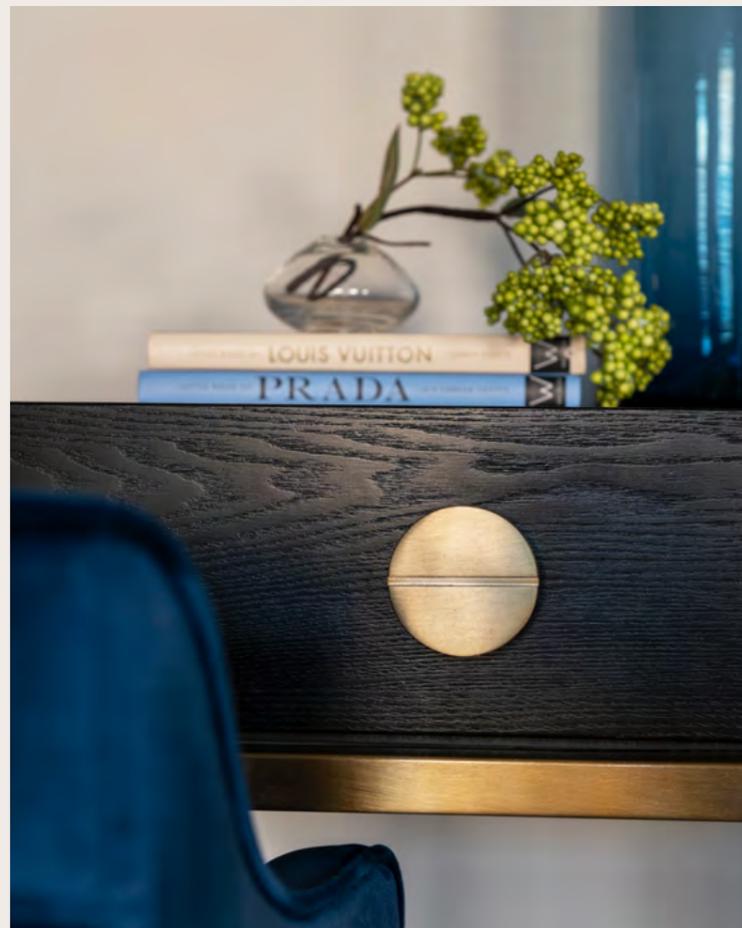
Designer collection

New ID Living and contemporary furniture designers Liang & Emil have united to create a designer collection of furniture and accessories.

Designed for show apartments, rental properties, and private residences, these exclusive collections blend high-end design with practicality, offering a timeless turnkey solution.



Images are indicative of the collection and for reference only.



LIANG & EIMIL

ARTISTS IN CONTEMPORARY LUXURY

Liang & Emil is a leading name in modern furniture and accessory design. At the heart of their philosophy is the seamless integration of aesthetics and functionality, combined with a mastery of understated elegance.

Rather than favouring a singular style, they draw inspiration from across the globe, resulting in a collection of distinct pieces that are both refined and visually captivating. Their commitment to sustainability prioritises environmental responsibility, carefully selecting materials that enhance living spaces while fostering a more sustainable future.

Images are indicative of the collection and for reference only.

Get in touch

To discuss any of our services or furniture collections, do not hesitate to get in touch with us. We look forward to hearing from you.

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“ An empty room
is a story waiting
to happen.”

CHARLOTTE MOSS

