

Wallpaper (Interior Design Magazine) - Nov 2009

Whilst humble beginnings are by no means a pre-requisite for big brand success, when it comes to Anthony Vrahimis – the North London leatherworking impresario with a finger in every slice of the creative pie – his single sewing machine to international design consultancy story is undeniably inspiring. Working in his North London-based studio for the past decade, Vrahimis has built up a veritable army of clients, followers and worker bees during his tenure. Famed for his immaculate leatherwork – which Vrahimis applies to interiors, accessories and just about anything he can get his hands on – this is a man who has taken the accomplishment of his craft above and beyond the call of duty.

Landing his big break with a commission from the leatherworking monoliths at Mulberry back in 2002, Vrahimis was commissioned to deck out the entire Bond St store in the brand's distinctive cocoa shades, and the rest – as they say- is history.

Following his Greek parentage into the leatherworking trade – both were in the accessories industry – Vrahimis has expanded on his heritage ten fold, adapting the craft to every element of the trade – consulting for fashion heavyweights ranging from Giles Deacon to McQueen; designing objects from leather-coated poker tables to four poster beds for clients from across the globe, and even teaching within the (now relatively cramped) confines of his studio.

Education is one element of the design world about which Vrahimis is unequivocally passionate (being sure not too namedrop is another) “there is a lack of making being taught in colleges,” he says in his understated Anglo-Grecian tones “designers come to us because they don't know what they want, or what they're doing, so we invite them to come in and actually learn the craft.”

It's a worthy intent, which has spawned some great talent – Vrahimis' students have gone on to work at the upper echelons of companies ranging from Vivienne Westwood to Zara, to name but a few.

A key exponent of British-based creativity with a passion for hands-on, immaculate craftsmanship, Vrahimis is part of a dying breed in the increasingly commercial creative industry.

Whilst talking about his achievements may not be one of Vrahimis' many fortes, when it comes to showing off his work the change in him is tangible – and as the man himself correctly states in a moment of unabashed lucidity – “My work is known by everyone in the industry, that's why people come to me. My company is entirely unique” – and with an immediate aim to branch out into everything from ceramics to silver and glassware to upholstery – Vrahimis' otherwise inconceivably grand plans seem entirely justified. (2009)