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A woman with dark hair pulled back, wearing a leopard print suit over a red top, stands in a design studio. She is leaning against a desk with a striped chair in front of her. The background is filled with shelves of fabric samples and books. The text 'In Focus:' is in a red banner at the top left.

In Focus:

A Life by Design

We have a chat with
ANDREA SAVAGE,
whose design approach
is influenced by her
multicultural heritage
and the places she has
lived around the globe.

Where are you from originally, and how long have you been here?

I was born in Kenya to Indian, Portuguese and English heritage, and have been based in Singapore for over two decades.

My design perspective has been shaped not only by working across continents but also by my richly multicultural background. Raised in Australia and fortunate to have lived and worked around the world, I've developed a natural openness to different cultures, aesthetics and ways of life. This global lens continues to inform and inspire how I approach design today.

Tell us a bit about your interior design background and your business in Singapore.

We are a studio with a rare duality: we serve both private clients and developer partners with the same intention – to create spaces that matter.

A Life by Design – Living & Branding is about elevating every layer of life through space, making design a catalyst for transformation. We make people feel seen, held and inspired, whether they're a homeowner or a hotel guest. It's that feeling of "This is it!" – when a space finally reflects how you want to feel.

Our team is proudly global, spanning Singapore, the UAE, Australia, Bermuda, South Africa, Malaysia, New Zealand and beyond. This cultural diversity enriches our creative process, encouraging bold thinking, deep listening and meaningful collaboration.

Every project is a dialogue not only with the space, but with the life, values and aspirations of the client. In the Middle East, I'm drawn to the softness of the light and the interplay between heritage and modernity. In Singapore, the multicultural energy and global mindset constantly inform our work.

But design is never a solo act. I'm continually inspired by my team – their perspectives, brilliance and curiosity. That collaborative spirit is what makes each project come alive. I see myself as both designer and student: always evolving, always listening and always seeking to craft spaces that are not only beautiful, but deeply human.

Give us an overview of the work you did on this particular home. What type or style of home is it, and what was the homeowner's aim and brief?

This home is a sophisticated fusion – an elevated blend of contemporary design and Sri Lankan cultural heritage. It balances refined luxury with authenticity, where every detail honours the client's roots while embracing a modern, globally attuned aesthetic.

Designed as a multi-generational family home, the space needed to be both deeply functional and emotionally resonant. The brief was to create a home that could support the full spectrum of daily life: from grandparents visiting, to two young daughters growing up, to quiet evenings and vibrant entertaining while also ensuring privacy, comfort and ease for all.





Importantly, the design also needed to consider the family's two ageing dogs. We therefore selected materials and finishes that were pet-friendly yet luxurious – non-slip surfaces, soft underfoot areas, and easy-to-clean textiles that provided both comfort and practicality. This allowed the home to remain beautiful while supporting the daily realities of family life, right down to the smallest (and furriest!) members.

Although the interior footprint was generous, the original layout lacked spatial flow and cohesion. Communal areas felt disjointed, and the overall space didn't live up to its potential. The goal was to take the existing structure and elevate it – reworking the fractured layout into something seamless, layered and welcoming.

We carefully curated the home to transition effortlessly between day and night, from spectacular panoramic views by day to an inward-focused haven by evening. It now flows with purpose and beauty.

What condition was the home in originally and how much did you need to change?

It was already lived in and fully furnished, but the space lacked clarity. While structurally sound, it didn't reflect the family's current lifestyle or aspirations. Communal zones felt disconnected, storage was inefficient, and key areas lacked spatial logic. The overall environment felt more functional than intentional.

We approached the project from the inside out – this was not just decoration, but a thoughtful interior architectural transformation. We reconfigured layouts to improve circulation and connection between zones, redefined spatial boundaries to better serve the family's needs, and introduced custom built-ins to optimise storage without visual clutter.

Lighting was reimagined to add both ambience and function. The entire home was repainted with a calming yet sophisticated palette, and original flooring was polished and preserved. Bespoke furniture replaced most of the old, and rugs, curtains and soft finishes were then layered in to create a sense of warmth and elevated liveability. The place was then fully styled by our in-house stylist to curate those touches and add that professional magic.







What was the most challenging or rewarding aspect of the work?

One of the greatest challenges was the client's deep familiarity with the space. Having lived in the home for some time, they had unconsciously adapted to its limitations, making it difficult to see what wasn't working or to imagine what was possible. That level of familiarity often clouds decision-making, because the known becomes comfortable even when it's no longer serving your lifestyle.

Our role was to help them recalibrate. Through a process of trust, visualisation and strategic rethinking, we guided them to see the space with fresh eyes – to reimagine it not for what it was, but for what it could be. They placed full trust in us, even choosing to go away during the final stages, which allowed us to complete the transformation and set up the space for a seamless, emotionally resonant handover.

The reward was in their return – walking into a home that reflected not only beauty and function, but also growth and clarity. It supported how they live now, and how they want to feel in the future.

It was a true embodiment of our core ethos: Reclaim your space. Rewrite your life.

Was the homeowner involved in the process? If so, how?

Yes, they were very involved throughout – from concept development to final completion. They played an active role in shaping the vision, engaging in detailed discussions around layout optimisation, materials and functionality.

What are some of the key features of the new-look home that you're most pleased with?

One of the most impactful changes was flipping the position of the living and dining areas. By reconfiguring the layout, we were able to make the most of the home's architectural potential, especially the spectacular double-height void. This shift allowed us to fully showcase the ceiling volume and frame the panoramic views beyond, turning what was previously an underutilised zone into the home's most defining feature. The reorientation brought clarity and drama to the space, anchoring the entire home with a sense of flow and presence. It was a bold move, but one that truly unlocked the home's potential, both visually and experientially.







How would you describe your design style?

My personal design style is rooted in maximalism – a bold, unapologetic celebration of contrast, detail, texture and colour. But for me, it's never about excess for its own sake. Maximalism is expressive and deeply curated. It brings a space to life and sets my soul on fire. Design isn't just about how something looks – it's about how it feels, and ultimately who you become within it.

What else are you working on at the moment?

We're currently working on several exciting projects in the UAE, which we can't wait to see come to life in their full-fledged glory. Closer to home, we're also designing some iconic F&B spaces here in Singapore, projects we're incredibly honoured to be a part of, alongside visionary collaborators.

Residential design continues to be a core passion of ours, no matter the scale. We truly love the intimacy of transformation, helping individuals design how they live, and shaping spaces that support their personal evolution. We also have a few office projects underway, where we're bringing the same lens of emotional functionality and purposeful aesthetics into the commercial space.

What's the best thing about interior design work?

For me, the most powerful part of interior design is its ability to transform, not just spaces, but people's lives. We believe space is energy. Design is not visual decoration; it's a life practice. We meet people where they are and take them somewhere new. Design isn't just about how something looks, it's about how it feels, and ultimately, who you become within it.

This is transformation from the inside out. And that is what I love most about it. [a](#)



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