



INTERVIEW WITH OTTA DESIGN

Alexandra Keith

Tell us about your business, when did you set it up and why?

I set up Otta Design with a partner in March 2014 having retrained at KLC School of Design in Chelsea Harbour. We provide a comprehensive interior design service to suit every project and budget, creating beautiful, yet functional, bespoke interiors that balance the demands of daily life whilst capturing the spirit of the client. We are based in London but take on projects throughout the UK.

Balancing work with kids - how do you juggle it?

My business partner and I have 5 children between us. We understand the demands that this can cause and give each other a lot of support. Flexibility is key.



What are the highs and lows of running your own business?

Running a business is great fun and it is stimulating. The biggest high is creating solutions for our clients, which give them joy and strengthen their identity. Making people happy with beautiful results is hugely rewarding. The lows are the admin! No matter how inspiring

a design, there is a lot of paperwork behind every part of the business.

What advice would you give to other mums thinking about a start-up?

Go for it! It will be a challenge, but it will be worth it. The key thing is to be organized, tenacious and to rigorously manage your time so that you keep all the plates spinning.

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