



MIV WATTS AT HOUSEBAIT

Trailing in Miv Watts' energetic wake at the huge Maison & Objet trade fair in Paris, I could easily see why her shops, Housebait 1 and 2, have become so successful in so short a time. Her eye is unflinching, her incisive buying skills daunting and her enthusiasm utterly infectious. Her motto for the shops, "Housebait - Beautiful reasons for staying at home," is based on William Morris' declaration: "Have nothing in your houses that you do not know to be useful or believe to be beautiful." Miv's many clients from all over the country know that she can be depended upon to supply the needs of others who think the same. Miv has worked in design from an early age, first as a window dresser for Burberry's and

later in film. When she and her family (her daughter Naomi is the sensational new star in David Lynch's film "Mulholland Drive") emigrated to Australia in the early eighties, she worked as a stylist on TV commercials and later as a set dresser and prop buyer. She designed the costumes on the glamorous Australian soap "Return to Eden." Back in this country, despite the invaluable lessons of her experience Miv found the British film industry "in the doldrums" and decided to diversify into the interior design business. A high-profile commission from Pink Floyd star David Gilmour's ex-wife led quickly to others, including the interior of a magnificent Lutyns house in Hempstead (she is now re-vamping the old Everyman Cinema there). She has always been passionate about French decorative arts, and after doing

costumes on a film in Indonesia her interest in Far Eastern furniture and craftsmanship became equally influential. Having moved to Norfolk, Miv was asked to buy for Lord Cholmondeley's shop at Houghton Hall and to decorate properties on his estate. Soon afterwards she opened Housebait in Burnham Market, stocking it with an eclectic mix of Oriental and French antiques, decorative items and "one-off zany presents. I cater for the couch potato, those who crave complete relaxation and comfort." Housebait 2, a showroom for furniture and the decorating side of the business, soon followed. The Victoria Hotel at Holt, which Miv decorated last year, is already on Tatler's list of the top 100 hotels of the world.

**Housebait 1: Tel: 01328 730557.
Housebait 2: Tel: 01328 730583.**