

City SANCTUARY

Hair stylist and brand founder Talitha Mackie discusses the design process behind Fox & Vamp's new flagship salon

For Talitha Mackie, founder of London born hair extension and haircare brand Fox & Vamp, relocating to Walton Street was about creating a space that reflected the future of the business. Starting with what she describes as a "blank canvas", Talitha envisioned an elevated, spa-like environment that would seamlessly bring together salon services, retail and brand identity.

Inside the Chelsea townhouse, a soft, neutral palette creates a timeless backdrop. Limewash walls, finished in Bauwerk's Smokebush 15/46, add subtle texture and movement, allowing both the interiors and the brand's products to take centre stage. "Limewash gives a natural depth and movement that you cannot achieve with flat paint," explains Talitha. "It was an added expense, but completely critical to the overall look and feel of the space."

Natural timber flooring runs throughout much of the salon, bringing warmth while standing up to the demands of a busy working environment. In the backwash area, porcelain tiles with a wood-effect finish mirror the flooring elsewhere in the salon, maintaining visual continuity while providing a practical, water-resistant surface.

The reception area was designed to challenge traditional salon expectations: clients are welcomed into a boutique hotel-inspired space which Talitha believes immediately sets the tone for the experience. "Everything from the olive tree to the water dispenser area was a considered element

based on how it makes our clients feel. Clients are not waiting, they are arriving." That same philosophy extends throughout the salon. Fox & Vamp's retail products are displayed alongside sculptural objects and decorative ceramics, allowing them to become part of the interior.

The salon features 11 styling stations, each with comfortable seating designed to accommodate longer appointments. Different chair styles were also chosen to subtly distinguish service areas, with the clip-in extension station separated visually from the main salon floor. The backwash area houses three basins, including one dedicated Korean Head Spa station, further reinforcing the salon's focus on relaxation and elevated client experiences.

Lighting was another key consideration throughout the design process. Soft, diffused lighting creates a tranquil atmosphere across the salon, while more focused task lighting at each styling station ensures practicality for the team without compromising the overall ambience.

Talitha worked with Marcelina from [Project London](#), an architecture and design studio, to design the brand's new flagship salon. "What made the difference was the collaboration," says Talitha. "Marcelina and I worked very closely; it was a true partnership, and she brought the vision to life in a way that exceeded expectations."

Ultimately, every design decision was made with one client in mind. "The space was designed for women who want their hair to feel effortless, and expect the environment around them to reflect that." **HJ**

TALITHA'S TOP TIPS

- 1 Work with the right team**
Collaboration is everything
- 2 Invest in lighting**
It can define the entire space
- 3 Start with a clear vision and stay true to it**
This will result in a cohesive environment

FACT FILE

Name: Fox & Vamp
Address: Walton Street, Chelsea, London
Size: 11 chairs – flagship salon
When did the salon open? March 2026
How many staff: 12