

Kitchen and home style inspiration and trends



# Interior design secrets

# more than a kitchen

Welcome to the first issue of Urban Myth Living, our edit of interior design trends and inspiration.

Urban Myth has been designing, manufacturing and installing kitchens and bespoke storage for over 40 years, proudly serving the Essex and London area. From manufacturing our own range of fitted furniture in our Essex factory to welcoming you in our Chingford showroom, we blend attention to detail, craftsmanship, and innovation to create designs that are both functional and beautiful.

We are proud members of the KBSA and hold an "Excellent" rating on Trustpilot, with many customers happily recommending us to friends and family - a reflection of the quality, service, and care we put into every kitchen.

Whether you're planning to renovate your kitchen, bedroom, or another room in your home, this publication is designed to spark ideas and showcase what's possible. At Urban Myth, we believe every space should be as unique as the people who use it - and that great design is achievable on any budget.

Book an appointment at our showroom



Cover: Taupe and lead grey  
This Page: Light grey shaker with antique glass

# The Source

*What's new, what's happening, the kitchen trends you need to know now.*



## The New Mood

Lighting has stepped out of the shadows and into the spotlight as a key design trend. The focus is on adaptable, layered lighting that shifts to suit different moods and moments. Dynamic LEDs move from bright, energising whites for cooking to soft, warm ambers for evening entertaining, with the option of discreet RGB colour changes for added ambience. From sculptural pendants to hidden accent lights that highlight textures and materials, lighting is now a tool for creating atmosphere as much as visibility. It's subtle, immersive, and transforms a kitchen from day to night.

## Smart Seating

Integrated banquette seating is a key trend in modern kitchens, combining style, comfort, and clever functionality. Perfectly designed for corners or alcoves, these built-in areas maximise space, provide hidden storage, and work seamlessly in open-plan living, keeping kitchens clutter-free while creating a cosy, stylish spot to dine or relax.



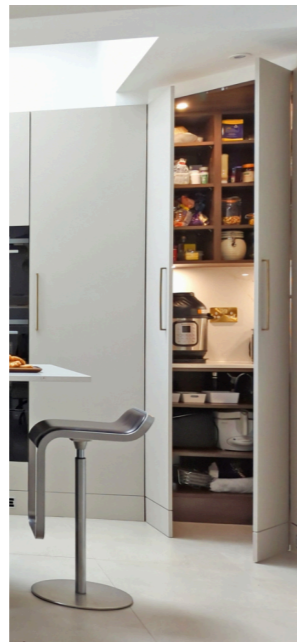
## Hidden in Plain Sight

Who doesn't love a bit of mystery? Our inward-opening secret doors look just like regular tall cabinets but lead to hidden rooms such as pantries, laundry areas, or utility spaces. They keep the design flowing seamlessly while keeping clutter out of sight.



## Rethinking Forgotten Spaces

Making the most of every inch of space has become one of the biggest trends in kitchen design, and Urban Myth is leading the way. Our corner walk-in larders show how even the trickiest corners can be transformed into clever, highly practical storage hubs. With thoughtfully arranged shelving, integrated lighting, and everything clearly visible at a glance, these larders make organising and accessing ingredients effortless. It's a smart solution that combines luxury with everyday practicality, proving that no space is too small to make a big impact in the modern kitchen.



## Hide the Everyday Away

One of the most sought-after features in today's kitchens is the cleverly concealed workstation, whether it sits behind pocket doors, bifolds, or bespoke cabinets these hidden zones are transforming the way we use our kitchens, offering a practical and beautifully organised space to house the everyday essentials we rely on but don't always want on show.

Whether it's a fully equipped coffee station or an appliance pantry with mixers, air fryers, and microwaves ready to go, these enclosed hubs are all about easing the everyday. Slide or fold the doors open when you need them, then close everything away to instantly restore a clean, composed kitchen backdrop.

Perfect for busy households and open-plan living, these versatile spaces are fast becoming the hallmark of a modern, multi-tasking kitchen.



# Your Signature Dish



In today's kitchens, appliances aren't just functional - they're an opportunity to express personality, streamline cooking, and elevate the entire space. NEFF is leading the way with cutting-edge technology and thoughtful design, making cooking easier, more precise, and tailored to individual style.

We asked our design team about working with NEFF to find out why their appliances are a favourite among homeowners, how their innovative features like FlexInduction and the FryingSensor transform everyday cooking, and how customisation options allow each kitchen to be truly one-of-a-kind.

**Q: Why do you like working with NEFF as a brand**

A: NEFF understands that every kitchen reflects individual style and preference. One of our favourite features is the ability to change the colour of the trims on your NEFF appliances with the NEFF collection range. This customisation not only allows you to match your appliances with your kitchen

design but also adds a personal touch to your cooking space. You can choose from a variety of colour and seamless trims, ensuring that your kitchen not only functions beautifully but looks beautiful too.

**Q: What NEFF functions do you think people value**

A: The FryingSensor is another innovative addition to NEFF's lineup, this intelligent feature appears in FlexInduction hobs and takes the guesswork out of cooking by maintaining a set temperature. The FryingSensor monitors the heat levels and ensures that the selected temperature is regulated to prevent overheating or scorching food. With this helpful technology, you can achieve



## Explore NEFF: Customise Your Kitchen Experience with Innovative Styles and Features

perfectly cooked dishes, from perfect pancakes to succulent steaks with ease and confidence.

With NEFF ovens people love the fact that they can have an AirFry function without the need of an additional appliance on the worktop. Steam Cooking is also very popular with clients, adding steam to roasts and bakes gives a beautiful texture and much more flavoursome food.

**Q: What is the FlexInduction feature on NEFF hobs?**

A: The FlexInduction feature on NEFF venting hobs is designed to maximise versatility in your

cooking. With this technology, you can combine multiple cooking zones into one larger zone allowing you to use oversized pots and pans without limitations and cold spots. For instance, if you're preparing a family-sized risotto or using a griddle plate for steaks, the FlexInduction feature makes it easy to adjust the cooking area to accommodate your needs. The hob detects the size of your cookware, providing even heating and optimal cooking performance.

**Q: Are there additional benefits to using a NEFF venting hob?**



A: Absolutely! NEFF venting hobs not only provide superior cooking flexibility but also integrate powerful ventilation systems that use sensor-based technology to automatically adjust the extraction power based on what is cooking ensuring a smoke-free and fresh cooking environment. By eliminating the need for a separate extractor hood, venting hobs are a great choice for an open kitchen layout. The combination of the FryingSensor and FlexInduction significantly enhances cooking convenience, making it easier for you to multitask or spend time with family and friends while preparing meals.

**Q: How do all of these features enhance the cooking experience?**

A: Together, FryingSensor, and the FlexInduction capabilities all contribute to a superior cooking experience. The AirFry function saves valuable worktop space and steam improves the quality of the cooking. The option to select trim colours allows you to express your personal style, making your kitchen feel more inviting and

tailored to personal taste. Features such as the FryingSensor not only makes hob cooking simpler but also healthier, as it helps to maintain the right temperature without the risk of burning meaning you can enjoy your favourite foods without worrying about preparation mishaps.

**Q: Where can I find more information about customising NEFF products?**

A: You can explore the range of NEFF products at Urban Myth with our interactive displays showcasing how these appliances work, you can see the various trim options and feature products like the venting hobs with FryingSensor and FlexInduction. The designers will be more than happy to provide insights and guidance, ensuring that you find the appliances that best suit your needs.



# Six steps to your dream kitchen

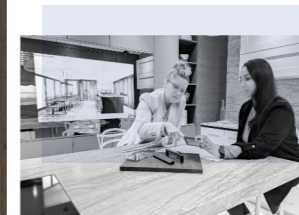
1



## Consultation

Your designer will guide you through our showroom, showcasing the quality of finishes and features. You can discuss possible layouts and create your ideal wish list.

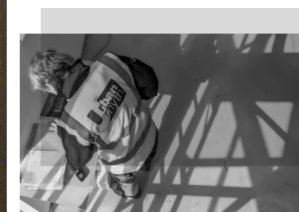
2



## Design

We will create a detailed plan, and quotation for your kitchen. We will present and discuss these ideas with you in detail. After this, we trust you'll be satisfied and instruct us to proceed.

3



## Home survey

Once you've approved your quote, we will request a deposit, protected under the KBSA and Trustmark insurance scheme. We will arrange a home survey by your project manager to measure your space.

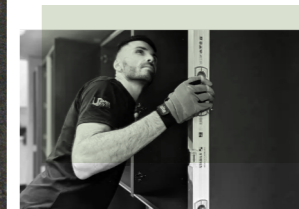
4



## Your order

Your kitchen will be custom made at our Essex factory. We will manage the ordering, delivery, and installation of appliances, worktops, and glass to align with the schedule.

5



## Installation

Your project manager will check services and dimensions before installation, which is carried out by our own team of fitters, ensuring everything is completed to your satisfaction.

6



## Completion

We commission all supplied appliances and provide a digital folder with essential information. Our aftercare team is just a phone call away for any questions and you can relax and enjoy your new kitchen.

Book an appointment today:  
**020 8531 3413**

◀ Galvano Bronze and Marshwood

# Home Reimagined

## A Colourful collaboration with Urban Myth

When a client with a love of colour meets a team who thrive on creativity and craftsmanship, extraordinary results follow. That's what happened when Urban Myth embarked on a whole-home transformation with one of their most imaginative clients, taking them through every room, finish, and shade of the colour wheel.

From the moment Peter, Urban Myth's Head of Design, met the homeowners, he knew this wasn't going to be an ordinary project. "Their passion for interiors and bold use of colour pushed us to think outside the box," he recalls. "Every room had its own personality, and we loved being part of bringing that to life."

*"It's been a journey of trust, creativity, and problem-solving"*

The project began with the children's bedrooms, setting the tone for a renovation that would flow through the library, dressing room, games room, kitchen, living area, and finally the bar.

To find out more about the design journey we spoke to the homeowners:

## How was your experience working with Urban Myth?

"It has been fantastic! Everyone is so nice and Peter understood what I wanted and guided me when my own ideas weren't feasible, offering so many useful

solutions. We now have our dream kitchen, and the dressing room he designed is a real showstopper."

## What's your favourite colour combination in the house?

"I love my lilac library with the glass floor, but my favourite is the frosted teal pantry within the matt black kitchen. Opening the doors is like hearing someone say 'tadaa!'"

## Where do you find inspiration?

"I've collected countless inspirational images over the years and I love mixing styles, colours, patterns, and textures to create each room's atmosphere. There's a lot to take in with different wallpapers and accessories, but I love that everything is on display for people to explore."

## Which is your favourite room?

"My open-plan kitchen with the dining and living areas is exactly what I wanted. It's cosy, functional, and the matt black cupboards with the worktop look fabulous. We love spending time here as a family!"

## How does it feel now that the transformation is complete?

"It feels amazing! It's exactly what we envisioned. Every room has its own style, yet the house works beautifully as a whole. We love coming home!"

For Peter and the Urban Myth team, the project was as much about collaboration as design. "It's been a journey of trust, creativity, and problem-solving," he says. "Working closely with our client to make her vision a reality pushed us to be

inventive at every step, which made the project so special."

"As the final pieces fell into place, we felt a little bittersweet," Peter reflects. "It's always sad when a project ends, but seeing the finished result and the joy it brings makes it all worthwhile."



1. Native Pink and Light Grey Childs Loft bed and storage.
2. 18ft Bespoke Lilac bookshelf with glass floor.
3. Matt White bed and storage with pull-out guest bed
4. Matt Black kitchen featuring curved Corian shelving insert.
5. Bespoke Kitchen Pantry in Frosted Teal with Matt Black doors

Book an appointment at our showroom



The house flows from a stylish monochrome kitchen to dynamic colourful living areas

# Calm

*“You don’t think about where things go; the room does it for you.”*

A bedroom should be a sanctuary. But clutter, piles of clothes, scattered chargers, overflowing surfaces, can turn it into a source of stress. The solution isn’t minimalism for its own sake. It’s thoughtful storage.

“When storage is designed around your routines, everything flows,” says Peter Hill, head designer at Urban Myth. “You don’t think about where things go; the room does it for you.”

Clear surfaces create calm. Hidden compartments, soft-close drawers, and well-placed lighting make daily life smoother and more intentional. Even small bedrooms feel spacious when corners, under-eaves, and vertical space are used wisely.

## Designing for better health

And the health benefits go deeper than aesthetics. Cortisol the hormone linked to stress can keep you awake just when you want to be winding down, that’s why designing a low-cortisol bedroom is all about creating a space that helps your body switch off and relax. Cluttered environments have been shown to raise cortisol, a calm ordered bedroom helps counteract this by reducing visual noise and supporting mental clarity. When your space feels settled, your nervous system can too.

This is where a bedroom designer makes all the difference. Beyond choosing finishes and colours, they will also solve flow, function, and feeling. They’ll assess how you use your space, where you dress,

▼ Painted shaker in “Bluebird” with Walnut interior



what you reach for daily, how much you store, and translate that into tailored solutions. Think full-height wardrobes with internal lighting, drawers that open silently, charging stations tucked out of sight, and layouts that make movement feel effortless.

*“Storage that anticipates your needs takes the pressure off”*

“Storage that anticipates your needs takes the pressure off,” adds designer Sonal Patel. “That’s when a bedroom starts to feel calm.”

At Urban Myth, we’ve seen how thoughtful design can transform not just rooms, but routines. We take pride in making the process feel as calm and considered as the spaces we create, working closely with clients to deliver bedrooms that support rest, wellbeing, and everyday ease.

# Design Decoded

Authorised Partner  
**GAGGENAU**

## What Every Homeowner Should Ask Before Renovating

Planning a new kitchen or updating your bedroom or living space starts with the right questions. We sat down with our Head of Design, **Peter Hill**, to share the essentials every homeowner should consider before beginning their design journey. His expert insights will help you make confident decisions and create a room that truly works for the way you live.

**Q:** What's the most important first step?

**PH:** Think about how you live in your kitchen. Function before finishes - always. Once we understand your routines, cooking style, and how your family uses the space, everything else falls naturally into place.

**Q:** How do I choose a style that works?

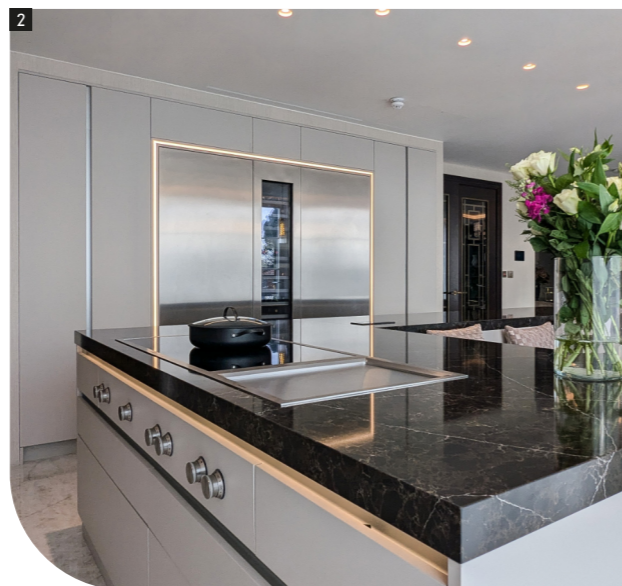
**PH:** Collect inspiration, images, mood boards, quick snaps, anything that catches your eye. Whether you're drawn to clean, handleless lines or the warmth of a classic shaker, the clearer your brief, the easier it is for us to design something that genuinely feels like you.

**Q:** Should I decide on surfaces early?

**PH:** Yes, worktops and flooring influence layout, colour direction, and practicality. Quartz is brilliant for low maintenance, while natural stone brings unique character. Choosing these early keeps the whole design cohesive.

**Q:** How do I choose appliances?

**PH:** Choose appliances based on how you cook, not what's trending. Gas gives you visible flame



control; induction is faster, safer, and easier to clean. For extraction, downdraft is great if you want open sightlines on an island, while overhead extraction tends to give stronger performance and can even become a design feature. It's all about matching the setup to your lifestyle.

**Q:** Any tips for managing my budget?

**PH:** Be upfront from the start. This allows us to prioritise where to invest, perhaps in higher-quality cabinetry or worktops, and where you can save without compromising the overall look. It's also worth doing a bit of research on the appliances you really want, so you understand the costs and adjust your plans accordingly. That way, there are no surprises, and your budget

works efficiently from start to finish.

**Q:** How do I make my kitchen unique?

**PH:** Build the design around the way you live. Hidden storage, coffee zones, cocktail stations, breakfast cupboards, even homework or charging areas, these details turn a kitchen from practical to personal.

**Gaggenau 400 Series Featured:**  
Ovens BO470112  
Induction Hob VI492113  
Fridge Freezer RC472305/  
RF471305  
Wine cooling cabinet RW414365

1. Pocket door pantry with walnut interior
2. Latest Gaggenau Appliances
3. Matt Cashmere kitchen, Quartz worktop "planet Mars"



# Redesign your home with confidence.

Rated **Excellent**



★ **Trustpilot**



Visit our Chingford showroom to experience bespoke kitchens and interiors first-hand. Explore innovative ideas, discover premium materials and finishes, and see how thoughtful design can transform every space. Our expert team will guide you every step of the way, helping you create a home that's functional, stylish, and uniquely yours.



Scan for opening hours directions and appointments.

020 8531 3413

[www.urbanmyth.net](http://www.urbanmyth.net)



@urbanmythkitchens



- + Over 40 Years Experience creating bespoke fitted furniture
- + Manufactured in the UK at our factory.
- + Over 20 Full size kitchens, bedroom and storage displays at our showroom
- + Rated Excellent on Trustpilot
- + Proud members of the KBSA adhering to their Code of Conduct
- + Free parking

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