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Vases

TOP 10

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Striking... husband Ashley's personal en-suite bathroom



Bedroom is stylish and clutter-free



Dawn used a big wall mirror to make her living room look even more spacious

With the Rooneys and the Gerrards as clients, Dawn Ward's designs are much sought-after in the football world. **FRANCESCA COOKNEY** finds out why all the WAGs want a piece of her style...

HUGE mirrors and over-sized furniture bathed in light can bring Premier League class to any home, according to Dawn Ward.

Dawn, 38, is the go-to interior designer for football WAGs who want their multi-million-pound homes to sparkle as much as their husbands' trophy cabinets.

"I can't stand clutter," she says. "I like big furniture. Even if you only have a small space, you're better off with one big piece than lots of little pieces. I love big mirrors and lots of lighting. I like to add the 'wow' factor."

Former model Dawn set up Bilton Ward Developments, a bespoke home-building and renovation company, while husband Ashley was still playing for Sheffield United. When he retired from football in 2005 they went into business together. Ashley, 41, manages the construction side while Dawn looks after the interior design.

Their home Warford Hall, a 20-acre estate in Cheshire that they transformed from a run-down country house five years ago, is a perfect example of the glamour that attracts couples like Wayne and Coleen Rooney and Steven Gerrard and wife Alex.

It boasts a swimming pool, a hair salon, a cinema, a huge kitchen and a spray tanning booth - and the couple are currently adding a gym, a fitness studio and a massage room.

When the Rooneys bought their £3.5million mansion in nearby Prestbury from Bilton Ward, it was Dawn who designed all the interiors. "Coleen's laid back," says Dawn. "She's a good friend and we have really similar taste. She doesn't like things over the top, she likes to keep it understated."

Dawn and Ashley made no bones about using their football connections to find clients. Sunderland's Wes Brown has employed their services and while Liverpool's Steven Gerrard is away leading

England at Euro 2012, Dawn is working her magic on his home. "I'm just finishing the second phase of Steven Gerrard and Alex Curran's house," she says. "They brought me in to do the kids' playroom and I ended up doing the whole ground floor, the swimming pool, and now I'm doing upstairs. They are brilliant, they've basically given me a free rein."

Dawn has her own upholstery workshop which specialises in curtains and bespoke fabric headboards and she even offers kitchens with leather-clad doors. Steven Gerrard has one, as does reality star Katie Price. "Katie's lovely and she's got very good taste," Dawn worked on pal Katie Price's new home

Steven Gerrard and Alex Curran and the Rooneys are clients



INSIDE THE HOME OF THE DESIGNER WHO GIVES PREM STAR PADS THE.. **WAGS FACTOR**



Dawn's stunning cinema room has pool table, bar and leather floor

Grand hallway has beautiful bannisters and glass floor panel



Islands glisten under array of lights in Dawn's spacious kitchen



upholstery workshop which specialises in curtains and bespoke fabric headboards and she even offers kitchens with leather-clad doors. Steven Gerrard has one, as does reality star Katie Price. "Katie's lovely and she's got very good taste," Dawn worked on pal Katie Price's new home



Swimming pool is an indoor oasis

says Dawn. "I did her old house and I've just done her new one. We keep in touch." Soap star Michelle Keegan is also a client. "I've just done Michelle's lounge and

magnificent views and they have personal en-suites, while daughters Darby, 16, and Taylor, 14, have double shower rooms. Charlie, five, and Aston, three, share a pink palace with a ceiling studded with 9,000 Swarovski crystals.

The girls and their friends love the spray tanning booth. "It's five girls and Ashley, so it's a very girly house," admits Dawn. "It's constantly full of teenage girls coming round for spray tans and leaving a mess everywhere."

While the booths are a popular addition to WAGs' pads, Dawn insists they're not an extravagance. "It's not like people are just splashing the cash," she says. "My clients all want good value too."

Dawn has been in talks with production companies about making her own television show. "I'd like to do TV but it needs to be the right thing," she says.

"I'd like to do a documentary about my work, maybe with a little bit of reality. I do have quite a glamorous lifestyle but I'm also a mum of four with a busy home life."

It feels great to walk on and it's actually very hard-wearing." Dawn and Ashley's bedroom has

she was really pleased," says Dawn. "I used a lot of taupes in different textures." Step inside Dawn and Ashley's own home and you immediately understand what she means by "wow" factor. The entrance opens onto a grand hallway with a glass floor looking down into the cinema room, which boasts a pool table, a bar and even an aquarium. "My style is quite glamorous but I try to bring warmth in too," she says. "I'm really into fabrics and textiles and I use a lot of wall and floor coverings. We've got a leather floor in our basement.

Key to the look

- HAVE different lamps and lights with dimmer switches to change the ambience of rooms to suit the occasion.
- A FEW well-chosen items of furniture are far better than small pieces cluttering the place.
- WHEN choosing fabrics, opt for different textures rather than patterned designs.



..get on a roll

LIDL always has great prices and now there's also a sale on home improvement products, too. So whether you're moving house or just moving the sofa, spare your floors with their five-piece Furniture Transport set, only £4.99. You get a robust steel lever to lift the furniture, and four transport rollers with castors to get it from place to place. Go to www.lidl.co.uk

..tip of the week

DOES the wet weather have you using your tumble dryer year-round? Save up to 30 per cent on drying time and energy with these Ecozone Dry Cubes from Nigel's Eco Store. It's £9.95 for a pack of two cubes that can be used again and again. Go to www.nigelsecostore.com or call 0800 288 8970.



..be alarmed

YOU can often get a discount on your home contents insurance if you have a burglar alarm and now's the time to buy one as B&Q (www.diy.com) currently have half-price savings on security and alarms. The Standard Wireless Door and Window Contact alarm is reduced to £7.49, and the Standard Wired PIR DC7 motion detector is just £4.99.



Historic home Warford Hall

..save kitchen space with fab folding bowl

Save on practical kitchen and home accessories during Asda Direct's home sale, with 30 per cent off products, on now. I especially love these collapsible mixing bowls, reduced from £4 to £2.80. They're perfect for saving precious cupboard space and they are easy to wipe clean. Go to direct.asda.com



Website of the week

SAVE on mobile, broadband and energy bills with Incahoot.com. The site uses collective buying power (think Groupon or KGB Deals) but focuses mainly on utilities and practical services. Basic membership is free.