



CHATEAU ORLANDO INTERVIEW WITH LUKE EDWARD HALL

Dive deep into the philosophy of Chateau Orlando
through the words of its founder.

More than a brand, Chateau Orlando is an imagined place that dances between eras, disciplines, and dreams – part castle, part theatre, always alive with colour, story, and emotion.

Founded with a vision of romantic storytelling and visual poetry, Chateau Orlando is a label "for the person and the home", where every garment, object, and drawing becomes part of a larger tapestry. Inspired by literature, mythology, and a love for craftsmanship, the brand creates a world that is both tangible and fantastical – a room filled with books, flowers, and old tales, or a secret club lost in time.

In this interview, we speak with its founder to explore the origins, influences, and inner life of Chateau Orlando – from his obsession with green and sketchbooks, to the magic of Cornwall and the scent of old books.



CHATEAU ORLANDO IS A NAME THAT EVOKES AN IMAGINARY PLACE, PART CASTLE, PART THEATRE. HOW AND WHERE WAS THIS WORLD BORN?

I wanted our brand name to have a sense of theatrical romance about it. I wanted people to feel curious about Chateau Orlando – what is it, where is it, is it a real place? Orlando by Virginia Woolf is one of my favourite novels. The book's narrative spans centuries, and explores key themes including time, identity, gender, and the relationship between fact and imagination. All of these themes I enjoy exploring with the brand. In my head, I was thinking that Chateau Orlando could be something that shapeshifts and moves around the world and across time – is it a club in 1970s Hollywood, or some grand but faded old hotel on the Riviera circa 1928? It's a mystery!



CHATEAU ORLANDO CALLS ITSELF A BRAND 'FOR THE PERSON AND THE HOME'. WHAT DOES THIS EXPRESSION MEAN TO YOU AND HOW IS IT REFLECTED IN THE PRODUCTS YOU CREATE?

We make clothing primarily but also occasionally pieces for the home. For me all of the products we make are part of the same story. It's about an approach to life.



YOU OFTEN IMAGINE FANTASTIC LANDSCAPES FOR YOUR COLLECTIONS. BUT IN REALITY, IS THERE A PLACE THAT INSPIRES YOU MORE THAN ANY OTHER? A PLACE YOU RETREAT TO IN ORDER TO CREATE?

I am moving to Cornwall next year, a place that is very close to my heart. Our new home sits right at the end of the land, and this land is rich in myth and legend. The countryside is marked by standing stones, stone circles, and tales of pirates and smuggling abound. It really is a place full of magic.

WHEN YOU THINK OF CHATEAU ORLANDO, DO YOU IMAGINE IT MORE AS A REAL PLACE, PERHAPS FULL OF OBJECTS: FLOWERS, COLOURS, OR AS A PLACE OF THE MIND IN WHICH TO TAKE REFUGE?

I think that it could be both, absolutely. I like the idea of retreating into one's mind and the Chateau being an imagined place, but ultimately, I love the idea of Chateau Orlando existing in the real world. And yes – it would be full of books, colour and flowers.



IF CHATEAU ORLANDO WERE A ROOM, WHAT KIND OF ROOM WOULD IT BE? AND WHAT WOULD WE FIND IN IT, RESTING ON A SOFA OR HIDDEN AMONG DRAWERS?

Perhaps a wonderful library full of books, but also a tented dining pavilion. Maybe it's also a sort of garden room? I see towering shelves, a fountain, and a hidden grotto behind the bookshelves.



THE BRAND BLURS THE BOUNDARIES BETWEEN FASHION AND INTERIOR DESIGN. HOW DO THESE TWO WORLDS INFLUENCE EACH OTHER IN YOUR WORK?

As I say, all of the products we make are part of the same story. It's about an approach to life. With my fashion work and also my interior design work I am constantly looking at colour combinations, experimenting with textures, mixing the old with the new...

YOUR WORK WEAVES TOGETHER FASHION, DESIGN, ART, WRITING. WHAT IS THE THREAD THAT HOLDS IT ALL TOGETHER?

My outlook on the world, the constant hunt for magic and romance, my drawings, and my sense of colour.

WHAT IS THE DIFFERENCE - IF THERE IS ONE - BETWEEN BEING AN ARTIST, AN INTERIOR DESIGNER AND A FASHION DESIGNER?

I believe that all of my projects sort of sit together and create a kind of giant patchwork, but I do work in various ways. Often my work as an interior designer, for example, is about responding to a particular place, a particular building, but I will always marry this response with an imagined story, with the hope of creating something fantastical.

YOU HAVE COLLABORATED WITH COMPANIES SUCH AS GINORI 1735, SPOTTI, CC-TAPIS. WHAT DO YOU LOOK FOR IN A CREATIVE PARTNER AND WHAT MAKES A COLLABORATION SPECIAL FOR YOU?

Generally I think we need to work with brands that make incredible things, like Ginori and cc-tapis. I also enjoy working with brands that have a wonderful heritage, but this is not always key



NARRATIVE IS A CONSTANT IN YOUR WORK: EACH COLLECTION HAS A POETIC TITLE, A SETTING, ALMOST LIKE A STORY. WHERE DOES THIS URGE TO NARRATE COME FROM?

I wouldn't be able to create a collection with no story attached, with no grounding. What's the point? I need to tell stories with my work, to immerse our audience in a world. Making our collections provides a way for me to share the things that I love, from folklore and mythology to flowers, novels and music.



AND IF YOU HAD TO DESCRIBE CHATEAU ORLANDO WITH A FRAGRANCE PALETTE, WHAT WOULD YOU SMELL IN THE AIR?

Oh! I think that it would change with the seasons. Old books, woodsmoke...

WITH 'CHIT-CHAT-EAU' YOU HAVE CREATED A LIGHT BUT PROFOUND DIALOGUE SPACE WHERE CURIOSITY, PERSONAL TASTES AND DREAMS INTERTWINE. WHAT FASCINATES YOU ABOUT THE ART OF ASKING QUESTIONS? AND WHAT DO YOU DISCOVER ABOUT YOURSELF WHEN YOU ADDRESS THEM TO OTHERS?

The Stories section on our website I love because it's a place for me to chat with people that I admire, from cooks and musicians to poets and gardeners. We are trying to build a community around Chateau Orlando; we invite in people that we think share something in common with us – an approach to life, let's say. There is this mutual appreciation and love of particular things – music, nature, food...



COLOUR IS CENTRAL TO YOUR VISUAL UNIVERSE. DO YOU HAVE A COLOUR YOU ALWAYS COME BACK TO, TO WHICH YOU ARE PARTICULARLY ATTACHED?

Green, for certain! It's the colour of nature, of course, and I love it in all its iterations, from olive to chartreuse to lime.

WHAT IS THE OBJECT (OR GARMENT) YOU ALWAYS KEEP WITH YOU WHEN TRAVELLING, SOMETHING THAT REPRESENTS THE SPIRIT OF THE BRAND?

Well, I always have at least two books in my backpack, and these connect to our love of storytelling. I also always travel with a sketchbook – all of our knitwear patterns, prints and embroideries are based on my drawings.

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YOU COLLABORATE WITH ITALIAN CRAFTSMEN AND CHOOSE LOCAL AND CAREFUL PRODUCTION. HOW IMPORTANT IS THE RELATIONSHIP WITH 'SAVOIR-FAIRE' AND CRAFTSMANSHIP FOR YOU? IS THERE A HUMAN RELATIONSHIP WITH THOSE WHO CREATE YOUR OBJECTS AND CLOTHES?

We make our collections in small factories and we support artisans as much as we can. For example, many of our trims are applied by hand in a small atelier in Milan. It's very important to me that our products are handcrafted. Not only do I want to support small makers, but I believe the relationship between maker and product can be felt. It's tangible.

YOUR PRESENTATIONS, LIKE THE ONE AT LE BON MARCHÉ OR BRUNSWICK HOUSE, ARE EXPERIENCES WHERE YOU CAN IMMERSE YOURSELF IN YOUR OWN WORLD. WHAT DO YOU WANT PEOPLE TO EXPERIENCE WHEN THEY ENTER?



I love opening up the world of Chateau Orlando and creating immersive spaces with furniture, music, food and so on. I want people to feel transported when they enter one of our spaces or come to one of our events. I want them to experience something they might not have experienced before.



IF YOU WERE ASKED TO EXPLAIN CHATEAU ORLANDO TO SOMEONE WHO KNOWS NOTHING ABOUT THE BRAND, WOULD YOU DO IT MORE WITH A STORY, AN OBJECT OR A PAINTING?

A mix, I think. I enjoy writing about my vision for the brand, but I am primarily a visual person, so the mix is key.

AND FINALLY: HOW DO YOU IMAGINE THE FUTURE OF CHATEAU ORLANDO? A NEW HOME, A NEW CHAPTER, OR PERHAPS A NEW ADVENTURE?

I am excited about expanding our collections, adding in new product categories, and I'd love for us to do more collaborations. I think that creating our own shop one day would be a lot of fun, too – it would be wonderful to give the Chateau a permanent home!



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Welcome to Chateau Orlando.

Founded between London and Milan in February 2022 and creatively helmed by the English artist and designer Luke Edward Hall, Chateau Orlando produces collections of clothing, accessories and homeware that celebrate an optimistic, imaginative and romantic view of the world.

Known for an output that extends across art, interior and product design, fashion and writing, Luke weaves together an eclectic patchwork of influences: art history and nature, legends and literature, fantasy and folklore, music and mythology. Imagine, if you will, Lord Byron and Oscar Wilde discussing the Green Man at a discotheque in the Italian alps circa 1983.

Much of what Luke attempts to evoke in his work is a sense and spirit of time and place, one that relates to his experiences but takes on an otherworldly aura in memory...

Chateau Orlando is powered by Wemanage. We manufacture our products responsibly in Italy.

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