



OLISE
MAGAZINE

AN INTERIOR MAGAZINE

LIKE NO OTHER



ICON OF TODAY



KATIE EARL

Katie Earl is the creative director at the globally renowned HBA Residential. With a background in bespoke residential design, she brings a deeply personal approach to one of the largest design networks in the world.

Among her most recent achievements is the creative direction of a number of apartments in The Whiteley London. A landmark project that combines heritage with contemporary living. Katie's leadership has brought a fresh, boutique sensibility to residential design at a global level.

Prior to her time at HBA Residential, Katie founded her own design studio, where she honed a bespoke design vocabulary focusing on tailored details, refined materials and intimate spatial narratives. This entrepreneurial foundation enables her ability to shift seamlessly between large-scale global engagements and singular, client-driven projects.

Her philosophy centres on emotional connection, creating spaces that reflect not just how people live but how they want to feel. This sensitivity to atmosphere and experience defines her work, transforming interiors into a backdrop for everyday rituals and quiet moments of beauty.

As she continues to shape the direction of HBA Residential, Earl is focused on evolving the studio's vision for contemporary luxury, while expanding reach into new markets and typologies. Her next chapter builds on a commitment to thoughtful, client-led design, supported by the collective expertise of HBA's multidisciplinary teams. With several landmark projects underway, she remains dedicated to creating spaces that feel timeless yet boldly attuned to the way people live today.

