



Left: Charlotte Freemantle and Will Fisher. Above: The former tank factory now has up to 80 chimneypieces on display

Will stumbled onto a former tank factory in South London. They leapt at the opportunity to transform the gargantuan 24,000sq ft space into two workshops and a vast mezzanine area. Will has an office overlooking the workshops ('I can pretend to be Danny DeVito booming out orders on the tannoy in *Taxi*,' he chuckles). Two huge Gillows library tables dominate the central space and, to one side, there's a model of York Minster in its original glass casing. 'I'm a big believer in environment and wanted to create the right one to get the creative juices going.'

Passport from Pimlico

Will Fisher and Charlotte Freemantle's stock of furniture and fireplaces outgrew their Pimlico premises, so they added a former tank factory to their empire. *Arabella Youens* investigates

WHILE the early arrivals at Jamb's parties clutch Champagne flutes and struggle to be heard among the eclectic mix of chimneypieces and fine country-house furniture, the rest of the throng spills outside, too absorbed in good cheer (and even better gossip) to be bothered by the fading light.

The shop is owned by the gregarious husband-and-wife team of Will Fisher and Charlotte Freemantle. With chiselled good looks and an infectious enthusiasm, Will is the 'hunter gatherer' and Charlotte is glamorous, astute and keeps the business in good shape.

Will met Charlotte in New York; he coaxed her back to London and, together, they established Jamb in 2003. Their shared affection for a disciplined country-house aesthetic, in which chimneypieces and good furniture always lie at the heart of every good scheme, has proved a winning formula.

Recently they have faced a growing problem of lack of space. In addition to an increasing stock of antiques, the couple has also developed an extensive range of reproduction chimneypieces, lighting and furniture. When their former warehouse began to burst at the seams, they looked further afield and

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There are always up to 80 chimneypieces on display, but labelled palettes in the main warehouse 'probably' store a further 200 and the central crane, which would have once lifted up to 25 tons of tank, remains in situ.

'The range of what we sell has become so enormous, we had to give it a physical presence rather than hiding it away,' says Will. 'Yes, you can do it online, but what you see on the internet is only the tip of the iceberg of what we have. I'd rather clients—or their decorators—came and experienced the sheer breadth and diversity of what's on offer.'

Jamb (020-7730 2122; www.jamb.co.uk)