

plates can be beautifully combined. While you're there you can browse the costume jewellery and Bakelite buttons.

Emma Hardie *facialist*

• I love using exotic, tactile fabrics in bright colours or interesting textures to add a splash of style at a minimal cost. By draping fabric on the wall behind a bed, you can create the glamorous feel of a four-poster bed for a fraction of the price.

Julia Peyton-Jones *director of the Serpentine Gallery*

• Collecting contemporary art can be an expensive pursuit, and those led by a real love of new art can find themselves looking at unimaginable price tags. There is a way of getting great art into your home, though; buying limited-edition prints, from galleries or straight from the artist, can bring the unobtainable within grasp.

Christina Strutt

founder of Cabbages & Roses

• Nothing makes me happier than flowers, and if I had £1.99 in my purse I would buy a packet of bishop's flower seeds. Planted in a square foot of soil, they will fill vase after vase with heavenly white and green lacy, frothy flowers for many weeks.

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Jo Malone *perfumer*

• Whenever I'm in America I buy Cetaphil Moisturizing Cream in bulk from Duane Reade. It's only \$10 and is one of the most fantastic moisturisers I've ever discovered. I use it as an all-over body treatment whenever my skin is feeling particularly dry or sensitive and I want something to instantly soothe and nourish.

Daisy Knights *jeweller*

• Is it possible to be thrifty when it comes to jewellery? Yes, definitely! Add little charms to standard chains and wear them as necklaces.
• Don't throw away jewellery that has lost its gleam – just give it a good rub with a silver cloth or a scrub in Fairy Liquid.
• When I was a little girl I used to scour beaches for shells with holes in then wear them on a shoelace around my neck and wrists. That idea inspired the friendship bracelets from my latest collection.

Sarah Owen *co-founder of Lucy In Disguise with her sister, Lily Allen*

• For homewares, rather than searching antiques shops, which can be very overpriced, head to the source and go to the fairs where the dealers do their buying and selling. I go to Sunbury Antiques

Fair, held twice a month at Kempton Racecourse.

• My mum was at university when we were small and struggled to feed us. She used to go to fruit and veg markets at the end of the day to get very good prices on the produce they needed to get rid of. Buy a big batch of whatever is in season and then have an evening of cooking; make soups, stews, casseroles or pies and freeze.

Daisy de Villeneuve *artist*

• I come from a very thrifty family; my American grandmother, being the youngest of eight, won't buy anything unless it's 75 per cent off, so shopping with her is fun. In London I go to Retro Exchange in Notting Hill to donate my old clothes and in return get cash or vouchers to spend on books, vinyl records or more clothes.

• I also have a good go through my mother's and grandmother's closets; it saves money and you get a hand-me-down with some history.

Vaishaly Patel *facialist*

• The market area of Ikea has great plants, pots, candles and flowers and no one ever guesses where they're from.
• Rescue those pashminas and silk scarves lying at the bottom of your wardrobe and turn them into bright cushion covers.

Ben Pentreath *interior designer*

• Without any doubt, a good piece of

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brown furniture bought in your local auction house will be more beautiful, more robust and have far more character than any piece of furniture you could buy new. It will also be a lot cheaper – and will hold its value over time.
• Share a bath by candlelight. It's economical and we all look better by candlelight.
• Don't drink half a bottle of red wine before going on eBay. This is my best ever tip for saving money. ●

