

# interiors



Interiors PR expert **Jane Nelson** has been writing and promoting interior designers and products for 25 years.

In the process, she has developed strong relationships with top interiors magazines

such as World of Interiors, House & Garden and Homes & Gardens.

In addition she has written in many interior trade magazines and is no mean interior designer herself with a great eye for colour and room co-ordination.

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## Interior Trends

In these days of visually based social media such as Pinterest and Instagram we can feel overwhelmed by so many ideas and themes for our own home interiors that we are in serious danger of image “overload”.

As a regular visitor to Design Centre, Chelsea Harbour, and speaking to the leading interiors journalists regularly, who are often writing five to six months ahead on a particular topic, I do manage to make some sense of what the main influences are likely to be in the long term. Here I look at recent innovation in trends that are likely to be around for some considerable time.

Twenty five years ago when I began my career in interiors PR, we discovered ideas and influences from magazines, books and exhibitions.

Tablets and smartphones now offer an array of websites and social media platforms allowing instant image upload and viewing across the globe. It has both created demand and opened up our minds to a myriad of styles and possibilities. Trends used to develop over time via magazine coverage and exhibitions but now ideas shoot randomly from so many sources it can be truly

overwhelming and confusing but the dramatic increase in our knowledge can also make us more confident about our choices.

For companies such as those producing bespoke kitchens and furniture for discerning clients both in the UK and overseas, a confident and more knowledgeable client is a good thing as he or she is more likely to go beyond their comfort zone and is more likely to make a long-term investment in a high-value, bespoke piece rather than choose a quick-fix.

***A well designed, beautifully made piece of furniture will always be in fashion.***

Graphic colour was most evident at London Design Week this March and echoes what we have also seen on the



Bespoke table and chairs by Chiselwood, Saxilby.



Ottoman by Sophie Peckett Design.



Vibrant JAB fabrics available from Roger Davis Design in Lincoln.

Continued overleaf.



*Vintage Art Deco rocker, restored by master upholsterer, Crowther & Sons, covered in Linwood Fabrics Omega Italian Lemon Velvet.*



*JAB Outdoor fabrics available from Roger Davis.*



*Nobilis kitchen available from Inhaus Design, Lincoln.*

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catwalks with exuberant use of colour and pattern featuring strong, acid yellows, blues and orange in particular. New tones of watermelon, papaya and coral are this season's palette cleansers.

One of the key influences in furniture design for the modern home is the return of the sectional seating area. As living rooms have become more relaxed places for lounging, we have less need for formal sofas and more love for a versatile



*Rare, high end 70s American sofa from iconic designer, Milo Baughman, restored by master upholsterer, Crowther & Sons.*

padded zone that lets us sprawl out as we like. There is a resurgence in demand for bespoke unit seating to suit the individual family's particular needs and the relaxed, open plan family room, often off the kitchen.

A lot of designers are pairing contemporary chairs with rustic tables. By pairing two things that don't seem to go together, you are actually emphasising the best qualities of both and this contrast of heritage and cutting edge design is a strong theme.

Craft now plays a huge part in the world of interiors. People want to move away from mass-produced products and this focuses us on the quality and act of making. Sourcing locally and being more aware of talented designers and artisans and craft heritage in our own region is something that is driving design and local production and something I am



Mixed timbers used in a Chiselwood kitchen.



Modern four-poster bed in a room designed by The Treehouse Interiors.

thrilled to be a part of, highlighting the incredible wealth of talent in design and manufacture in the county.

As we focus more on the skill and patience of creating furniture we are drawn back to wood designs, with natural grain now offering a new palette to interiors. "The confident client is now more likely to let me mix and match timbers of different types and finishes," comments Chiselwood Design Director, Martin Holliday, who has a national reputation for designing and producing exquisite bespoke furniture and playing with the contrast of timbers.

There's something soothing about being surrounded by books and now libraries are making a comeback, despite the popularity of e-readers. Libraries preserve memories of the characters, the words, and the stories that have touched us and provide a space for solitude and reflection away from the open plan layout of many modern homes.

Four-poster beds, like many classic furniture designs, are having a revival. People love the romance of the four-poster and the feeling of privacy and sanctuary in their busy lives and again the contrast of a design firmly rooted in history against a more contemporary palette of colour and texture is a theme I see regularly.



Sophie Peckett hall design.



Liberty print chair. Fabrics available at Crowther & Sons.



Courtesy Sophie Peckett Design.



Liberty print seat pads. Fabrics available at Crowther & Sons.

Botanical designs, rich in green hues, depicting flowers, foliage and insects are dominating the new fabric launches. Nature is everywhere from Marks & Spencer with antique botanical illustrations to the stunning Secret Garden Collection from iconic British fashion and fabric house, Liberty. Archive prints are re-worked with hand-drawn designs, while innovative techniques such as leaf painting and flower-hammering bring new motifs to life. Designers will always be exploring the possibilities of new techniques and materials and choice will continue to be overwhelming but I believe it is worth bringing your

personal choice back to what you believe to be useful or beautiful and create your own look from there ■

**Images courtesy of:**

- **Chiselwood**, Fossdyke House, Gainsborough Road, Saxilby, Lincoln LN1 2JH. [www.chiselwood.co.uk](http://www.chiselwood.co.uk)
- **Crowther & Sons**, The Barn, Ashtree Farm, Sudbrooke Lane, Nettleham, Lincoln LN2 2QQ. [www.crowtherandsons.com](http://www.crowtherandsons.com)
- **Inhaus Design**, 173 Burton Road, Lincoln LN1 3LW. [www.inhausdesign.co.uk](http://www.inhausdesign.co.uk)
- **Roger Davis Design**, Unit 16, Newlin Business Park, Exchange Road, Lincoln LN6 3AB. [www.rogerdavisinteriors.com](http://www.rogerdavisinteriors.com)
- **Sophie Peckett Design**, [www.sophiepeckett.com](http://www.sophiepeckett.com)
- **The Treehouse Interiors**, Carlton House, 37 High Street, Carlton-le-moorland, Lincoln LN5 9HL. [www.thetreehouseinteriors.com](http://www.thetreehouseinteriors.com)