

JANUARY 2019

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Trend Spotting

Sam Bheda, founder and creative director of Sam Bheda Interior Design in Lavenham, tells us what's trending for 2019

Perhaps the headline of this piece is slightly misleading. Around this time of year, there is a focus on looking ahead and commentators in the world of interiors will predict the big trends for the year.

While this makes for interesting reading, as an interior designer and decorator, I always prefer to look at the longer term, focusing on design that lasts and endures, rather than what is in or out for the year. Therefore, I consider these trends as general movements in a particular direction over a longer period of time; movements influenced by external factors ranging from politics to fashion. What follows below is my take on the things I'm observing around me, from what I've seen at design trade shows and the world of fashion through to the societal shifts taking place.

SUSTAINABILITY

One of the important shifts we're seeing relates to sustainable design. With public awareness of environmental issues on the rise, the smart interiors brands and suppliers are starting to develop products that are made with attention paid to their eco-credentials.

Sustainably sourced or reclaimed wood for everything from flooring to furniture, non-toxic varnishes and natural materials such as rattan and jute are all continuing to grow in popularity. Innovative furniture makers are using recycled glass from bottles, broken TV screens, mirrors and seashells to produce designs that are edgy but with a low carbon footprint. Clients are also interested in the provenance of furnishings as they want to know items are sourced, designed and manufactured ethically. And with Brexit, there's been renewed interest in buying products made closer to home, as this both supports local businesses and lessens the impact on the environment. Suffolk for instance boasts some long-established furniture makers and Sudbury is known as the UK's silk capital, manufacturing over 100 metric tonnes each year.



Fringes and tassels from Declercq are featured on drapes and furniture



Fabrics made locally in Suffolk by Gainsborough, above; hand-woven rattan ottoman by Soane Britain, below



PATTERN AND TEXTURE

In terms of patterns, two 'trends' that have been around for some time and will continue into this year are florals and geometrics. Floral fabrics are being seen in both chintz and abstracted forms, with geometrics becoming bolder with oversized patterns.

Emulating fish scales, the scalloped form is being seen in everything from furniture and tiles through to architectural features within interiors. Fringing and tassels are also making a return and will be seen more in furniture, cushions lampshades and other home decor. Closely related to the move towards more sustainable interiors, homes will feature more natural materials and textures going forward, with long-term durability of all elements at the core. In particular, where countryside living is concerned, age and patina that tell a story are preferred to the shininess of the new. It's now OK, and more interesting, to mix metals such as brass, stainless steel and copper. And as polished chrome has become less popular, it's related cousin black chrome, which I would describe as sleek and more understated, will begin to make inroads.

INTERIOR STYLES

One of the interior styles that has endured for some time in the mainstream, and will continue to do so, is the mid-century modern aesthetic, which takes its inspiration from the 1940s to the 1960s. It resonates with people today because of its clean, understated look and its emphasis on function. The Art Deco style is also influencing design and becoming even more prominent. The style was revived into the mainstream with the release of *The Great Gatsby* movie in 2013. Today, the characteristics that make up the style are being re-interpreted into products featuring streamlined shapes, geometric and stepped patterns and intricate detailing. At the same time, and in contrast to the above, laid-back comfort and the relaxed country look is gaining momentum. Country style celebrates the wear and tear that comes with daily living: it's about good quality furnishings that last a lifetime - linen, floral and tartan fabrics that have faded with age, combined with antiques and treasured possessions from the past.

A living room interior designed by Sam Bheda featuring art deco influences



COLOURS

Reminiscent of earthy spices, warm shades of yellow, terracotta, rust and light brown are starting to come into homes. In September last year, Dulux revealed its colour for 2019 as 'spiced honey', a warm caramel hue with woody, sandy and amber tones, chosen to embody the mood of the moment for the year ahead. These and other similar colours are comforting and work well with natural materials like wood and leather. The more adventurous are choosing jewel tones resembling gemstones: ruby reds, yellow sapphires and emerald greens that are bold and vibrant. A good way to incorporate these colours into your home is through accent pieces such as fabrics, rugs and decorative accessories, though in order to achieve balance they're best used with other similar tones.

Use of the colours blue and green will continue to evolve in their various guises. Both colours have proved popular for the last couple of years, perhaps due to their connection with nature.

Spiced honey, Dulux's colour for 2019



Sam Bheda is a residential and commercial interior designer working on projects in Suffolk and Cambridgeshire. Find out more by visiting sambheda.com or get in touch by emailing studio@sambheda.com.