

FINDING YOUR PERSONAL DESIGN STYLE

DESIGN STYLES

Design styles are a starting point to explore your taste and personality within your home.

THE BASICS:

- **Classic** is neutral and elegant, based on symmetry and sophisticated materials. Sub-styles include farmhouse, transitional, coastal, and California cool.
- **Modern** is functional and sleek with a simple palette and asymmetrical elements. Sub-styles include minimal, Scandinavian, mid-century, and industrial.
- **Contemporary** is soft and natural with pops of color. It mixes old with new, like simple furniture with stylized accessories. Sub-styles include preppy and glam.
- **Eclectic** incorporates a variety of colors and patterns, and leans asymmetrical. Sub-styles include bohemian and rustic.



COMBINING DESIGN STYLES

Combine different design styles – within reason – to create a space that feels like you!

PRO TIPS:

- First, identify the parent style you like best: classic, modern, contemporary, or eclectic.
- Then, identify 2-3 sub-styles within that parent style that you wish to combine.
- Be sure to incorporate an identifying feature from each sub-style (such as statement furniture or an art piece) into your space.
- It's easiest to combine styles that share similar properties of color, balance, and rhythm and repetition.



TRY THIS AT HOME

GETTING STARTED:

- Start by pulling images you like from Instagram, Pinterest, magazines, and the real world. What are you drawn to? What do you dislike?
- Get specific. It's easy to like the bones and beautiful architecture of images you see online, but else do you like? Is it texture, color, or materials?
- Which parent style aligns most with the images and elements you're drawn to?
- Take stock of the pieces you already own. Which fit that parent style? What pieces would you like to add?

