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The Luxury Supplement

BY DESIGN
DECORATORS CARVE
NEW NICHES FOR
LUXURY TEXTILES

P O S H

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EN FORCE

Designers Dominate Luxury Side Of Home Furnishings

BY CECILE B. CORRAL

This spring, High Point Market is attracting its largest influx of interior designer and decorator attendees to date.

And purveyors of luxury home textiles and furnishings are laying out the welcome mat.

“Whereas 20 years ago, there were only a handful of designers coming to market regularly, we now have tens of thousands making the bi-annual trek to High Point, shifting our buyer mix to be almost half and half in terms of retailers versus designers coming to market,” Tom Conley, president and CEO of High Point Market Authority (HPMA), told POSH.

High Point Market has become a preferred venue among designers of all tiers and specialties, a consistently growing trend Conley attributes to “a tremendous shift” in the relationship between manufacturers and designers.

“Furniture makers [are] realizing the positive impacts of working with designers and shifting their business models to accommodate the way designers work,” he explained. “We’ve worked with our exhibitors over the last two decades to nudge this transition along, and in return we’re seeing a much more designer-friendly market.”

As the interior design community expands, the industry can expect a positive business forecast this year, according to the newly released 2019 Outlook and State of Interior Design (OSID) report by the American Society of Interior Designers (ASID).

Despite differences in background, specialty, and practice size, there is a resounding agreement among thought leaders that interior design is experiencing “a resurgence in demand due to the ongoing shift toward occupant-centered, supportive, and performative spaces,” ASID noted.

“Design must be considered in every aspect of every business, whether it’s from a wellness factor, aesthetic

factor, efficiency, or whether it’s from an attraction factor,” added Suzanne Nicholson, ASID, principal and strategist, Meyer Design Inc., and executive director of partner engagement and operations, One Global Design.

To support synergies between designers and luxury home furnishings companies, HPMA continues to tailor the market to designers’ needs and preferences alongside those of their retailer counterparts.

Part of that effort is the installation of The High Point Market Style Spotters, a group of home fashion leaders who showcase the top new styles of each market.

The 2019 Style Spotters group is made up of eight fashion-forward team members who will tour High Point’s showrooms to track the latest trends and post their favorite looks on social media. **P**

POSH asked the 2019 Style Spotters to describe their design aesthetic in three words or less and share their projections on luxury home décor trends for 2019-2020.

Here’s what they had to say:



Shayla Copas
Shayla Copas Interiors
Little Rock, Ark.
“Southern Glamour.”

Richer color palettes. I foresee bolder colors returning to the forefront of design in 2019 and beyond. Rich, tonal hues throughout the home, and even on the fashion runway, will make a decorative pop and statement in contrast to more muted neutral pieces and accessories. Stay on the lookout for bold hues across the board from textiles and paint hues, to case goods and accessories.



Kara Cox
Kara Cox Interiors
Greensboro, NC

“Fresh. Tailored. Timeless.”

I think we’re seeing two distinct trend directions. One is a return to traditional interiors with layers of fabric, trim and bold rich color combinations. We’re seeing a return to wood finishes, not always in dark wood tones but using less lacquered, shiny finishes and more raw organic natural wood finishes. I’m also seeing a continued desire for all-neutral spaces. I think people are visually over-stimulated and are looking for a respite from that in their homes. We have more and more dual working families asking for interiors with little to no color and pattern. They want their homes to feel like a visual rest.”



Cynthia Ferguson
Cynthia Ferguson Designs
Toronto, Ontario

“Fresh. Colorful. Layered.”

The return to incorporating textures is evident in every trend I am seeing at the moment. There is a sense of making decor less complicated but more tactile. Color is really enjoying a comeback, which thrills me. Pink, yellow and green are the big hits at the moment. Lastly, Fair Trade is a growing category in home décor, which is allowing for a much more diverse design aesthetic, which is fantastic on all levels.



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Eric M. Haydel
Eric Haydel Design
Boston, Mass.

"Layered. Authentic. Approachable"

Looking into the 2019/2020 period, I expect we will see global influences with emphasis on products that encourage well living. Sustainable natural woods, wool and silk, metals in many finishes and handmade products are making a surge in multiple product categories across the market. Products that have a story, show value in their process of manufacturing, and companies that are making the interior environment a better place to dwell will surely be on the top of the list for this year.



Benjamin Johnston
Ben Johnston Design, LLC
Houston, Texas
"Classic. Curated. Cool."

There definitely seems to be a romantic return to nature. From lush textures to New Age florals and primitive patterns, the design industry seems to be craving a connection to the Earth – but one that feels luxurious and embellished.



Courtney McLeod
Right Meets Left Interior Design
New York

"Vivid. Collected. Joyful."

I am excited to see an interior trend I call "Thoughtful Maximalism." It is less about an overwhelming and intimidating mash up of color and clutter, and more about a carefully curated, exuberant, and color-confident mix of color, pattern, and texture. The color orange is a trend that began in 2018 and I see it gaining momentum in 2019. An under-appreciated color. I am drawn to the warm glow of saffron and pumpkin. I am also seeing more of a mossy green developing as a color trend. I find moss green and a strong, calamine lotion pink to be a particularly interesting combination.



Laura Thurman
TDS Thurman Design Studio LLC
Nashville, Tenn.

"Educate. Inspire. Create."

I expect to see a lux interpretation of nature. Tactile textiles in deep green and rust, accessories made of natural materials, for example bone, wood, shell, feathers and the like. Research has shown there's a deep need for human connection. I anticipate an increase in mixed-use spaces that are multi-functional with smaller, more intimate spaces that promote conversation and interaction.



Erinn Valencich
Erinn V. Design Group
Beverly Hills, Calif.

"Modern. Classic. Versatile."

Leave the paint behind because the raw wood au naturel look is proving to be a popular choice in home design. Round pegs, circular themes and shapes in furniture design and structure are popping up here, there and everywhere. Color wise, [I see] rich reds and purples, always eye-catching and standing out in the crowd. Multiple bright shades of these colors are showing up as trends of now and the future. Matte black, dramatic and bold, this anti-glossy color is great for providing contrast in home decor. A timeless symbol of luxury, gold isn't going anywhere anytime soon. It's great for accents and overall flair. Maximalism. More is more!

