

PRESS RELEASE

Sofa style forecast 2015

01 December 2014, Johannesburg: The new year continues to inspire us, with fresh colours and clever designs that will take us through 2015 and beyond. “There’s no doubt that designers are inspired by the beauty of the natural world, as well as being restricted by the confines of modern day living,” says Sue Scott, from leading sofa manufacturer, Grafton Everest, who believes that the synergy of both is what is key. She offers an overview of her take on the top four sofa trends making it big on the scene next year.

Light woods

“Although we’ve already seen the beginnings of this trend for the last couple years, we’re going to be seeing a much stronger move towards pale woods in 2015,” points out Sue, who is noticing how lighter coloured woods are becoming more mainstream. “Dark woods have dominated the décor world for a long time, so it’s only natural that people are now looking for a fresher approach to this timeless material,” nods Sue. Lighter woods go hand in hand with slimmer more curvaceous forms inspired by nature, a complete contrast to the chunky boxy shapes from the past decade. “The iMove range from Grafton Everest sports sleek armrests made of solid Maple blonde hardwood that has been specially imported from America, which offers the quintessential sleek and light appearance that is anything but heavy and dated,” points out Sue, who is a firm believer in using lighter coloured woods to making a smaller space seem brighter and more spacious.

Clever space savers

“As property prices soar, people are opting for smaller homes that fit their budget, but that don’t necessarily form part of what they see as their ideal lifestyle,” observes Sue. This dilemma offers the perfect opportunity to think creatively about how to make the most of the space at hand, and innovative furniture manufacturers, such as Grafton Everest, are playing along more than ever in the year ahead. “We’re seeing ottomans that double as hidden storage spaces for blankets, toys or magazines; smaller profile seating that can snugly fit in tight spaces; sofa beds, or sofas that incorporate clever designs that let you do away with side tables,” notes Sue. For example, Grafton Everest’s Genoa Suite, complete with shelves tucked away in the armrests, is perfect for stashing away a pile of magazines or the remote controls. The Abby sleeper sofa folds out into a comfortable double bed for overnight guests, and when not in use, nobody would ever know that it was a sleeper couch at all.

Amazing azure

Turquoise, aqua marine, azure – whatever you want to call it, this colour is hot for upholstered furniture come 2015. “Blue is one of those staple colours you can’t go wrong with, but this season we’re seeing it pack more of a punch with a lively blue-green tinge. It lends itself beautifully to dipped watercolour techniques we’re seeing more and more of, giving a modern update to the classic maritime aesthetic,” notes Sue. Teamed with white and lightwood, this vibrant colour, inspired by our love for the sea, brings life to more minimal Nordic-inspired interiors. Use it on anything from curtains to crockery and upholstered armchairs, like Grafton Everest’s playful contemporary Splash armchair, or the Malachite corner suite for example. “Just be sure to use this striking colour in moderation, focusing on a select few accent pieces that will make a statement,

rather than overwhelming the space with a water world frenzy,” advises Sue. She says that blue in general is a very popular colour for the upcoming year: “Blue is a very restful and easy colour – we are seeing it being used throughout the home. Grafton offers a number of seating options using this colour – from a bold accent colour on the Tanzanite sofa, or in the ultimate in reclining comfort, on the iMove in Lapus Lazuli Blue.”

Old school is new school

“As we tighten our belts due to global and local recessionary times, we become increasingly conscious of purchasing items that are both timeless and durable,” nods Sue. She believes it’s all about longevity – consumers want items that stand the test of time, in terms of both style and quality. And it’s for this reason that we’re seeing a contemporary take on traditional furniture designs. “Scroll arms are still a firm favourite with sofa’s, but they’re more subtle going into 2015, as seen on Grafton Everests’ Marula or Sheraton suites. Whilst the Odyssey suite incorporates the age-old upholstery technique of deep buttoning, but in a more modern way, with just one button centered on the back cushions. Combined with a curvaceous profiled arms, it makes for a fresh take on an old classic,” notes Sue.

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Released on behalf of Grafton Everest (www.graftoneverest.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).