

## PRESS RELEASE

### The devil's in the detail

*9 May 2014, Johannesburg:* “More and more customers are paying attention to the finer finishes and detailing,” says Sue Scott from leading furniture manufacturer, Grafton Everest, adding “There’s a movement towards purchasing high quality items where the manufacturer has paid attention to every last detail, creating a timeless piece that will be treasured for longer, even if it means it’s going to cost a little bit more in the beginning.” Here’s Sue’s take on the latest trends in sofa detailing:

#### Luscious legs

A key trend popping up all over the place is a focus on legs. Glance downwards when you’re next in a furniture store and you will notice the wide variety of options available – from the more traditional turned wooden legs, to chrome and brushed steel in all shapes and sizes, and slim copper-capped tapered ash wood numbers. “It’s my passion to keep up with the latest goings-on in the world of interiors, so I keep a careful eye on all the international exhibitions,” enthuses Sue, who noticed the intricate chair leg shapes and detailing at the latest Milan Furniture Fair. There’s a style to suit every taste, the hard part comes when you have to choose the one that best suits you out of the plethora of choices.

#### Tactile texture

An abundance of texture is making its way back into homes, as people gravitate to the more sensory elements of a space. “Handcrafted products are a huge trend at the moment, and you can understand why – it brings a human element to our homes in a time where most products are mass-produced by machines,” exclaims Sue. Texture in all its forms – be it embroidery, beading, faux fur, velvet, chenille or wool – plays an important role in one’s living room, as it’s all about creature comforts, both in a visual and more tactile way. Look out for seating that speaks to on your senses, in non-descript tones and with ample texture, notes Sue: “Not only will the subtle detail prevent a neutral room from feeling clinical and boring, but it will also create a timeless look that will never date.”

#### Beautiful buttoning

Design is a pendulum – as it swings forward into the future with modern slick shapes, so consumers instinctively turn back to more traditional design. Heritage and familiarity plays an important role in the sense of comfort we feel in an interior. “Many nationwide retailers are delving into furniture archives to find inspiration from bygone eras. Designers take these ideas and rework them to suit today’s aesthetic, like chic deep-buttoned chairs and sofas that have been reworked to create a contemporary twist on the classic Chesterfield for example. There is no doubt about it – button detailing adds a certain sense of bygone glamour and timeless class to any sofa design,” says Sue.

#### Fine fabrics

Most often, décor follows the example set by the fashion world, and this is especially evident when it comes to patterns and colours found in furniture upholstery. “Organic textures and shapes

play an important role in design and the environment is still very much top of mind. This is something that is certainly very evident in design upholstery today,” nods Sue. Unusual colour combinations that break away from the normal colour palettes are becoming more prolific in fashion and interiors alike – standing apart and making a statement, explains Sue: “Think neutrals juxtaposed with chalky pastels, or whole rooms painted and decorated in varying tones of one colour.” She explains that fabric trends today do not only reflect the world we live in, but also shape it, influencing the spaces we enjoy in a very strong way, and thus affecting the way the people who inhabit those spaces feel. “Run-of-the-mill upholstery options will just no longer do – consumers are looking for something that feels as good as it looks.

“When it comes to sofa trends and design – the old adage of form meeting function has never been more evident. Today, sofas need to work well, be durable and comfortable, but they also need to make a statement and instill the space with some kind of sensory emotion. The best way to do this is arguably to focus on the smaller things; the details – the choice of fabric, the design of the legs, the buttoning, the curves, the armrests – all these details form the whole, and if you get this mix right, the design will be a successful one,” smiles Sue.

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