

## PRESS RELEASE

### Welcome to Hipsterdom...

*Anton Odendaal from leading furniture retailer, Rochester, offers the lowdown on how to hipster-out your living space.*

28 April 2015, Johannesburg: From skinny jeans, hand-knitted cardigans, craft beer and a distinct love affair with anything in a mason jar – you can spot a hipster from a mile away! Although there is no doubt that these bearded, hair-knotted individuals have honed their look for the outside world to see, the question remains, how is the hipster style affecting things behind closed doors? The reality is that hipsters are having a major influence on home décor trends, and it is really turning out to be a positive and creative one.

Anton Odendaal from leading furniture retailer, Rochester, says: “Adding some hipster style to your home is a definite way of keeping it on trend, current and invitingly creative. What’s really lovely about this particular style trend, is that it is quite easily and affordably achieved, and in essence, the décor remains intrinsically about who you are and what you like, instead of merely following trends.”

He offers the following tips on how to infuse your living space with some oh-so-trendy hipster bravura:

**1.) Select items carefully:** Don’t buy for the sake of buying – rather choose pieces that mean something to you. A few carefully selected pieces of furniture that you utterly adore can make a far bigger statement than cluttering your space up with everything you own. Only include items you connect with, whether it be sentimentally or aesthetically, and choose items harmonise best with the overall look.

**2.) Go retro:** In hipster culture, retro is always cool – there is always room for ‘50s-inspired décor such as checkered flooring and diner-inspired furniture. Rochester’s Alica occasional chairs for example, can be used to create attractive and comfortable ‘50s-inspired seating in any hipster home.

**3.) Industrial inspiration:** Any kind of interior space or item that was formerly used for industrial purposes is hipster heaven. Even if furniture is not strictly speaking industrial, but it boasts small elements that hint at the more industrial aspects of design, they will add to the integrity of the overall vision. The Bolt range from Rochester for example, are made from dark distressed timber, and feature raw steel corner detailing and turnbuckle supports for true industrial inspiration.

**4.) Get it framed:** Frames are not solely for framing family photos, but they can also be used to great effect to frame any number of interesting things, such as old-fashioned postcards and portraits, small modern art pieces, and a variety of

collectables. Why not create a hipster-inspired feature wall by covering an entire wall in a collection of frames of different shapes, sizes and materials.

**5.) Add whimsy and chandeliers:** Limited edition toys and collectables, cultish toys and sculptures should all be put proudly out on display. Chandeliers are an easy way of instantly glamming up any space and they provide a great visual contrast between any industrial décor elements.

**6.) Wonderful words:** Phrases and words that inspire, or slightly provocative slogans that will make you think or smile, laid out in oversized or creative fonts can be used to add a touch of laidback hipsteriness.

**7.) Relax and unwind:** Hipster décor is all about the big “chillax”. In order to create spaces that will invite you to unwind, sprawl out and get comfy, there will always be an abundance of pillows, blankets, rugs and beanbags in any hipster abode worth its salt. Hand-knitted cotton poofs or including a variety of scatter cushions, such as those available from Rochester, are ideal for creating a space that is warm and comfy.

**8.) Display your interests:** Find a way of incorporating your favourite things into the décor. For example, in the form of mounted vinyl record covers of your favourite singers and bands to show what music you love, will add volumes of hipster character to your home.

**9.) Mix it up:** Avoid everything being too matchy-matchy – instead, try and include different pieces from different ranges and eras, and made from different materials. At Rochester for example, you do not have to purchase the traditional 3-2-1 lounge suite, or matching dining table and chairs set – instead, you can select individual items to make up a truly unique set that will best suit your style.

**10.) Feeling exposed:** Gritty, raw elements, such as raw brick and raw timber, balanced with cozy, lighter accents create a unique style blend. Remember, one way to make any raw elements “pop” is if you juxtapose them with something that is über finished and slick. For example, a sleek sofa or occasional chair upholstered in genuine leather will never look as good as when it stands pride of place in front of a raw brick wall.

**11.) Express yourself:** Don't shy away from showcasing the things that you cherish. Displaying trinkets that remind you of something or somebody special will make you a happier person who is reminded more often about the importance of being grateful. It will also make your space more personal and unique.

**12.) Vintage chic:** Look for old fashioned-looking items that will add to the mix-and-match hipster undertones of a space. Even if the items are new and only have an old fashioned vibe, they will make an interesting addition to the space, such as the Victoria Colonial Clock from Rochester for example.

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