

## **Press release**

### **Décor trends to watch in 2015**

*20 November 2014, Johannesburg:* It's that time of year again when we reflect on the year gone by, and look to what lies ahead. In light of this, we've narrowed down the top must-have living room design trends for 2015, with the help of Ryan Beattie, from leading seating manufacturer, Alpine Lounge.

#### **Splashes of paint**

"Next year we see a move away from colour blocking to a softer approach inspired by watercolours. Think hues gently seeping into one another, tie-dye shapes, and splatters of colour on everything from scatter cushions and artwork to the very paint on your walls," says Ryan. It's a carefree and lively approach to interiors that's reminiscent of childhood crafts. "This trend brings a playful and dynamic energy to a space, so it works particularly well in easy going lounges where we tend to entertain," notes Ryan.

#### **Natural furnishings**

From leather to organic cotton and hemp, natural upholstery is making a big appearance in the décor world come 2015. Not only do these sophisticated and durable materials work seamlessly with the popular darker colour schemes we're seeing, but they're also ideal for eco-conscious individuals who are seeking non-toxic upholstery alternatives for a healthier home environment. "You don't get much more natural than genuine leather as an upholstery material. Alpine Lounge's full and semi-aniline leathers have all the natural markings such as tick bites and scratches that add to the authenticity and character of the pieces," points out Ryan.

#### **Rustic glam**

This trend is all about embracing the beauty of nature, with all its perfect imperfections, and then adding a little glitz to top it off. Natural materials such as leather, wood and stone form the foundation of this look, with crystal and metallic details adding a lighter feminine touch. "The easiest way to incorporate this chic rustic look into your home is by first choosing an authentic leather sofa. Opt for a sofa, such as Alpine Lounge's Parma or Milan Corner suites in lighter shades for a more open feeling, or a Virgo Day Bed or Ashford incliner suite in a darker leather shade for a stronger more masculine look. Then dress it up with a glamorous grey fur throw, detailed silk scatter cushions and a mirrored tray on your coffee table filled with white pillar candles," advises Ryan, who believes it can be as simple as combining time worn pieces with a bit of sparkle.

#### **Monochrome is here to stay**

High contrast black and white, and its varying tones, is a trend that is in it for the long haul. This versatile look works with traditional, modern and even Scandinavian designs. Its simplicity lends itself to graphic patterns and interesting textures to add warmth and interest. "You can't go wrong with this trend. If you have a black leather sofa or armchair and white walls you're already halfway there," nods Ryan, adding: "La-Z-Boy's Norman rocker recliner has sleek modern lines and sophisticated charcoal leather upholstery that works perfectly in a monochrome interior whilst still being super comfortable." Layer the

look with graphic scatters, throws, a rug, and even change your lampshades. It's all about mixing multiple monotone pieces for a look that's sophisticated, punchy and very now," nods Ryan.

### **Metallic mania**

Metallic materials and tones are on the tip of everyone's tongues. They play an essential role in modern design and have a knack for instantly taking an interior from drab to fab. "One of the hottest living room trends for 2015, metallics are going from being smaller details around the home like we saw in 2014, to going all out this year. Think sexy, over-scaled copper ceiling pendants and floor lamps that take centre stage, chrome detailing on seating such as Alpine Lounge's Nouveau Occasional Chair with chrome base, and add nude pinks to the scheme for a subtle twist," says Ryan, adding: "Just be sure to ground the look with matt materials, such as leather and cotton, elsewhere in your lounge so you don't have to put sunglasses on when you walk in the room."

### **Blue is the new black**

Most people's favourite colour, blue, typically never goes out of fashion. But this harmonious colour shifts gears as it moves into 2015, with more depth and maturity. "We're not talking about turquoise or pastel blue, keep that maritime feeling for the beach house. The new blues of 2015 almost look like a dark grey or even black at first glance, and instantly create a sense of wellbeing," notes Ryan. He suggests painting your walls floor-to-ceiling to make a poky room feel dramatic and cosy, hanging navy drapes for an instant update, or simply adding a few velvet sapphire scatters.

"What's great about these next big looks is that they can all work seamlessly together or apart, and appeal to men and women alike. So go on and try a handful of the latest looks to give your lounge, and your life, a fresh start come the new year," affirms Ryan

Visit [www.alpinelounge.co.za](http://www.alpinelounge.co.za) or phone 021 951 7150 (ask for sales) to find a retailer closest to you.

Ends

Released on behalf of alpine lounge ([www.alpinelounge.co.za](http://www.alpinelounge.co.za)) by the line communications ([www.theline.co.za](http://www.theline.co.za), [ant@theline.co.za](mailto:ant@theline.co.za)).