

## **PRESS RELEASE**

### **Trend alert: Hot new furniture trends for 2018**

*The hottest living room furniture trends for the coming year celebrate curvier, rounder shapes, comfort, colour and international glamour. Claire Gibson from leading furniture manufacturer, La-Z-Boy, gives us the scoop on these influencing trends.*

14 December 2017, Johannesburg: “2017 has been a boundary-pushing year for furniture design, and by looking at the trends, 2018 is going to continue in the same vein. We are seeing rounder, softer shapes, soothing cocooning pieces that more than ever, are aimed at making a home an inviting sanctuary,” explains Claire Gibson from leading furniture manufacturer, La-Z-Boy. Here is her overview on the top trends that are influencing the design of living room furniture:

#### **Embrace some curves**

Curvy furniture is making a big comeback, notes Claire: “Feel-good furniture that is padded, with downy fillings for maximum comfort is, above all, what people are looking for. The focus is on nurture and restoration, and the shapes, reminiscent of bubbles, nests, clouds and balloons, help feed the creative imagination, maximising the ability to relax and connect with the new generation’s quest for ‘cococonnection’.”

#### **Be a global nomad**

Minimalist design is being superseded by what is being termed as “global nomadism” – a meeting of the tribal, the traveller and a global connection. Claire notes that this burgeoning new trend is having a big impact on colours and materials: “Think lots of leathers, feathers, baskets, wood, earthy colours, stimulating textures, interesting objets d’art – all set in soft, monochromatic colour schemes. These are being complimented with industrial elements, such as concrete and metal – offering an urban and contemporary contrast to the collection of rustic components of this look.”

#### **Vintage glamour**

Glamour is still very much in vogue, yet today’s take on this decadent trend is very different to the stark and glossy glamour that has been popular for the past few years. Says Claire: “Today’s modern glamour still means lots of jewel tones, luscious velvet-type fabrics, deep-pile carpets, tufted and quilted patterns, and shiny metallics – but today, it is being delivered with a much softer, vintage charm. Subtle, yet interesting, and oh-so inviting - think old world shapes, intensely rich, warm hues, and the glamour of a time gone by – all delivered in a personalised, yet modern way.”

#### **A new neutral**

The notable “grey is the new black” trend is still riding the wave of popularity, and will stay trendy for some time to come. However, there will be a few new tweaks going forward, says Claire: “Darker tones, such as liquorice for example, are really gaining momentum. This tone is almost black, and it is being used to great effect as a small accent colour alongside plenty of white and cream – creating a monochromatic look that is strong, but in a calm and gentle manner.”

### **Up close and personal**

More than ever, design is moving away from commercialism and the desire to live in a hotel-like settings, explains Claire: “Today, there is a drive towards rooms that speak of the character’s of their owners. With the rise of social media, we are all putting our homes on show more than ever before, and as our private spaces become more public, so they are also becoming more personal, and a better representation of who we want to be. This is having a big impact on furniture design, as there is a much greater drive for customisation, and the need for furniture to help tell your story.”

### **Welcome to the jungle**

Going green is an environmental trend, but it is also a very hot and relevant interior design trend as well, says Claire: “Shades of green, such as emerald and olive for example, are rising in popularity. This is being complimented by a surge in botanical prints and designs making their way into modern homes – through soft furnishings, upholstery, window dressings, wallpaper, art and even rugs. It is also being complemented by the addition of many more indoor plants into our living spaces – a literal extension of the ‘bring the outdoors indoors’ trend that has been making waves for years already.”

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Released on behalf of La-Z-Boy ([www.la-z-boy.co.za](http://www.la-z-boy.co.za)) by The Line ([www.theline.co.za](http://www.theline.co.za)).