

PRESS RELEASE

Something old, something new

Transitional décor is one of the hottest styles for your living room this season, marrying both classic and contemporary elements – it's an easy way to bring classy elegance to your home. Sue Scott from leading seating supplier, Grafton Everest, offers some advice on how to successfully achieve this style in your home.

05 January 2014, Johannesburg: "The fusion between classic elegance and slick minimalism is what makes transitional décor the perfect blend of old and new," explains Sue Scott from leading seating manufacturer, Grafton Everest. Transitional décor is one of the hottest new decor trends – it is timelessly stylish and elegantly simple – marrying the best of both vintage and modern styles for a truly interesting and layered end result. Successfully blending styles can sometimes be tricky, but by following Sue's tips below on how to successfully achieve a transitional-styled living room, should make light work of the task:

Old and new

"The most defining aspect of transitional décor is that it's an elegant blend of old classic pieces and contemporary touches," explains Sue. For this style, mixing old and new is key – think of combinations like an old vintage lamp, on a modern square coffee table for example. While mixing old and new is important, some items, such as seating for example, are better bought new, as older couches tend to be worn and uncomfortable, and comfort and luxury are key when trying to achieve this look. Items such as wooden side or coffee tables, on the other hand, are better old, as vintage wood always adds a warm touch to the space, and they are an easy and affordable way to introduce a touch of old world elegance to the composition.

Neutral hues

Keeping your living room's colour palette in neutral tones will help to keep things looking elegant and chic, instead of looking like a junk shop, advises Sue: "Sticking to a neutral colour palette will make it easier to find classic and modern pieces that complement one another. Organic tones of white, grey, stone, brown, and pale shades of green and blue are the ideal choice for your living room." Your choice of neutral pieces can be used to great effect to add style, such as the Zircon sofa from Grafton Everest for example, whose cool neutral tone and sleek lines will compliment modern pieces, while still incorporating vintage chic through the use of its old world writing print upholstery.

Less is more

Although it's easy to over-accessorise, when trying to achieve the transitional look, it's important to remember that less is definitely more, notes Sue: "To get the most out of a transitional-styled living room, make sure that you have a few well chosen, stylish pieces of furniture, rather than cluttering your space with a large collection of items. Overdoing the décor and cluttering the space up will ruin the clean simplistic look that has made transitional décor so popular. Rather invest in a few good pieces of furniture, and complement these with some carefully chosen décor accessories and soft furnishings. Remember to include ample storage so that all the things that you use can be neatly and quickly stored away, so as not to ruin the overall look of the space."

Tons of texture

“Since it is advisable to keep the colour palette neutral, and the overall style of your living room unfussy and clean, adding interest to your space through texture is key,” explains Sue. A good way to add texture is with a sofa that can blend as seamlessly with modern décor, as it can with vintage items, such as Grafton Everest’s Katy couch for example – this sofa boasts clean modern lines, and its warm brown leather upholstery will add some organically interesting texture to the overall composition, whilst still adding style and warmth to the space. She says that texture can be brought into the composition easily by adding occasional chairs that have been upholstered in interesting fabrics: “You can choose really interesting, high-end upholstery for an occasional chair, as it won’t require too much of it – and thereby achieve a piece that is packed with textural interest that will attract the eye.” Sue notes that you can also add texture through the addition of lamp shades, soft furnishings and scatters, window dressing, rugs and collections of interesting objets d’art.

Simplistic and serene

Transitional décor means you’ll be amalgamating two very distinct styles, making it important to keep things super streamlined to ensure that the overall look doesn’t appear too cluttered. “Your furniture should stand as the focal style elements in your living room, and the various decorations and accessories ought to be kept to a minimum. A good way to display various items is to group them together in complementary and stylised mini collections,” suggests Sue. When decorating, be sure to focus on the overall effect – choose pieces, such as artwork, lighting or interesting pieces that will add to and compliment your transitional living room, rather than drawing attention away from the space.

“The transitional style is both trendy and classic, making it easy to achieve. It also makes it possible to amalgamate old, sentimental pieces with new, contemporary ones – allowing you to have your cake and eat it too,” says Sue.

ENDS

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