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Jenny Williams  
Interior Designer

# INTERIOR INFLUENCES

**From Hollywood Glam to Moroccan and our abiding obsession with all things Scandinavian, interior design trends continue to influence homeowners' choices in terms of window treatments. WFA spoke to Sydney Interior Designer Jenny Williams of Creative Style Interior Design about key current directions in this area.**

With window coverings tending to follow wherever interior design directions lead, it's no surprise

that interior designer Jenny Williams notes blinds, curtains and other treatments typically show evidence of current trends. As an example she cites Hollywood Glam, an opulent style harking back to Tinseltown's golden age and abounding with shine, texture and a kind of daring elegance, which is now an on-trend design style. "This means window coverings such as curtains and Roman blinds in luxe fabrics as well as painted shutters are popular." She confirms other key design

styles at present include: Scandinavian; Hamptons or modern classic; Modern country; Moroccan and Modern or contemporary. These have opened up possibilities for homeowners, giving rise to interest in a range of window coverings.

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On the colour front, she says colour trends are influenced by two main sources: firstly by predictions by major colour forecasters such as Pantone as well as paint companies globally; and secondly "by the colours we see in our fashion outlets, as the fashion industry is usually the first to hop on the latest 'colour bandwagon'."

"If you check out what colours you're seeing in clothing stores at present, you will then see



many of them in interior design and decoration a few months later. For example the fashion for metallics in gold, copper, bronze and silver – evidenced by the multitude of gowns in metallic fabrics worn at this year's Oscars – are appearing in interior design too. They work very well with Hollywood Glam, Moroccan and contemporary design styles."

"Neutrals in shades of grey (from pale grey to charcoal), taupe and 'greige' are perfect for Scandinavian, Hamptons, Modern country and a contemporary look, particularly if there is also a textural element or a repetitive geometric pattern or both."

"Fresh spring colours are gorgeous with Modern country and Hamptons in semi abstract floral patterns. Pantone's Colour of 2017 is called Greenery and is a lively green. Geometric patterns of Moroccan motifs in azure, aqua and turquoise are also popular."

"Deeper blues such navy, indigo as well as smoky blues are an elegant choice for Hamptons, Scandinavian, Modern country and can even look great with a contemporary design style."

"Other influences on interior design and decoration are our growing desire to 'go green' and help save the planet. There has also been a lot of discussion in the media recently about the Danish concept of hygge (pronounced hue-ga). While very hard to define exactly in English, it encompasses the idea of cosiness, of creating intimacy, of being kind to yourself and your environment."

"In window furnishings this can be seen mainly in the materials we are choosing for curtains, blinds and shutters. There has been a proliferation in the use of natural materials such as cotton and linen either on their own or mixed with synthetic materials, as well as bamboo and timbers sourced from sustainable forests."

"Although many fabric suppliers will advise that their pure cottons and linens won't continue to fall when hung and that their colour fastness is suitable for Australia's high UV light, choosing a fabric with some synthetic added to the mix should help to increase your window coverings' durability without affecting the natural look and feel of the fabric."



Jenny Williams