

Medford Interiors

MAY, 2002

NEWSLETTER VOLUME 1 ISSUE 2

CURRENT STYLE DIRECTIONS

Popular styles this season range all over the place. Here are a few of the most important.

New Traditions - The casual elegance of a few years ago is back with relaxed and unusual finishes and fabrics and just a dash of romance. Sumptuous silks in plaids and wide stripes are being used with softly textured chenille for an elegant but not overly formal look. Tassels and fringes are everywhere from pillows to lamp shades to skirts of sofas and chairs. Look for beaded trims to add a romantic glitzy touch.

Redefined Contemporary - From sleek, modern designs to softer transitional casual looks, this season's contemporary offerings are available in a wide range of designs, materials, and exciting colors. Basic black is often seen paired with white plus a strong accent color. For softer looks, black can be paired with neutral hues such as light blue-gray, pale lavender, ivory, or sand.

Apple Pie - This All-American style inspiration runs the gamut from Shaker to cottage to Arts and Crafts. The look of home is the main theme and comfort is the password. Simple styles, easy-to-live-with fabrics, and cheerful colors are prevalent. The brighter colors are seen in the cottage and Shaker categories and are often paired with white. The Arts and Craft style relates best to richer colors and deeper wood tones.

Island Essence - From the more overt design motifs of palm trees and coconuts to the subtle influences created with woven materials, the implication is the soothing ambience of island breezes. Colors seen here are what you might expect - many shades of greens, browns, and rusty reds with touches of brighter tones of orange, purple or blue as accents. Medium wood tones and textures are very important. Look for unusual touches of bamboo, woven grasses, and sisal in many products including window coverings, floor coverings, wall coverings, and all types of accessory pieces.

COLOR TRENDS

There is a certain calm in the color forecast for home decor. Shades are a little less bold, a little less aggressive than last year. Comfort is a key word for the coming year. Expect to see colors that are toned down a notch and more sophisticated. White - tranquil and serene. Mix old whites with new for a fresh white-on-white effect.

Pastels - from bare whispers of color to spring-time shades. Mix these with white for a fresh, clean look that speaks of innocence and purity. A few of our favorites are light robins egg blue, pale mint green, soft lilac, and butter cream.

Warm Red Tones - honey golden orange to deep rosy pinks and rusty reds. All shades of the red family are popular this year. Look for slightly less saturated shades that emit a faint heat as opposed to a roaring blaze. One of our favorites in this group is a wonderful tomato bisque - a complex shade that is not too orange, not too red, not too pink, but rich, rich, rich.

Periwinkle - right in the middle between blue and purple. Our sources tell us that this versatile hue is ready for a strong comeback. Not too feminine, not too masculine, this universally flattering hue is especially good for bedrooms and bathrooms. Pair this mid-tone with caramel cream or use as an accent with pastels and whites.

Burnished Metallic - turning away from shiny, ultra-slick surfaces to warmer tones. Silver, bronze, old gold, brass, and pewter are all being shown this season with a softer, hand-rubbed finish. Look for the glow, not the glitter, in accessories from candlesticks, cabinet hardware, picture frames, light fixtures and lamps.

Black - always the basic. Black is popular this season with whites, creams, and a myriad of neutral tones. Soft tans and blue-grays can tone down and warm up the stark contrast of black and white to create a subtle effect.





THE ART OF LAYERING

Is your home a blank canvas, or furnished but not finished? Consider layering to bring excitement and personality to your environment. Create a effective backdrop with paint or wallpaper. Mirrors add depth and reflect light from lamps and candles. Try an over-scaled mirror standing on the floor behind other pieces. Of course wall art - pictures, wall sculptures, shelves - are always important. Don't hang them too high. Group smaller items for more impact or hang them in a small space. A tiny print gains importance hung in the small blank space beneath a lamp shade. Pillows - on the floor, on the sofa, on the bed - suggest comfort, warmth, and coziness. These can be a work of art. They are a great place to use stronger accent colors. Tassels and fringe add drama and elegance. Spruce up a pillow with added fringe or accent a lamp or tall candlestick with a tied-on tassel or two. Texture is important, too. Add a chenille throw, a woven tapestry, and floral groupings. Greenery of all sizes from ceiling high trees to tiny pots of violets will freshen the space as well as adding both color and texture. Personalize with small picture frames. Here's a way to add family pictures to your decor in a subtle yet meaningful way. Use several small easel-backed decorative picture frames on end tables or sofa tables. The photos can easily be changed as you acquire new ones. Mix these frames with other accessories and greenery. What a great way to add a very personal touch to any space. Be creative. Build on what you have. Add to the mix fearlessly. *Have fun!*

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“Puttin’ on the Ritz”

Medford Interiors proudly introduces the Ritz Paris Collection, a program consisting of exquisite fabrics and trimmings reminiscent of the textiles found in the world-renowned Ritz Paris Hotel. Since its founding in 1898, The Ritz Paris is known pre-eminently for its incomparable luxury and beauty. This internationally famous hotel possesses all the characteristics of an elegant home.

Textiles and trimmings have been developed based on the authentic decor of the Ritz Paris. As with architecture, these fabrics were designed with a great dedication to detail and an enormous respect for history. The extensive research and development of this program is apparent in each design.

The Ritz Paris is the world's most famous hotel. Medford Interiors is extremely proud to bring its luxury into your home. Through these fabrics, we want our customers to experience the spirit of the Ritz Paris and to discover the feeling of history, luxury, and true elegance.



The Ritz offers the best of Paris, and Medford Interiors offers you the Ritz.