



Symphony says consumers want minimalistic yet luxurious furniture but also more storage space. Wardrobe doors part of Moda collection

Chris Windle explores the furniture and interior details that bring comfort as well as a subtle impact to a bedroom

Brilliant bedrooms

Bedrooms may not have the wow factor of kitchens and bathrooms – their job is not to overwhelm buyers with wonderful appliances or luxurious power showers. But, in their own subtle way, they can have a very big impact on a potential home owner.

The bedroom should be a restful place, one that has a sense of warmth and comfort combined with

understated style. After all people need to be able to sleep in them. Often they are one of the last rooms seen during a viewing which means they are the final piece in the jigsaw, the last impression a home's interior will leave with someone.

And that theme of understatement is particularly strong at the moment, partly because bedrooms are

supposed to be relaxing spaces but also because the less feverish housing market has prompted people to reassess how they view a home.

“We’re trying to keep things as timeless as possible,” says Louise Sellar, sales and marketing director at wardrobe and door specialist Draks. “That is the trend at the moment. People don’t want to buy a property



they feel they're going to have to change in five years and we're finding that going for the best quality product you can afford really pays off."

As forecasts predict house prices will rise more slowly in the coming years, driven by the impact of rising interest rates and uncertainties around Brexit (when a political issue starts having an effect in the bedroom you know it really is big), buyers are more likely to stay put for longer and want an interior that will last.

textures and materials

That does not mean interesting details and luxury have to be left at the door. "Using textures and different materials are a way to add personality and extra luxury that is subtle and appeals to everyone. Our leather Woodstock door which we launched last year, for example, gives that sense of classics quality," adds Sellar.



Special features can impress customers. Pictured: Daval's Mayfair and Varena bedroom furniture



The timeless trend is prevailing in the bedroom, says Draks. Pictured: Draks' Aspen door with mirror

Simon Bodsworth, managing director of fitted furniture manufacturer Daval, agrees. "Conservative design with modern clean lines is currently defining the contemporary bedroom furniture market. Highly tactile, textured handles are being considered for depth and character, with integrated accessories such as full length mirrors and lighting being built in to the front of wardrobes for added value and practicality. We've also noticed combinations of grey oak and blonde woods which create texture, depth and character.

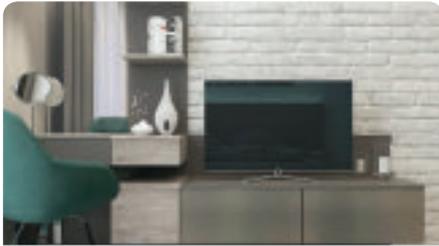
He adds: "This style of décor is taking a 'less is more' approach with visually quiet, painted wood grain effect furniture and clean lines being used to create a

timeless feel, even in the modern home."

Alongside simple, uncluttered bedrooms, people also want increasing amounts of space to put all their stuff. "Bedroom design is in a juxtaposition. On the one hand consumers desire minimalistic yet luxury bedroom furniture; on the other they demand more and more storage space," says Robert Newton, head of marketing at Symphony Group, supplier of fitted bedroom furniture.

One of Symphony's latest ranges, Urbano, does this in style. "It offers three types of furniture for new build homes and developments," says Newton.

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Grey is the colour

“The grey trend is never-ending,” says Louise Sellar of Draks, who thinks the colour is likely to remain a favourite in 2018. Not only does it work well with most other colours, it offers the timeless elegance that many people are looking for at the moment. Robert Lancaster of Decorative Vinyl Doors (furniture above) says: “Greys remain the most popular shades and cashmere grey is most definitely the new neutral. It is a light, warm colour which still produces the same space maximising the effect of white fitted bedroom furniture but is ideal for those who feel bright white is a little too clinical. It also works well with a wide variety of different colour schemes.”

On this theme the company’s latest products include industrial concrete designs and a Super Matt surface finish. “Concrete might not seem like an obvious choice for the bedroom,” says Lancaster, “but it creates a modern feel and grey works well with all other colours. The brand new, Super Matt finish is smooth and sleek. It creates a really high end look, is velvety soft to the touch and gives depth to the colour.”

Other hues are available and some are even getting a look in, says Robert Newton of Symphony. “Earthy colours are being used in the bedroom spaces as home owners are influenced by boutique and spa hotels. We offer matt textured and gloss ranges in a choice of colours, with cashmere, platinum and textured wood finishes set to be extremely popular in bedrooms this year.”

KEY CONTACTS

Daval	www.daval-furniture.co.uk
Decorative Vinyl Doors	www.decorativevinyldoors.co.uk
Draks	www.draks.co.uk
Symphony Group	www.symphony-group.co.uk



Daval’s Springfield bedside chest with a pull-out tea tray creates extra storage

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“Front framed wardrobes create a fitted look within an existing alcove, over a chimney breast or in other restricted spaces. They can be fitted with an internal shelf or given a full cabinet look.”

Sliding wardrobes, he adds, “offer the perfect solution for maximising the space available and are ideal for smaller bedrooms. Designed to be fitted in an alcove or against a wall, they are available in mirror, gloss and timber effect finishes. And freestanding chests and bedside cabinets create an ultra-contemporary look with their on-trend framed design. These sit alongside Urbano wardrobes to create a real statement in the bedroom.”

Getting the most out of a small space is where clever suppliers really come into their own and can make the smallest bedroom both practical and impressive. Daval’s Bodsworth says the benefit of fitted furniture is that it moulds around the home, making use of all the space available.

“Fitted wardrobes can be designed to fit flush to the ceiling and wall-to-wall, ideal for creating a streamlined aesthetic. A tailored furniture arrangement will also maximise the storage space available. For instance, angled wardrobes have been specifically designed to increase the potential storage space by accommodating an awkward space or sloped ceiling.”

Within those spaces details such as his-and-her

drawer fitments, hanging rails, trouser racks, specialist pull-out shelving, custom-made accessory space for belts, shoes and jewellery are nice touches that impress customers. Not only does that kind of attention to detail give buyers a satisfying surprise when they open a wardrobe, especially the ones with lots of shoes – Premier League footballers in Sellar’s experience – it also shows them the home has been thought through thoroughly, which helps

create a positive overall impression of a development.

When it comes to wardrobe doors, Robert Lancaster, head of design and business development at Decorative Vinyl Doors

In their own subtle way, bedrooms can have a very big impact on a potential home owner

has noticed a “shift in fitted bedroom furniture designs to hinged rather than sliding wardrobe doors.” He says it is a consequence of the preference for more classic designs but notes “slab doors with simple details, such as insets which are sharp, square edged and modern in overall appearance” are also popular.

Looking ahead Lancaster sees “less mirrors and more matt finishes” as the prominent design trend of 2018. “I can already see our Super Matt finish being hugely popular with clients this year and not just as an exclusive finish within a design. I predict we will see multiple textured designs in the bedroom.”

It looks like 2018 is going to be a quiet but classy year for the bedroom, keeping it a tranquil haven no matter what is going on in the world outside. **hb**