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generation*

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approach design

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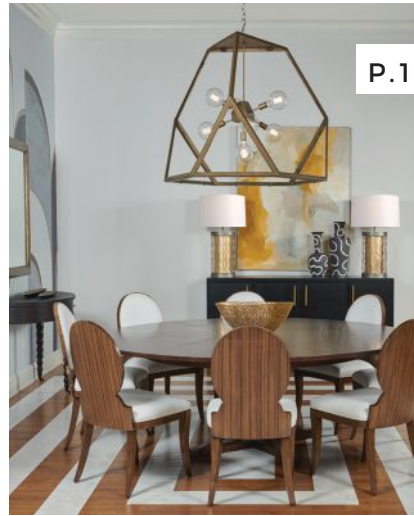
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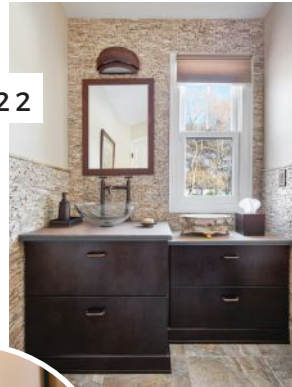
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from the editor

VOLUME 6. ISSUE 3

DECISIONS, DECISIONS

I'm in the market for a new sofa. I have two cats who have destroyed my current sofa, so I hesitate to pull the trigger on a new one. Anyone who knows me knows I've been debating this for a while. When it comes to purchasing big-ticket items, I find these decisions taxing anyway. Track arms or roll arms? Tight back or pillows? How much do I want to spend (keep in mind the aforementioned destructive forces in my home). Chaise or no chaise?

I'm sure I'm not alone in being challenged when it comes to making purchasing decisions. We humans can be fickle, especially when buying something we'll likely live with for a long time that also makes a dent in the bank account.

So here's my question. How do you, as retailers and designers, guide your customers and clients who struggle to make up their minds? How do you train your staff at the lighting showroom to pick up on the subtle — even subliminal — cues that suggest a customer is leaning toward one style of chandelier over another? How do you train your staff to not let their own preferences influence how they guide that customer or design client?

Furthermore, how do you decide what goes onto your showroom floor or into your design portfolio for future clients? At Las Vegas Market, I had the opportunity to observe a buyer for a few minutes as she placed an order with a showroom associate. I admired her confidence as she decidedly chose "three of these" and "four of those." These were not

*"We humans can be fickle...
How do you guide your
customers or clients who
struggle to make up their
minds?"*

inexpensive purchases. Knowing what will work for your customers/clients is a skill I'm sure you need to hone as a retailer or interior designer. Do they teach you that in school?

As an editor, it's my job to be curious and share what I learn so the content in our magazine can help others who have similar quandaries. When I write my column each

month — it's always the last thing I write — I try to pull from the lessons I've learned as we've put the issue together because sometimes it brings questions such as this one to the forefront.

In this issue, for example, we talk with Lori Miller for Design Stop. She leans on her psychology background to help better understand her interior design clients' needs. We also talk to designers about the preferences in design projects dependent on their clients' generational differences. And the Retail Doctor, Bob Phibbs, shares some retail leadership tips that can help your sales associates better handle difficult decisions.

We hope the content we share with you provides some insight when it comes to business building. And we always love to hear from our readers on the topics and direction that will best support you. Please feel free to reach out to me at dfalvey@sgcmail.com about what you'd like to see in our pages.

Now, about that sofa... *FLD*



Diane Falvey
Editor-in-Chief

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The simplicity of an ellipsis on the drafting table. The ornate adornment of the Royal Palace. Inspiration comes from many places. Even the dark side of the moon. And when it does, it must be captured in the moment. Great ideas and the trends that follow – are fleeting. To deliver on the promise of what **Is In Demand**, our team must be able to react **On Demand**. At Varaluz, this is only made possible through the talents of our **In-House Design Team**. Always available, our team takes ownership from concept, through production and delivery. This allows us to move nimbly and swiftly in getting our ideas to market, while ensuring signature Varaluz craftsmanship and authenticity.

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SETTING UP SHOP

In this installment of Design Coaching Center: Product Design, Licensing and Development, we're talking with Lauren Wylonis, founder, interior designer, retailer and lighting designer extraordinaire at Kingshaven. If you're not familiar with the incredibly customizable Kingshaven lighting collection, put them on your to-visit list at April's High Point Market. You can find Kingshaven in the Woodbridge showroom, where the furniture and lighting brands are beautifully interwoven.

Wylonis has entered the product design and development process from a different angle than her January and February predecessors on these pages. Rather than licensing her designs with a manufacturer to bring them to life, Wylonis opted to start her own manufacturing operation to create her Kingshaven lighting collection domestically with a group of artisans she's chosen. "I sort of fell into developing my own product line because I couldn't find what I was looking for for projects," she says, adding that so much of what she does for her design clients incorporates custom pieces. "I was looking for someone to make these custom pieces for me, and it was shocking how difficult that was to find."

While she explored other options before going this route, Wylonis says that with lighting particularly, functionality is as important as the design of a piece, and there were considerations that might have been difficult to accommodate if working with an outside manufacturer. Plus, much of the Kingshaven collection has customization capabilities, something that would have been nearly impossible to control if she couldn't oversee the production process. "Our goal is to give clients exactly what they're looking for and to make it personalized," Wylonis notes. "We're



"WE ENJOY WORKING WITH DESIGNERS BECAUSE WE CAN ASSIST BY ALLOWING THEM TO PUT A VERY PERSONAL STAMP ON THESE [LIGHTING] ITEMS."

**- Lauren Wylonis
Kingshaven**



As founder and lead designer for Kingshaven, Lauren Wylonis was developing custom lighting for clients. She's since taken that to a new level, now manufacturing her lighting for others.

creating light fixtures one, two or three at a time as much as we're creating 30 at a time. We're getting control over exactly what we want."

The ability to manufacture her Kingshaven

lighting collection at her fingertips also gives Wylonis the ability to offer customization to others. "I couldn't just go to a shop and have them do what I wanted, but people can come to us and do that," she says.

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Beyond sizing fixtures up or down, other customization capabilities include color. Using a Sherwin-Williams program, many of Kingshaven's pieces can be painted whatever color its customers desire, something that would be difficult to achieve without having her own facility and control over the processes. "We offer a bit of a painter's palette in the lighting fixtures," she says. "It's so different that other vendors we approached didn't quite understand it. We have unlimited color options, anything out of the Sherwin-Williams fan deck."

In addition to that control over customization, lead time and quality control in her own establishment were functions Wylonis can't imagine being able to be as involved in with a manufacturing partner. As a domestic supplier, Kingshaven's custom lighting lead times currently run six to 12 weeks depending on the styles, requests and quantities, much faster than she would be able to promise if manufacturing wasn't under her oversight.

LIVE AND LEARN

The manufacturing arm of Kingshaven is located outside Philadelphia, where the rest of the operation of the same name — interior design and retail — resides. In addition to her core business location, Kingshaven is in the aforementioned Woodbridge showroom in High Point, and Wylonis also has a showroom in the D&D building in New York. As so much of the collection is customizable, the company focuses on selling its lighting to designers and architects, with some retailers sprinkled in the mix, Wylonis says. She adds that she has customers from Los Angeles to the Hamptons to Miami and everywhere in between. "We enjoy working with designers because we can assist by allowing them to put a very personal stamp on these items," she adds, noting that the lighting manufacturing arm of Kingshaven has been growing steadily for seven years, learning as they grow.

Has it been all smooth sailing? As with any business, there are ups and downs. "It's gone smoothly at times, more than we expected. Then you have your 'Are you kidding me?' moments," Wylonis says. Challenges can be counted on. For example, there was a large custom piece crushed in the shipping process,



Customization is key for Kingshaven lighting. From varied sizes to a rainbow of colors and materials, Kingshaven can customize pieces in myriad ways.

or packaging that dented the paint on a fixture. "You don't think you'll be impacted by an outside force, something you can't control," she adds. "But it happens." As the company faces such situations, however, it provides opportunities to make changes to prevent these mishaps the next time. "We've worked out these glitches," Wylonis continues. "Over the years we've developed a transport system that can stand up to our requirements."

Kingshaven has also put systems in place to maintain production efficiencies, even as demand ebbs and flows. "When you're doing this by yourself, you learn from experience," she says.

GETTING THE WORD OUT

Beyond working out kinks in manufacturing and delivery, another startup challenge is getting the word out about the brand and what it offers. While Wylonis had a

significant client base for her lighting designs from her design and retail businesses — that's how this all started in the first place — she says she's had to find creative ways to market Kingshaven. "You have to come up with strategies that work well, fit your personality and are fun," she says. "I love partnerships and working with other artisans. They are a great way to market and get started. It's also a really engaging and fun way to meet and work with others in the industry. You get a broader sense of what's going on around the world." Wylonis

points to her partnership with Woodbridge as an example. The companies focus on complementary categories and each enhances the other's products via merchandising in the showroom.

Wylonis has also seen a significant uptick in online communication and ordering as COVID has changed so much of the way consumers shop for home furnishings. As a result of the current environment, plans to open its own showroom or more showrooms around the country are on the back burner.

That doesn't mean there aren't expansion plans on the horizon. While, for now, the manufacturing portion of Wylonis' business remains firmly in lighting — she still handles projects through her Kingshaven interior design arm as well — she is working on expanding her already robust collection. "We're going to continue the route we're going and develop more designs," she says. "We have many fixtures now but we hope to have double and triple that to serve a variety of design styles from traditional to contemporary, as well as vintage reproductions." The company also plans to expand its reach further in the United States and internationally.

There may eventually be other home furnishings categories in the Kingshaven line down the road, but for now the focus is on lighting. "Kingshaven is a new way to look at lighting. It's our linchpin," Wylonis says. "It's something we've built out really well." **FLD**

By Diane Falvey

"WHEN YOU'RE DOING THIS BY YOURSELF [LIGHTING MANUFACTURE], YOU LEARN FROM EXPERIENCE."

- Lauren Wylonis, Kingshaven

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RETAIL LEADERSHIP SKILLS FOR A MORE SUCCESSFUL STORE

Management has the ability to make a team of employees excel, but only if they have skills for retail and leadership. During the pandemic, your sales leadership skills will be tested as you navigate a new reality of cleaning, lower footfall and employees needing more rules of what they can and can't do.

Too strict, and few will want to work for the retail store manager. Too lax, and the store can become the wild west with everyone doing their own thing. Too unfocused, and the sales manager won't communicate effectively.

Business owners, managers and shift leaders alike need to demonstrate good retail skills and rally sales associates into providing the absolute best service to customers. Strong retail leadership is required to keep morale up and represent your store in its best light.

All levels of management should train these four skills to lead your store to success.

1. MAKING DIFFICULT DECISIONS

Most retail managers are required to make tough decisions every day. It's a necessary, though undesirable, part of the job. Shift leaders will face the task of dealing with difficult customers, making split-second decisions and guiding other sales associates to make their own right decisions.

Managers have to handle employee evaluations, recruiting decisions and terminations. They also need to make decisions that could have larger financial repercussions — such as scheduling and promoting.

When faced with a critical decision, your leadership qualities in retail will be tested; looking at the facts objectively can be hard. The old adage we see what we want to see allows some retail leaders to procrastinate or avoid the tough choices.

The question to ask yourself is, "Is this affecting our customer loyalty in a negative way?" If so, make a decision — provide more training, establish more concrete processes, or make a change to solve problems.

2. GETTING EVERYONE ON BOARD

In the retail environment, a lot of factors dictate what happens:

- You overbought too much merchandise that isn't selling, so now you have to find a way to

convince people they want it.

- You decided everyone needs to wear masks due to an outbreak of COVID-19, but some push back that it isn't necessary.
- Your management team has decided to offer a new loyalty program that staff doesn't think is very good, but they still have to promote it. You get the picture.

While there are bound to be disagreements, having leadership skills in retail means you have to find a way to get everyone to agree to a course of action. That doesn't mean every employee will agree with the course, but they must agree to work together.

One thing that can help retail leadership is to make change a part of every day. Associates fight change when things have been left static too long and they've been told to just deal with it. Leaders need to take the time for one-on-one conversations if they want to lead their team in one direction. Make sure you listen, give the whys of a new practice, and get buy-in.

3. GIVING FEEDBACK

One thing we have heard is that Millennials want to know how they are doing more than most other generations. This is a good thing. It's important to remember that positive feedback should be given just as often as negative feedback.

Shift leaders need to know how to give feedback in a positive manner to keep the crew customer-focused. Managers need to give more formal feedback about overall job performance and connect with every employee on every shift. Business owners must know when to speak up if the manager or team is performing poorly and to reward them when goals are exceeded.

If this seems difficult for you, put a reminder in your smartphone for every morning: Who did you connect with today?

4. LISTENING

Shift leader skills also include balancing. They need to listen to other employees' concerns as

well as remain open to management advice if they want to drive sales.

The retail store manager and owners need to listen to feedback from the team — especially their shift leaders — for issues on the sales floor from a policy that is not working to a product that is defective to employees who are not doing their jobs. While it is easy to accomplish tasks, retail leadership is seeking to understand what is in their employees' heads.

A good way to do this is to take the employee off-site to a coffeehouse and simply ask for feedback such as:

- What would you like more of from me?
- What would you want less of?
- What do you feel you're not getting from me?

Don't get defensive with your answers, just thank them and take action. **FLD**



By Bob Phibbs, the Retail Doctor

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GOOGLE'S MOST SEARCHED DESIGN STYLES

Japandi is the fastest-rising interior design trend for 2022, with Google searches 13 times higher in 2021 than they were in 2020. Dark Academia and Grandmillennial styles are the second and third trendiest designs, according to Rent Cafe.

Redecorating projects have been on the rise as homeowners feel compelled to refresh their living spaces. Following this trend, Rent Cafe analyzed the increase in search volume for various design styles in 2021 compared to the previous year to identify which gained the most popularity. Here is what they found:

JAPANDI

- **Tranquil, zen, harmonic**
- **One-year increase in search volume: 1,217 percent**
- **Average monthly search volume: 3,820**



Japandi is seeing the most notable rise in popularity, with Google searches 13 times higher than they were just one year ago. This style brings together the best of two worlds — Japan and Scandinavia — and focuses on creating a calm and clean aesthetic. It embraces natural tones and textures while simultaneously promoting peace of mind. The color palette is filled with neutrals and muted colors, as well as pops of accent and contrast to create dynamism. At the same time, plants bring in life, and warmer hues are used to create a livelier, more dynamic space.

DARK ACADEMIA

- **Gloomy, dark color palette, cool tones**
- **One-year increase in search volume: 405 percent**
- **Average monthly search volume: 2,020**

Dark Academia is the second-trendiest design style, having spiked 405 percent in Google searches in 2021 compared to 2020. According to Rent Cafe, Dark Academic is a style



endorsed by the lovers of literature and art, promoting the passion for the academic lifestyle.

The overall aesthetic has a dark, gloomy color palette. Dark browns and shades of crimson or purple; heavy materials, such as velvet, metals and stones; and highly ornate pieces of furniture complete the look.

GRANDMILLENNIAL

- **Vintage, patterned, bold**
- **One-year increase in search volume: 217 percent**
- **Average monthly search volume: 730**

Grandmillennial has recently morphed from a range of decor options into a full-fledged aesthetic. The style is abundant, loud and evokes the busy homes of Millennials' grandparents. Although it hasn't yet reached the level of search volumes other styles have, it has gained traction in the last few months, becoming one of the designs to watch in 2022.



This style is about reconnecting and rediscovering beauty in bold, floral patterns, pleated items, bright colors and mismatched furniture, according to the article.

MAXIMALISM

- **Abundant, loud, eclectic**
- **One-year increase in search volume: 112 percent**
- **Average monthly search volume: 3,540**



Using eclectic, rich colors and bold patterns, Maximalism creates an over-the-top design and makes any room come alive. According to the article, layers are key to this design to keep it balanced in abundance. Add surfaces for display such as bookcases, coffee tables or open shelves. Incorporating plants and other functional items can also help complete the look.

MODERN FARMHOUSE

- **Charming, cozy, traditional**
- **One-year increase in search volume: 24 percent**
- **Average monthly search volume: 25,670**



Modern farmhouse remains the most-searched-for design type on Google. As opposed to classic farmhouse, this style is less reliant on rustic and vintage items, instead incorporating the warmth and coziness of the farmhouse design with a modern and elegant feel. It also moves away from clutter and kitsch and toward a more sophisticated and clean design. **FLD**

By Gianna Annunzio

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rentcafe.com/blog/home-and-garden/interior-design/trendiest-interior-design-styles-2022

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7 DIGITAL MARKETING TRENDS FOR 2022

Digital marketing can change with each Facebook or Google algorithm shift, it seems, and we need to stay on top of the latest innovations and tools to ensure we continue to reach our target audiences online.

According to Constant Contact, the following are digital marketing trends that can help you engage with your customers in 2022. Start by doing some deeper research on each and deciding which are best for your business — if you pick the tools that best fit your customers, it will be easier to incorporate them into your digital marketing strategy.

Once you're comfortable with one new digital marketing trend, start experimenting with others and have fun growing your reach.

1. VOICE SEO

Consumer adoption of digital assistants continues to increase, and many consumers use them to simplify tasks. Devices such as Apple's Siri, Amazon's Alexa, Microsoft's Cortana and Google's digital assistant let people search the internet without picking up their phones. In 2021, 20 percent of searches were voice-based. And that percentage is expected to increase.

In 2022, consider tailoring your search engine optimization (SEO) for voice search by incorporating conversational phrases people might use to find you through their virtual assistant. On the internet, a user might type "green velvet sleeper sofa" while on voice search they might say "Where can I find a green velvet sleeper sofa in (your location)?"

2. IN-FEED SHOPPING

If you have an ecommerce site or a digital catalog, you can now create shopping opportunities on your social media such as Facebook, Instagram, TikTok and Pinterest.

Both Facebook and Instagram offer product tags. With tagged products, users will be driven directly to information about an item tagged in a social post by linking to a product catalog, where customers can buy.

Facebook Shops also allows brands the ability to create a customizable collection to showcase products, creating an easy social commerce experience for the consumer. This "discovery-oriented" shopping experience

lets your audience members access your merchandise via the "Shop" tab. This can be set up from your Facebook Business page and customized using Commerce Manager.

Just like Facebook Shops, Shops on Instagram is a native shopping experience. With shopping content on the brand's profile, in Feed or in Stories, users can complete their purchases using the in-app browser or through Instagram Checkout.

Google Ads offer another in-feed shopping tool with shopping campaigns. These ads are linked to your product catalog and display as shoppable photos. Create your ad and determine the search phrases that will drive traffic. Then you can set parameters, including your location and sku numbers. Once you've sold through on that product, Google can remove that ad. Key to success with this method includes creating a shoppable ad that stands out at the top of relevant searches.

3. SMS MARKETING

Digital marketing also includes directly connecting with clients through texts. SMS messages can be used to engage with customers — sending text messages directly to clients once they opt in. Through SMS marketing, you can share promotions, coupons and personalized messages. Keep messages short and make sure customers can opt out.

4. VIDEO MARKETING

The average person can watch online videos up to about 100 minutes a day. You can tap into this market by creating video ads. There are a few ways to develop a video presence. You can create a YouTube channel and use video to educate and engage with your audience. You can also connect with your audience through TikTok business videos and other social media channels. Share your videos with common hashtags to help your audience find them.

If you're not interested in producing video content regularly, you can also use over-the-top (OTT) advertising. Create ads that are 10 to 15 seconds long that can run over the top of other videos. OTT ads appear at the front of other streaming videos. Be sure to find content that will resonate with your target customer. OTT ads should be short and impactful. People



often skip them after a few seconds, so put important information at the beginning.

5. EMAIL MARKETING/SEGMENTATION

Privacy is top of mind for internet providers and users alike. People who opt in to your email list are likely looking for specific content. Show consideration to your email list by segmenting your newsletters and emails so followers receive personalized, relevant content. By doing so, you can add value to each member of your email list. Be thoughtful with your email marketing, and make sure it's easy for members of your list to opt out.

6. INTERACTIVE CONTENT

Interactive content lets you talk to your followers in real time. Features such as Instagram and Facebook Live let people talk to you while you're recording a video. You can host an "ask me anything" event or feature a product Q&A. Promote this event for a few weeks ahead of its scheduled launch to engage more viewers and get more participation. Pay attention to your streaming setup to ensure a quality event.

7. CONVERSATIONAL MARKETING

Conversational marketing refers to chatbots, AI assistants and other tools through which customers can contact you. You can use it to improve customer service, generate leads and answer questions. Your customers talk to a bot through text messages or a chat platform, letting them solve issues quickly. This tool can be available 24/7. If your clients do need a person, chats can be escalated to a call center or to you personally. For more digital trends, visit blogs.constantcontact.com/digital-marketing-trends **FLD**

By Diane Falvey

The Best Light

for Focusing

élan.

DESIGN TIP

Dim down the lights for a more relaxed work area.

featured: élan Walman LED Linear Pendant

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DESIGN PSYCHOLOGY

Talk about a space that can benefit from some good design... Before becoming an interior designer, Lori Miller, Founder of LGC Interior Design, in Long Island, NY, was a mental health counselor at Rikers. Yes, the jail. As a counselor, Miller has assessed people's emotions and how they connected with their surroundings. The surroundings in the prison left something to be desired — areas without proper ventilation, paperwork clutter, toilets without seats. When working with her patients she would look for spaces, such as private offices, that led to a feeling of safety, where patients could be more relaxed.

While Miller already had an eye for design, her experiences at Rikers cemented her desire to create spaces where people felt safe and comfortable. Her psychology background — she holds a Master's degree in mental health counseling — also helped her develop the ability to really draw out her design client's needs. "Nobody was talking about clutter clearing and organization at the time," says Miller, for example. "As I got into the design field, I was able to integrate that concept and it started to make sense as to how that impacted people's lives." She says that one of her first design clients, a computer salesperson, couldn't sit on the sofa because there were computer parts, papers and more everywhere. "It was eye-opening," she continues. "I really started to understand how our surroundings can affect us."



A WINDING CAREER PATH

While Miller's career path first led her to the psychology side of things, interior design has always been part of her DNA. "I grew up in the [design] industry," she says, sharing that her grandfather was a contractor. After renovating her interim home (before her dream home), which then sold a year later with all of the design and furnishings replicated by the new owner, Miller started a side gig at a local wallpaper showroom where

the owner loved her design aesthetic.

"I was selling wallpaper, and I loved it," she says. "I went back to school for design. I wanted to better understand how to mix paint and consult on wallpaper, window treatment and flooring choices." When that business sold, Miller went to a furniture store to learn all she could there. Through her retail

experiences, she also discovered a love of retail, and opened her own lifestyle store in 2011 alongside her growing interior design business. That shop carried everything from furniture and decorative accessories to gifts and children's furniture and accessories. She decided to shutter that store just before COVID hit, as she turned her attention fully to



Lori Miller's background in mental health counseling has informed her design style, and she works to deliver spaces that have a positive effect on her clients.



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her interiors business and helping to educate others on the power of design.

GETTING THE WORD OUT

At the beginning of her design career, Miller had co-authored and self-published a book on Feng Shui called *"Feng Sh...what?"* that focused on the underpinnings of the Eastern practice and the principles of good design. "One of my passions is sharing my knowledge," Miller notes.

Currently, her LGC Interior Design offices reside within a Long Island furniture showroom, complete with a seminar room, where she rolled out a wellness-focused CEU seminar called *Sensory by Design*, and has plans for more. The first seminar has been held at High Point Market, at Green Build in California, and there is a virtual component for designers not at markets. Her educational plans include sharing her design knowledge with consumers too, to help them understand the basics of design as well as knowledge that will help them work with designers. "I think consumers should understand these things and be able to make informed choices," she says.

INFORMED AESTHETICS

For Miller, interior design is about understanding her clients and delivering spaces that work for their lifestyles. Her personal design aesthetic leans traditional/transitional, she continues, but that is constantly evolving with the projects she works on. "I like mixing patterns and bold colors, but then I also appreciate a cleaner and more modern look of transitional, but on the warmer end," she says. "My typical clients have a budget that we work within. They often know what they want but they don't know how to get there."

Miller says her job is to get "inside their heads and understand what makes them tick," a nod back to her counseling days. Intuitively, she's accumulated the skills to assess what her clients desire from watching how they respond to styles and items they prefer, and she also starts the process with a two-page assessment to learn as much about the client as she can, the family and how the home is used. "That makes a difference," she says, as she goes into a project understanding the functionality as well as the aesthetic. She'll even ask a client the primary color of their clothing and



Whether traditional, transitional or modern design, Miller likes to add warmth to a space.

what's in the closet. Colors fall into seasons, and assessing clothing choices gives Miller a better understanding of the colors her clients lean toward. "We ensure we're all on the same page before beginning the project," she adds, noting that it makes a difference knowing the designer and client personalities are in sync.

She also focuses much of her energy toward wellness for her clients and in their homes, something that has become so important to so many in these past few years. In addition to her psychology background, Miller has certifications in nutrition, yoga and other wellness disciplines. She also continues to see mental health clients privately, with the goal of helping them transition out of therapy. "It's important to know how certain things affect you," she notes, as much of what we interact with every day can have positive and negative effects on our health. Cleaning products, foods, essential oils, etc., can all have impacts. "You might think that that cleaning product is organic, but there might be foreign substances that are detrimental to your health," she continues. Through

her time at Rikers and as a cancer survivor herself, these are all things she's learned along the way, and her intention is to share that knowledge as widely as she can. COVID has made her clients and many others more acutely aware of the health of their homes.

COVID has expanded Miller's workload as it has for so many designers. While juggling projects (and supply chain) can create logistical tangles, she is happy with how robust business has been. She is currently transitioning to building out her staff — she's recently hired a senior designer to expand her bandwidth. Following the closure of her retail shop, parameters had changed for the staffing of her business, she says.

And as Miller chooses to educate her clients, other designers and consumers, she also continues on her own education path, working with coaches and public relations advisors to ensure she is continually evolving smartly in her business while delivering optimal design for her clients. **FLD**

By Diane Falvey

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STYLE BOARD

SMALL SPACE LIVING

BIG, BOLD, BRIGHT

Just because the square footage says “small” doesn’t mean there can’t be big style in a space. It simply requires finding the right pieces and curating the aesthetic.

BY DIANE FALVEY

While small space living is often associated with apartment living and smaller, starter-type homes, in today’s environment, small spaces can be found anywhere. With people working from home, and more family-at-home time, even the most open concept-driven of homeowners are craving some privacy, and that’s often found in a smaller area.

For today’s consumer, that smaller space — whether apartment or a personal retreat — needs to function well for it to be useful as well as aesthetically pleasing, and home furnishings companies have risen to the challenge.

“Every space has to do double duty. Everything has to be usable, even the decorative pieces,” says Dann Foley, President of DANN Inc., Co-founder of Foley & Stinnete Interior Design, and the force behind Stylecraft’s new home furnishings collection, Dann Foley Lifestyle. Tiny homes and smaller spaces had fallen out of popularity, Foley continues, but COVID changed that back. “Homes aren’t getting bigger, and now we need those [personal] spaces. We find we are creating rooms and dedicated spaces that have a certain amount of privacy,” he says.

BIGGER CAN BE BETTER

When designing a small space, one mistake that a consumer might make, and a designer or retailer can help them fix, is incorporating smaller furniture pieces and accessories. “You need to overscale at least one major piece in the room,” Foley says. “Otherwise everything feels diminutive, and nothing appears impressive or comfortable.”

While this can be challenging to achieve, it is possible, as comfort and functionality need to be the focus of the furnishings. Foley has achieved this “overscale effect” while delivering upholstery that fits within a smaller space with a new sofa he introduced in his Stylecraft collection. While only 60 inches in length, it also has a 42-inch depth, which gives the appearance of scale. “To make sure it [the sofa] was luxurious for smaller spaces, we added the depth. You can really curl up in this sofa,” he says. You can also use decorative pillows, a sure way to warm up a space, and you don’t have to take them off the sofa to sit in it, Foley continues. Avoiding that type of clutter is another way to ensure a smaller space remains comfortable and luxurious. If even a 60-inch sofa won’t work in the space, an oversized chair or even a round dining table tucked in a corner of the room can achieve a similar effect. The goal is to have a focal point that anchors the space and build around that.

Other furnishings can be curated around that anchor piece in a small space. Foley suggests bunching tables and ottomans with storage, for

example. Again, functionality is a key driver when considering furnishings that fit in a smaller space. “Look for pieces that can be moved, shifted, layered. Pieces in a small space need to do double duty,” he notes.

Mindy J. Marx, Product Development and Key Accounts for Sagebrook Home, agrees that functionality in furnishings is important in small spaces. Sagebrook has a number of options designed to accommodate small space living, including its recently introduced upholstery collection. She suggests bar carts (on casters), nesting tables and consoles to replace entertainment units, because of the storage capabilities. “Bar carts are one of these pieces that can be adaptable,” she says. “They can get a



Sagebrook Home offers streamlined upholstery and large-scale wall art designed to work well in any room, including adding drama and luxury to small spaces.



lot more usage than people might consider." For example, a bar cart makes an excellent side table that can then be moved and used for its original purpose when entertaining.

BOLD ACCENTS ADD INTEREST

Where larger furnishings aren't possible in a smaller space, Foley suggests large wall art or colorful wallpaper to warm up a room as these elements add interest, don't take up floor space, and can make a room feel larger by bringing the eye up. He suggests that we shouldn't be afraid of color in small spaces as that can create visual interest.

Marx agrees that wall art and accessories can add that focal point and warm up a space. "You can layer your colors with wall art," she says, adding that mirrors are also a wonderful decorative accessory for warming up a space and even making it appear larger. "Mirrors bounce light around the room, adding light and color," she says. "It's not about looking at yourself. They add space and dimension, and they can be layered in with art." Sagebrook Home, which focuses on complete assortments that deliver on a variety of styles, features mirrors and wall art that work well in small spaces. The company is also known for its accessories, many of which offer storage. "Everything has to serve a purpose," Marx continues, suggesting such accessories as decorative boxes, trays and other pieces that serve a function along with adding style.

Foley also likes raised platforms that can add height and house curated accessory collections, something that's important in a small space. Avoiding clutter is key to a comfortable environment so he suggests where decorative accessories are included, curate those collections and keep them together.

Clockwise from left: Ethnicraft decorative trays are a useful and attractive accessory in any space; this sofa from Dann Foley Lifestyle for Stylecraft has a depth of 42 inches to give it an oversized and comfortable appearance even though it is only 60 inches in length; task lamps with articulating arms such as the Ibis from Regina Andrew add function in small spaces.



LIGHT IT UP

Like the mirrors bringing in light, layering in good lighting is important to small space design. Carla Regina, Co-founder of Regina Andrew Detroit, known for its lighting, accessories and furnishings, says "Layering various types of lighting is important even in a small space. Overheads, spotlights, chandeliers and sconces should all be considered, but what I really like to incorporate in a small space is a mini lamp. Smaller lamps that might be dwarfed in a larger

room can make a statement in a small bedroom, pantry or den. It's a great place for the homeowner to splurge on higher-end materials as well."

Regina also suggests that floor lamps with smaller bases that can slip under sofas or chairs and have articulating arms are helpful as they don't take up much space and they allow the light to be moved about a room. "Functional task lighting is useful in a small space," she notes.

For decorative lighting, such as chandeliers, which can also become an artistic focal point in a space, Regina suggests the one dimension to measure is the height of the room. "Proportions are key no matter what the size of the space. It's subjective to the designer and the homeowner with no set rules except when it comes to height," she says. "Consider your ceiling height when selecting a fixture. Do your research and measure before committing."

Foley agrees that more is better when it comes to lighting a smaller space. You want decorative and task lighting. "You don't want to rely on just the overhead lighting. It will strain your eyes," he notes.

Small spaces are a design opportunity, even in bigger homes. Adding warmth and luxury can be as simple as hanging a mirror, choosing a focal point and lighting up the space. "In any room, telling a story is a really important part of the design," Foley says. "In a small space, limit the story. You don't have to live starkly with minimalism but you have to be smart about your choices." **FLD**

STYLE BOARD

SMALL SPACE LIVING



Bringing life to the lost corner and inspired by Dutch architectural movement de Stijl, Ethnicraft's Teak Abstract column is centered on style, purpose. Its black finish and proportions add interest from every angle. www.ethnicraft.com



Sabai has expanded its Essential collection with a chaise loveseat. Upholstered in recycled velvet, the Essential Loveseat can grow with the extendable program, available in 2022. Five color options. Shown in Mustard. www.sabai.design

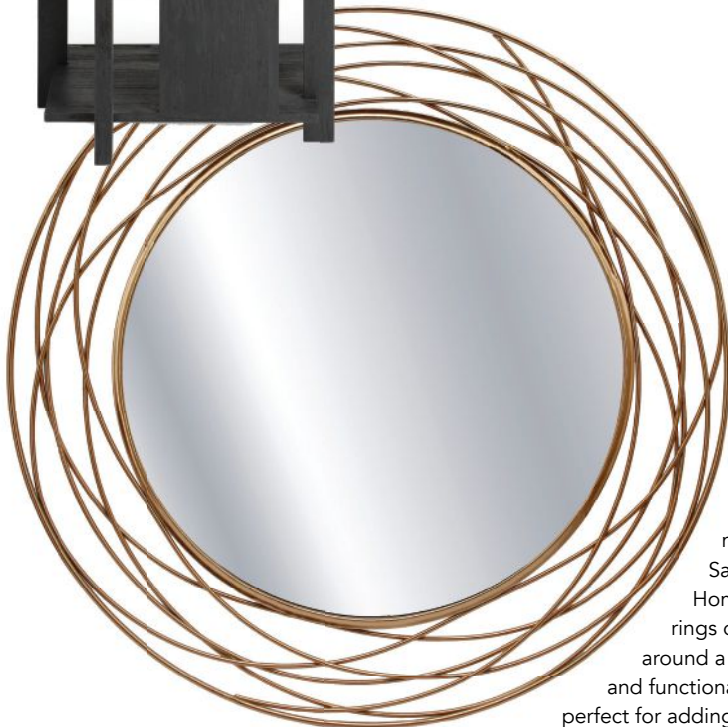
make a **STATEMENT**

Statement pieces can help small spaces achieve high design. Larger furniture, oversized art and more adds warmth and style without compromising space.

BY DIANE FALVEY



Built from solid mango wood, the Nels end table from Moe's has a sculpted form with a broad base and a round tabletop. www.moeshomecollection.com

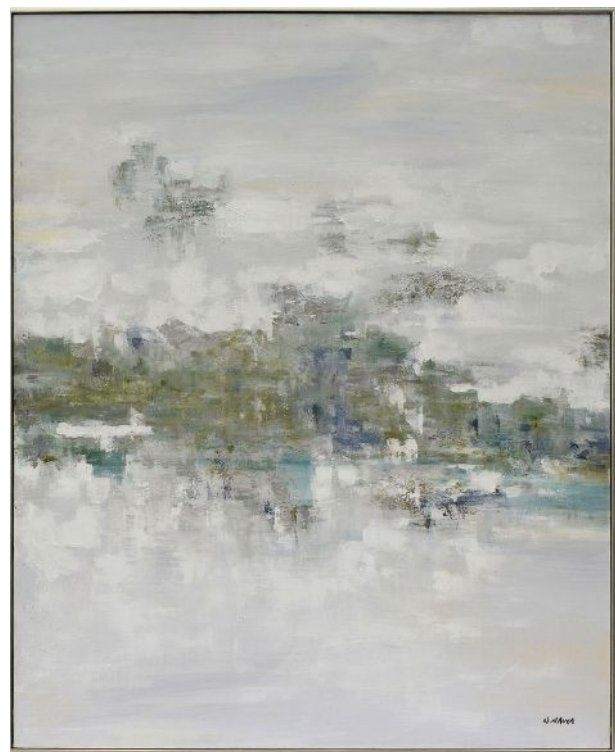


The 36-inch diameter Gold Swirl mirror from Sagebrook Home features rings of gold around a decorative and functional mirror, perfect for adding a reflective surface in small spaces. www.sagebrookhome.com



The tri-leveled shelves of this well-balanced cart from Howard Elliott will make every hour a happy hour. The classic design features gradating shelf sizes and the polished silver stainless steel frame sits on castors for easy mobility. www.howardelliott.com

Starlight, from York Wallcoverings Boho Luxe collection, features a warm, glowing star of metallic dots projected outward from the radiant center of pattern. Six colors available. www.yorkwallcoverings.com



The abstract Misty Greens from the Crestview Collection comes in a hand-painted silver frame. Measures 61 inches by 49 inches. Large art can anchor a small room and make it feel warm without taking up floor space. www.crestviewcollection.com



Hooker Furniture's Sundance Barrel Back Chair is designed to create a calming retreat in your space. The lattice cane seat back, upholstered seat and loose back pillow creates an open, airy feel. www.hookerfurniture.com



The black, round wooden dining table from the Dann Foley Lifestyle collection for Stylecraft measures 48 inches in diameter and features gold trim. Tuck in a corner in a small space and pull out for dining. www.stylecraftonline.com

The Surfside nesting tables from the Christina @ Home collection for Spectra Home, feature a dark brown table finish on gunmetal frames for a space-saving yet stylish accent. www.spectrahomefurniture.com

The Starburst Light Chandelier from Elk Home features miniature groupings of highly polished faceted crystal balls and larger metal offshoots extending from the center orb. Polished chrome or satin brass. www.elkhome.com





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DESIGN ACROSS GENERATIONS

With generational design preferences, you can't paint too broad of a brushstroke — though there are some differences.

BY GIANNA ANNUNZIO

Clients from all walks of life approach designers with varying preferences. Some go minimalist, others enjoy pops of color and avant-garde decorative pieces. Though Millennials grew up surrounded by technological advancement, some have aimed to turn the clock back by embracing a sustainable, vintage design aesthetic. Generation X and Baby Boomers have taken similar design “diversions,” proving to be bigger risk-takers on furnishings and color. When it comes to segmenting generational design preferences, you can't paint too broad of a brushstroke — though there are some notable differences.

Vintage Heavy, Tech Savvy

When designing for Millennials, in some cases, “everything old is new again.” Several clients within this age range gravitate toward Mid-Century Modern and “Grandmillennial” — a portmanteau of grandma and Millennial — decor that incorporates modern-day design with retro elements. In response to modern design, as well as being the opposite of what Millennials had in their homes growing up, this style is about rediscovering beauty in floral patterns, chintz, pleated items, bright colors and mismatched furniture.

Tanna Edler, founder and CEO of Tanna by Design, near Yakima, WA, recently designed a Grandmillennial home for Millennial clients. As a designer focusing primarily on a natural, reclaimed aesthetic, she was intrigued by the direction.

“These clients recently inherited this home from their parents,” Edler says. “[The parents] furnished it with large Tuscan Italian antique items, and my clients loved everything about the influence...so we went ‘granny chic.’ We went antique shopping for doilies, incorporated floral wallpaper — it

was a lot of fun.”

The vintage aesthetic has found its way quietly into the mainstream, and this year, is incorporating a more modern twist.

“I was also sourcing new materials and embracing the design direction they were taking without trying to change it,” Edler said. “Being in the Pacific Northwest, a rustic nod still came through. We brought in some metal fixtures, travertine stone — things that still felt ‘Tuscan Italian.’” Younger clients are discovering a newfound appreciation for these timeless, quality furnishings. They love antiques, and aren't afraid to search for vintage pieces on platforms such as Facebook Marketplace, according to Edler. Although they may not be able to afford the highest quality, younger people are more focused on using their dollars for powerful spending.

“They want to buy something that's well-made because they realize how quickly disposable furniture breaks down,” says Christi Barbour, founder and partner of Barbour Spangle Design. “If it's cheaply made, it's uncomfortable, it doesn't wear well, or it falls apart.”

Similarly, sustainable design has also come to the forefront of social consciousness in the past decade, driving the efforts of many designers. This kind of design appeals more to environmentally focused homeowners, looking for a home to match their needs and standards.

“We think that's an interesting turn for the furniture industry,” Barbour says. “We went through an entire generation where furnishings were more disposable, and now you take this enlightened generation where maybe they don't want to be disposable because of the environment. They want to make better choices. And when you compound that with the supply chain issues, now there's a newfound appreciation for quality, and things like antiques and finer pieces of furniture.”

Edler focuses on social media channels — primarily Instagram — to attract Millennial clientele. As they grow and save money, she says these channels help her cultivate long-lasting relationships.

“So many of my Millennial clients know what they like when they see it,” she says. “They have great taste, and they're knowledgeable. They do the research, they jump on Google...everything is available at their fingertips. So for me, it's just corralling those thoughts together and getting them

“So many of my Millennial clients know what they like when they see it. They have great taste, and they're knowledgeable.”

- TANNA EDLER,
TANNA BY DESIGN



Christi Barbour emphasizes that there is no one-size-fits all answer to design trends.

from A to Z."

She also offers virtual design services. Focusing on this option during the pandemic attracted clients from miles away, catering particularly to the "instant gratification" aspect many Millennials find attractive.

"When COVID hit, I completely redid my business model," she says. "I decided to focus on the virtual service offering because I wasn't sure if I'd be able to see people...and it just exploded."

She recently completed a virtual project for a New York-based Millennial couple after they discovered her work on Instagram.

"We've never met in person, but we did an entirely new construction project that finished in December," Edler says. "They had a very traditional home, but they wanted a modern farmhouse feel. So we did a lot of molding and added some shiplap touches."

For a typical design project, Edler asks virtual clients to share their floor

plans, and redlines any design changes they discuss. Once the layout is confirmed with the architect, she puts together a spec book.

"We go through the floor plans that have been approved, plan out every room that needs to be elevated with, for example, lighting, wall texture or cabinetry," she says. "Then we'll specify every single finish."

Taking Risks, Aging in Place

As of 2022, Generation X has been around the block. They have accumulated wealth over the years, and now have the luxury funds to be a bit more experimental when it comes to design.

"My Gen X folks are my most trusting age group. They're the, 'I'll take a

A large, open-plan living room with a stone fireplace, leather sofas, and a large white sectional. A circular inset shows a portrait of Tanna Edler.

Zachary Wheeler, of Zachary Luke Designs, also sees lots of large home renovations with his Gen X clients. He is currently updating a master bathroom for a couple in their 40s, having already completed their family room and kitchen.

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Zachary Wheeler, of Zachary Luke Designs sees lots of large home renovations with his Gen X clients.

"My Gen X clients usually want each room in their home done in bits and pieces, whereas Millennials want to do it all at once," he says. "Gen X clients are usually spending more, and Millennials sometimes don't have as large of a budget. That could be why they like to move more slowly."

In general, renovation spending is not equal across the generations. Baby Boomers had the highest national median spending amount in 2019, at \$15,000. Gen Xers were next, with a national median renovation spend of \$12,000. Baby Boomers and Gen Xers also drove the majority (85 percent) of renovations and spent higher amounts on their projects compared to younger generations, according to a Houzz study. Millennials had a median renovation spend of \$10,000.

Some Baby Boomers also revel in more eclectic design choices. Barbour is currently working on a penthouse apartment for a couple in their 70s who love to invest in their home. The two are contemporary art collectors with a passion for the finest modern furniture, lighting and sculpture.

"They have a wonderful style aesthetic that is top notch, with really impeccable taste in high design," she says. "In theory, you'd think younger clients might be the ones that like something more contemporary and the 70-year-olds might like something more traditional, but that's not the case with these two clients."

These clients also invest in quality. They don't want sculptural knock offs or re-creations of paintings — they're prepared to purchase the real deal.

"Some younger clients are investing a little less than our empty nesters

are," she says. "They have to be much more thoughtful about what kind of investment they're making. Our Baby Boomer couple owns an original Barcelona bench, for example, whereas other clients might purchase a replica. They wouldn't want to spend the money on a true, original piece."

Other Baby Boomers are entering the "aging in place" phase, making practical updates to their homes that will support them through their golden years. These Boomers are more likely to choose an open floor plan that is easier to navigate, for example, or incorporate robust lighting systems such as in-cabinet lighting. In kitchens, wall ovens and cooktops can eliminate the need to bend over and reach in.

"Universal designs are a must when making these updates," Edler says. "Incorporating grab bars in bathrooms, improved task lighting and comfortable furnishings are usually a big part of it."

While each generation's design taste has grown together in some ways, there is no one-size-fits all answer to design trends. Designers ultimately aim to cater to each client's individual taste and make their vision come to life

in the process.

"We really get to know our clients' tastes, lifestyle and personality," says Barbour. "We could have something from a super contemporary project to a really traditional project and everywhere in between. It's our job to take that information and create a space that brings their history to life." **FLD**

"It's our job to take that information and create a space that brings their history to life."

- CHRISTI BARBOUR, BARBOUR SPANGLE DESIGN

ARE WE THERE YET?

Has LED lighting technology reached a point where its ready for mass approval from the consumer? With a little education, yes it is, says the Lighting Doctor Randall Whitehead.

BY DIANE FALVEY

For all of the hesitant consumers out there, is now the time to invest in LED lighting? LED is touted for its energy efficiencies and longevity. However, until recently, the light output was harsh and cool, an antithesis to our instinctive preferences for warmer light sources.



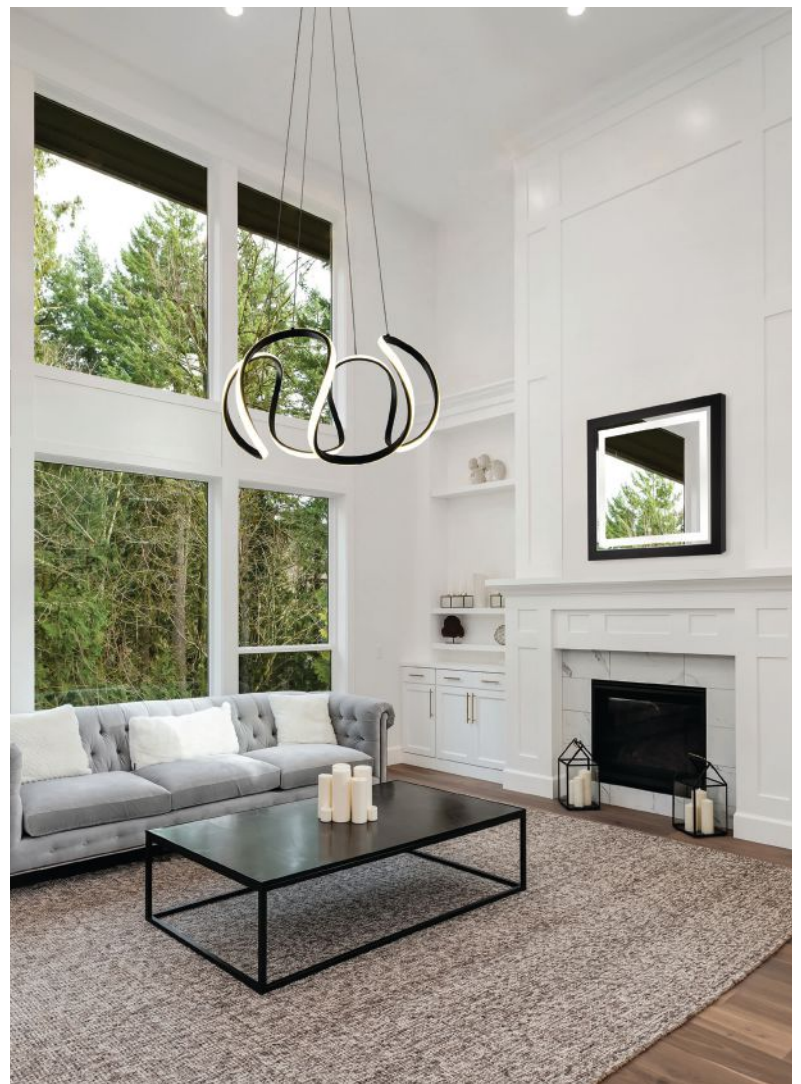
According to Randall Whitehead, Furniture, Lighting & Decor's Lighting Doctor and author of several books on the topic, it is. Investing in LED lighting can be a commitment, as this light technology has a shelf life of approximately 17 years, and it is far more energy-efficient than standard incandescent light. "Now is a perfect time to invest in an LED system," Whitehead notes. "We're very close to as good as it's going to get. The best CRI [color rendering index] is 100, the same as incandescent, and regulations are being rolled out across the U.S.

to 90 CRI. We're already seeing 92, 97 and higher." When shopping LEDs, Whitehead continues, you want to look for a CRI of 90 or higher. If the CRI isn't listed on the box, he continues, assume it's less than 90 and walk on by. That is not the LED light source you want.

Refresher Course

In case you are like me and all of these terms — CRI, Kelvin and Lumens — confuse you too, here's a quick overview:

- **CRI** is the scale that assesses the effectiveness of light sources to make objects appear closer to their true colors. This index also compares the visibility of the colors of objects to the human eye when under any particular light source and then under natural light, i.e. under sunlight.
- CRI doesn't refer to the color temperature of light — that would be



Left: Randall Whitehead. Above: One of the innovations in LED lighting is continuous illumination, paving the way for sculptural fixtures with even light, such as this ribbon sculpture from Artcraft Lighting.

Kelvin, which measures the warmth or coolness of your light source. Most LEDs range from 2700K to 7000K. For most residential applications, we expect 2700K from our LED bulbs, but we also want to make sure there are dimming capabilities. 2400K mimics incandescent light and 2200K creates that soothing candlelight glow. When you reach 3000K, your reaction to the light would be like that of being outside in the daylight. Steer clear of this level of light as you're getting ready for bed.

• **Lumen** relates to the amount of light you will get from that lightbulb. Compare it to wattage. The difference is that LED lights are far more efficient than incandescent. Eight lumens, for example, is equivalent to 45 watts of power, and a 13-lumen LED bulb would be equivalent to a 75-watt bulb in incandescent terms.

Applying the Knowledge

Lighting retailers understand this terminology and the technology that goes with it, but how do you help the consumer, designers and contractors who may not be as familiar to understand what they need and why?

"It's much easier to show the differences in lighting sources than to explain them," Whitehead says. He recommends lighting retailers invest in a lightbox to show customers the differences in light levels. "Have them put their hands in to learn how the color renders their skin and what they're attracted to." As with other home design options, there are personal preferences in lighting.

Whitehead continues that a well-educated staff is tantamount to helping your customers make the right lighting choices. "Employees need to be refreshed about the LED products that are available and how they've evolved so they can educate the designers and customers coming into the showroom." In addition to understanding the big three in LED — CRI, Kelvin and Lumen output — it's important to know what light goes where and why. Whitehead is a proponent of light layering — it's essential to good lighting in the home

— and understanding the four different uses of light: ambient, task, decorative and accent lighting.

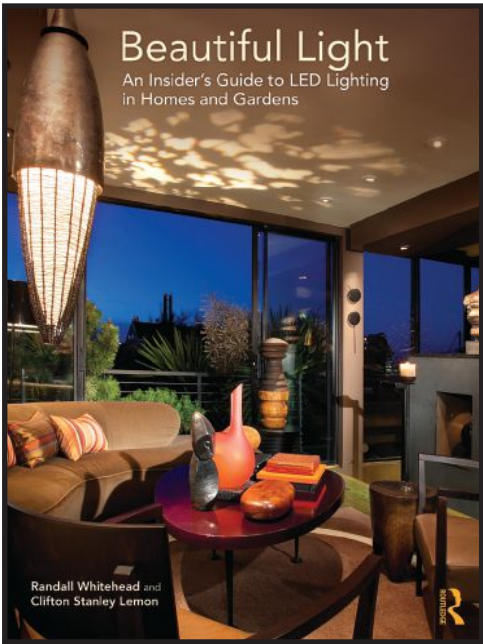
Lighting preferences also vary by region. While instinctively, humans gravitate toward warmer light — firelight kept the species safe when we lived in caves — climate and other elements can also impact lighting decisions. In Colombia, for example, where the temperatures soar, the standard inside lighting is more in the 6500K range, a much cooler color than 2700K or even 3000K (daylight). That cooler hue makes the skin look cooler and makes the outside seem warmer than inside, Whitehead notes, making us feel cooler in that space. In the U.S., temps of 3000K and above are great for use in closets and pantries where the brighter light offers better visibility, but not in the living room as you're watching television.

The Great Bulb Debate

While LEDs have come a long way and are worth an investment, bulb technology will continue to reign for quite some time, says Whitehead. "I think people are still afraid of technology," he says. "If a light fixture becomes so technical that we don't know how to correct it if it fails, that's a problem. Consumers know that if a bulb fails, they can change it."

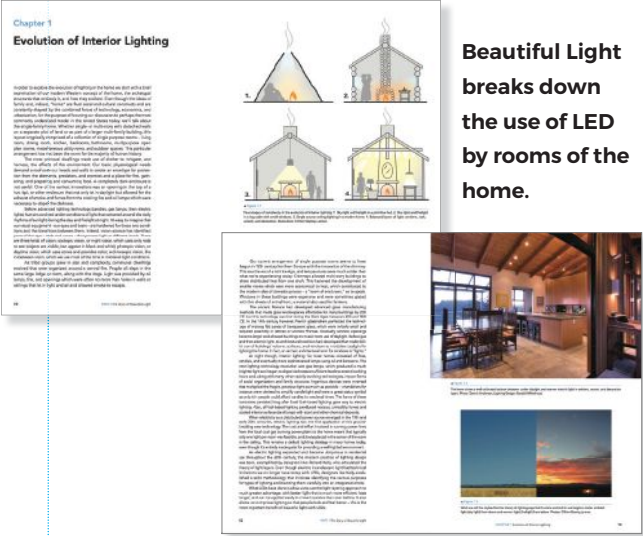
That said, LED technology and how far it's come has created myriad opportunities for decorative fixtures that are truly works of art. One of the newer innovations in integrated LED lighting, says Whitehead — something he sees swaying consumers from bulbs — is the even illumination we see in some decorative fixtures. "Up until two years ago, you could see the individual light elements. Now there is a continuous, even glow throughout a fixture," he says. Strip technology, too, and the fact that LED doesn't get hot also allows for lighting in areas that would otherwise be difficult, such as under cabinets.

"For the next generation, this will all be second nature to them," says Whitehead. "We tend to hold on to technology that won't even really exist for them." **FLD**



ABOUT BEAUTIFUL LIGHT

Randall Whitehead is The Lighting Doctor and author of several books on lighting design and LED lighting. His most recent book with Clifton Stanley Lemon, *Beautiful Light: An Insider's Guide to LED Lighting in Homes and Gardens*, drills down into the type of light you need in each room of the home (and outside) and



Beautiful Light breaks down the use of LED by rooms of the home.

how LED can help you achieve optimal lighting. The book breaks each room in the home into a chapter to simplify the best lighting for each area. It is written in an entertaining, conversational tone and is an easy resource for consumers, designers and lighting showrooms. A good mix of imagery and context, *Beautiful Light* covers both interior and exterior lighting and offers up many different ways to achieve the right outcome depending on style. You can learn more about or purchase *Beautiful Light* on Amazon.



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The Modulum dining table and side chairs from Bernhardt builds on a unique use of materials and intersecting planes for chic, livable style. A sun-baked finish adds contrasting warmth to the minimalist forms. www.bernhardt.com



Made from a teak tree root, Classic Home's Willow dining table embraces its natural origins. A glass top completes the design. All teak roots come from trees that have fallen naturally. www.classichome.com

GATHER 'ROUND!

Whatever style, rounded is often where it's at when it comes to where we eat. The dining tables here showcase varied design and no edges.

BY DIANE FALVEY

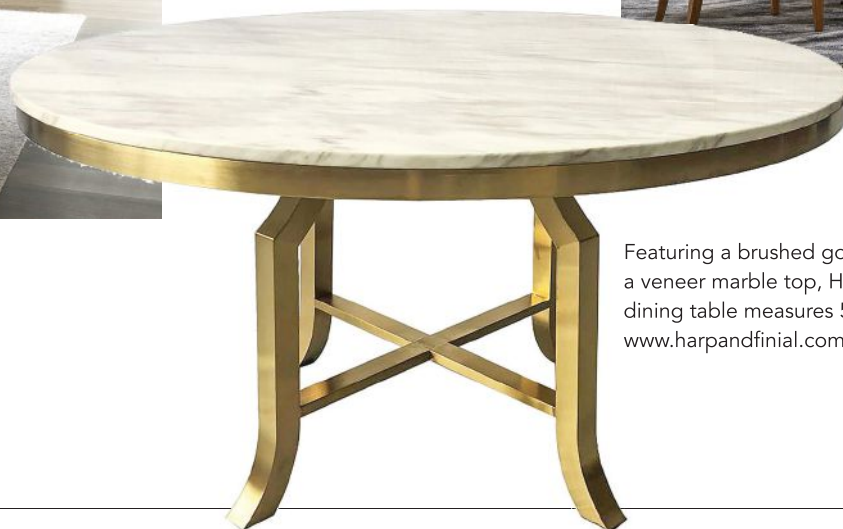


Simple yet exceedingly enchanting, the Geranium Dining Table from the Love.Joy. Bliss. collection at Universal Furniture has a sleek rounded top in an Alabaster finish and a geometric-style base in a white lacquer finish. www.universalfurniture.com

A combination of rustic metal and organic wood, the Jupe table from Sarreid Ltd. is styled as the new traditional. The simple geometric base features textured iron accents. The top is wire-brushed oak done in a Heather Grey finish. www.sarreid.com



Featuring a brushed gold finish on metal with a veneer marble top, Harp & Finial's Fillmore dining table measures 54.5 inches in diameter. www.harpandfinial.com



Sculptural lightness meets the sturdiness of stone to create the Mono from Moe's Home Collection. A ribbed central base provides sturdiness and support for the round terrazzo tabletop. www.moeshomecollection.com



Libby Langdon's Bellows table for Fairfield Chair features a stunning metal base and beveled-edge wood top combination for a transitional look with a modern twist. www.fairfieldchair.com



The Palm Springs dining table from Home Trends Direct features a white marble surface supported by a modern whitewash mango base. www.htddirect.com



An organic reimagining of the classic Saarinen Tulip table, this offering from Bungalow 5 features a coiled rope design sealed in clear lacquer to retain all the class of the original. www.bungalow5.com



The Julia Table from Bellini Modern Living features a 12-mm tempered glass top atop a round brushed stainless steel base. www.bellinimodernliving.com



Characterized by its round shape and hand-painted faux marble top, the Serenity Round Dining Table for Hooker Furniture's Melange collection was inspired by casual, waterfront living. It has a textured soft gray finish for a casual contemporary character. www.hookerfurniture.com

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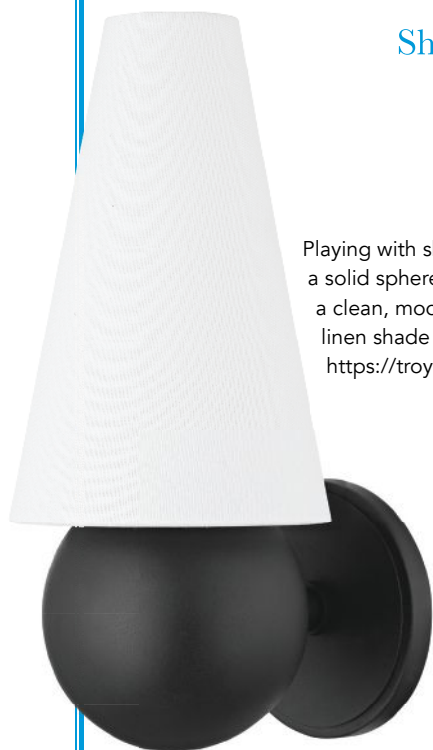
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SHADED IN

Shaded sconces are making a comeback, adding both an aesthetic flair and practical light diffusion to best fit your space.

BY GIANNA ANNUNZIO



Playing with shapes, a conical shade rests atop a solid sphere giving Cassius by Troy Lighting a clean, modern look. Light fills the elongated linen shade with a natural glow.
<https://troylighting.hvlgroup.com>



Dalton from Progress Lighting has a modern industrial vibe brought by a two-tone finish and substantial metal dome supported by turnkey detail.
www.hubbell.com/progresslighting



The Flynn sconce by Arteriors adds style and function to a wall space. An antique brass steel foundation is matched with a white alabaster face that presents an arched arm topped with a white linen shade. www.arteriorshome.com



With a traditional, sophisticated style, the Diamond Sconce by Global Views is made entirely of solid polished brass with a parallelogram-shaped shade.
www.globalviews.com

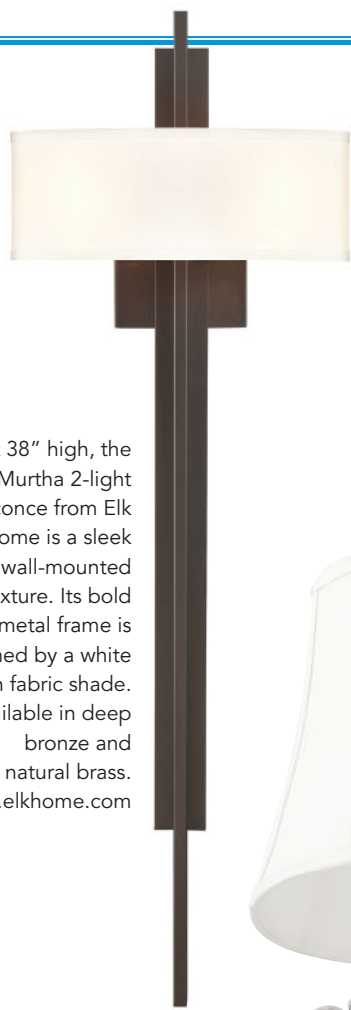


From Park Hill's Country French Collection and inspired by architectural salvage, this corbel lamp features cast resin in an antique gray finish with a burlap shade.
<https://shop.parkhillcollection.com/>



Aston by Hinkley breathes true tradition. Elegantly curved arms in contrasting finishes meet tapered offset shades. Available in a Heritage Brass with Black finish.
www.hinkley.com

At 38" high, the Murtha 2-light sconce from Elk Home is a sleek linear wall-mounted fixture. Its bold metal frame is softened by a white linen fabric shade. Available in deep bronze and natural brass. www.elkhome.com



Playing with circles and spheres, Campbell Hall by Hudson Valley Lighting is all about flow. Streamlined curves, a ball-like finial and a slender, arched loop bring a relaxing vibe. www.hvlgroup.com



Smooth, elegant curves accentuate the classically inspired Circe collection by Ginger. A graceful touch of modern form and build separates the design from more traditional styles. www.gingerco.com



The Trillium Shaded Sconce by Regina Andrew is cast and gilded in a natural brass finish and topped with a natural linen shade. www.reginaandrew.com



The Rattan Wall Sconce by Creative Co-Op adds classic detailing to your wall. With its neutral coloring, this light easily blends in with many trending decor styles. www.creativecoop.com



The Avalon 2-light Traditional sconce by Kalco features a flowing ribbon detail and white linen shade. The light fixture is finished in Roman Gold and available in a right or left version. www.kalco.com



The Oxford Double Wall Light is handcrafted at Original BTC's Stoke-on-Trent factory. Original BTC pays homage to its Oxfordshire roots with the Oxford Double Wall Light, an extension of the Oxford collection. www.originalbtc.com



As with all members of the Saratoga Collection by Hubbardton Forge, a choice of leather strapping color and antique brass or polished nickel fittings are offered for this wall mount. A half-shade completes the aesthetic. www.hubbardtonforge.com





Create an eye teasing piece when you add this abstract aluminum Bunny Face Statuary by A&B Home to your decor. Structured on top of a white marble base, add a chic spin to any design. www.abhomeinc.com



Not one to stand in the shadows of her Butterflies for Brains sister, the new Bubbles for Brains from Global Views is made of brass-plated spheres with an iron bust on a white marble base. www.globalviews.com

SILVER & GOLD

These decorative pieces invite a luxe feel into any room through color and metallic shine.

BY GIANNA ANNUNZIO



Made of composite in an antique silver finish, the Colossal Cast Root on Stand by Phillips Co. was inspired by the natural shape of roots in their most raw and organic form. This work of art will shimmer from its spot in a room. www.phillipscollection.com



The Resin Ringed Taper Holder with a distressed sand finish by Bloomingville is beautiful with or without a candle. Display this stylishly versatile candle holder as a mantel accent or dining table centerpiece. www.bloomingville.us



The Dex Objet infinity knot by Regina Andrew was crafted out of aluminum and cast to capture a textured surface in brass. Place on a bookshelf in a living room for a sculptural statement. www.reginaandrew.com

Currey's Dany Brass Disc has a heavily pitted surface, which brings the gold sculpture an intense texture. An aged brass finish collects in the larger crevices to create added patina. curreyandcompany.com



The Scribble Sculpture Collection by Studio A Home is made of iron with a polished brass finish. Black marble base. www.studioa-home.com

The Tribal Shell on Stand by Sagebrook Home has a golden finish and a white marble base, fitting for a table top that needs a centerpiece with a beach aesthetic. Made of metal for durability and elegance. www.sagebrookhome.com



Wildwood Home's On The Cutting Edge Vessel is crafted of hammered aluminum. This decorative piece will complement both rustic modern and transitional styles. www.wildwoodhome.com



The expression of blowing a playful kiss is captured in this glamour profile by Howard Elliott. Cast in aluminum and finished in silver. www.howardelliott.com



The Oma decorative vessel by Moe's Home Collection has the timeless appeal of ancient forms. Made and finished by skilled artisans, this vessel's design and craft is based in the traditions of Rajasthan. www.moeshomecollection.com



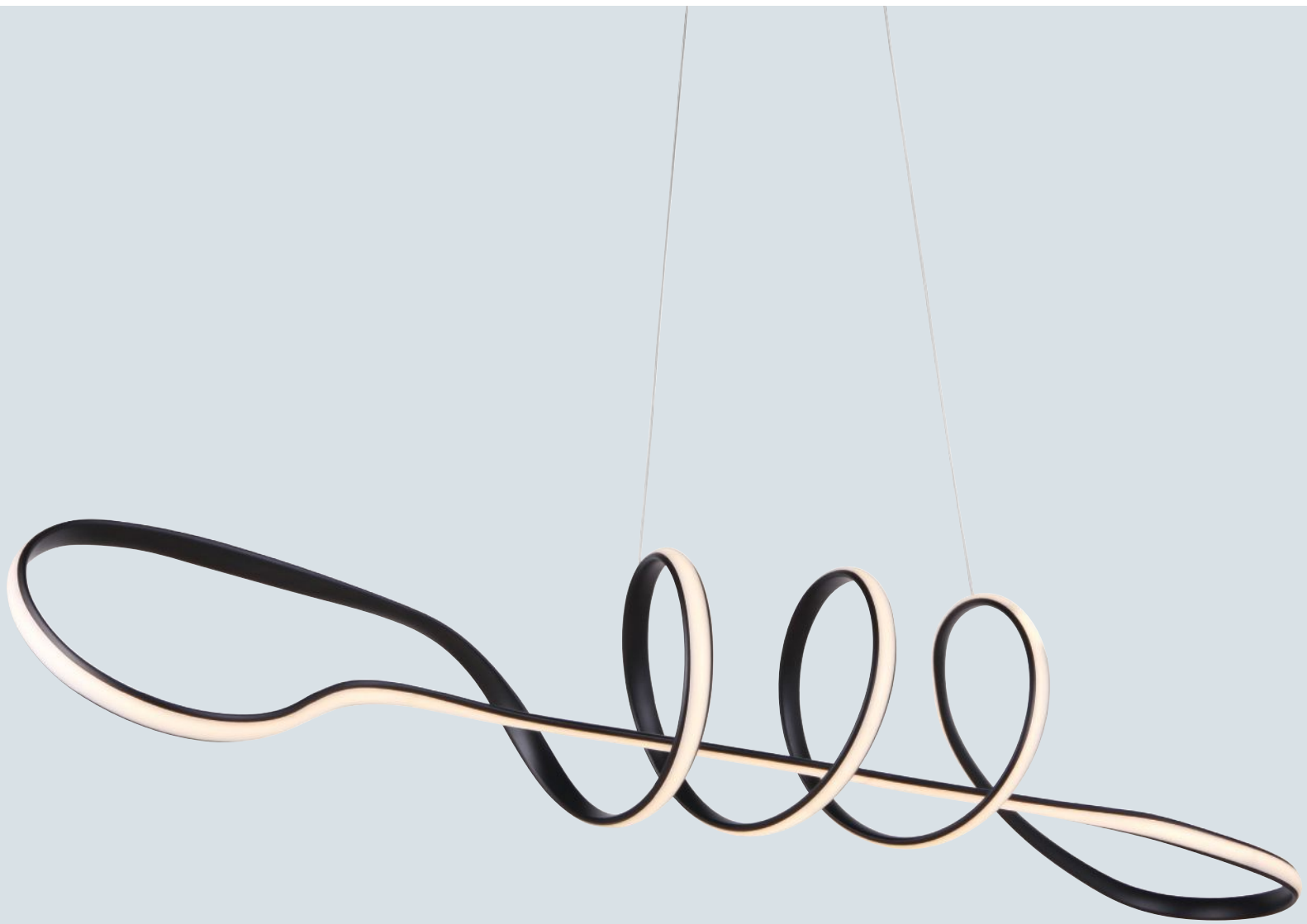


A strategic thinker who understands the luxury market, Garrison Hullinger is founder and principal designer of Garrison Hullinger Interior Design. Whether residential, commercial or hospitality project, Hullinger knows how to scale without losing sight of the smallest and most impactful details.

1. When your clients have the desire for a new home that blends their very different tastes ... you listen closely and then ask questions. I can summarize it like this: ranch livin' is the life for him and she gets allergic smelling hay. Maybe it's not quite the story of Eva Gabor on "Green Acres" but we had a tall order to deliver a glam and luxurious farmhouse with a little rustic flavor. Your toes sink into the luscious broadloom carpet. We used a local maker to construct the box beam and we left the hearth below the fireplace a raw concrete. The tufted chairs are from Vanguard Furniture.

2. Our intent in adding the warm neutral grasscloth wall covering in this bedroom was to accomplish several things. We wanted to provide some sound absorption for this large room and add a layer of luxury to the walls. The evening glow from the fireplace truly provides warmth as it lights up against the grasscloth instead of bouncing around white painted walls. We used Pacific Designs International – Shanghai Collection.

3. The one favorite item the homeowners wanted to bring into this room from their previous home was the leaning mirror. The owner's suite is rather large, and we wanted to help open it up by placing the mirror opposite the bed and nightstands. The nightstands are from a favorite line of mine, Mr. & Mrs. Howard. With the light fixture, we wanted to blend rustic and glam, and this unique fixture fit the bill.



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