



Sublime DESIGN

Shereen Lurie shares the latest trends in luxury wallpaper and fabrics

Hertex

One of the best ways to transform the look and feel of your interiors is by incorporating a variety of luxury fabrics and wallpaper in your living spaces. From serene pastoral scenes and ethnic prints to animal motifs and traditional florals, the choice is endless when it comes to luxury wallpaper. Curtain and upholstery fabrics also come in a wide variety of fabulous materials and designs. We share top tips for introducing textural and visual interest to your home.

MAKING YOUR SELECTION

Firstly, the wallpaper and fabrics you choose need to suit your style and lifestyle. Cara Saven, owner and founder of Cara Saven Wall Design, says you need to trust your own taste before a trend. "Trends come and go, but you want your wallpaper to last longer than that. For this reason, go with what you love and with something that speaks to you." It's also important that you take time to make your selection. Michèle and Wayde Fortune, co-owners of Design Team Fabrics, add: "Wallpaper is expensive so ensure that the choice you make lasts for a couple of years."

Elaine Jansen van Rensburg, owner of Effects by Elaine, says you must consider the result you would like to achieve. "As a maximalist, I find immense pleasure from over the top, bright colours and would incorporate a dramatic high colour wallpaper covering the entire room and ceiling. The fabrics will then be chosen to complement the wallpaper colours as the wallpaper would be the main feature." >



The Silk & Cotton Co



Fabric Bank

It's necessary to keep the architecture of your home in mind, says Louis Blom, international manager at Hertex. "The architecture of your house is like the frame and interior of an art piece. With wallpaper, this is especially important, as the paper will become part of the architecture. Define the space – is it a large or small space? Classic or contemporary? Also define what you would like to achieve with the installation. Bold and/or bright patterns can fill up a room that lacks "fullness"; neutral papers create space; vertical patterns add height to a room, etc."

Different wallpaper suits different areas and exudes different types of energy. Saven recommends you treat the various areas of your home differently and choose your wallpaper accordingly. Ask yourself whether you are choosing foreground or background wallpaper. Saven says this refers to whether your wallpaper is going to be the main feature of your space, i.e. the dominant element, or one of the layers and less the star of the show. "Generally, mural designs will be more foreground options, and textures and patterns will better suit layering and backgrounds. However, if you want something eclectic, then use your foreground as a layer – think vintage murals with framed prints and mirrors superimposed onto the scene."

When selecting fabric for your home, Taryn Swanepoel, owner of The Silk & Cotton Co, recommends that the colours and textures you use must work back to the overall colour theme in your home. "Choose colours that enhance the furniture in the room. Don't be afraid to mix prints of different scales along with textured plains. Another interesting idea is using trimmings on plain fabric to create something unique and designer!"

Lise Butler, head of design and development at Loomcraft, believes that the key to good fabric selections is to choose fabrics that are suited to the specific application and have the necessary attributes to perform well over time. "Added value products such as our Poetry and Gatsby ranges with Loomguard coating offer a stain-resist coating that will help protect upholstered furniture pieces against everyday spills. New blackout curtaining fabrics in our Dreamweaver collection have an interwoven black yarn that offers a 100% blackout quality without the visible coating we have seen in older generation blackout curtaining fabrics. This makes it much more appealing, practical and affordable as it is not necessary to add a lining to the curtain."

Blom adds: "Try to stick to one look throughout your house – avoid giving each room a different style, as this creates a distorted look. Also ensure that the fabric you choose works for your lifestyle." >



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Cara Saven Wall Design

TOP TIP

"Don't let the size of the wallpaper pattern dictate where to use it. Using small prints in small areas and large prints in large spaces is a myth. Large bold patterns in a small area can make a dramatic statement." – Michéle and Wayne Fortune, Design Team Fabrics

Candace Tsang, artist manager at Fabric Bank, and Shara Mordt, owner of Fabric Bank, suggest you use fabrics to soften as well as to add in details to create a signature look in your space. "Curtains are usually more subtle in pattern and colour, but you can also look at introducing an art work or image to create a unique product for your space. Headboards can also be great to bring in texture and introduce a bold print or art work to create a unique feature in a room. Scatters can be bold, loud and vocal."

THE LATEST TRENDS

METALLICS

We are seeing metallics in a range of textures combined with industrial elements, which speak of a "Mad Max" type future. Saven says that while some embrace biophilia, others will boldly go the other way towards that which is a bit more "guns and roses".

NEXT-LEVEL GLAMOUR

Unique designs, on a breathtaking scale, printed onto tactile, luxurious surfaces result in a captivating and beautiful wall covering, says Schanè Anderson, founder and creative director of Olala Interiors, and Alouise Hartzenberg, regional representative for Romo South Africa. "Intricate details elevated by glimmers of luxe metallics, and fine textures add an unexpected element of design. Embossing adds depth and dimension and displays another layer of luxury and sophistication."

NOSTALGIA

A return to "the simple life" has been a strong trend for some time. Saven says that the nostalgia trend has us turning to very simple designs in natural tones that remind us of cottage life. "This trend is also strongly linked to the revival of arts and crafts and activities that need to be done by hand and are done slowly. So, look out for themes that include original artists' work, clay and pottery crochet elements." >



Loomcraft



Cara Saven Wall Design



The Silk & Cotton Co



Design Team Fabrics

TEXTURE

Texture is a big trend in fabric and wallpaper. Blom believes that this trend arose from our overexposure to flat surfaces – phones, metal, glass, etc. "Humans need texture, especially young children and babies. Check out Hertex's éditeur collection for exquisite textures and colours straight from the fashion houses in Europe."

WATERCOLOURS

Water-coloured printed fabric is gaining in popularity. Swanepoel says that these range from florals to stripes or interesting designs. "The print looks like it has been painted and thus is not perfect, rather as though it has been painted by hand."

ZOOM BACKGROUNDS

With Zoom meetings not going anywhere in the foreseeable future, Fortune has found that home offices with exciting backgrounds have become the new "must-have" to add excitement to these virtual meeting rooms. "This is easily done by adding the right wallpaper." 🏠

With thanks to Cara Saven Wall Design, Design Team Fabrics, Effects by Elaine, Fabric Bank, Hertex, Loomcraft, Olala Interiors, Romo South Africa, The Silk & Cotton Co

EXCITING NEW LAUNCHES

"We have new CS&CO artist ranges that include local artist Rene Versveld and two new international artists – Egyptian-based artist Jamal Mohamed and American mural artist Kipper Millsap. We also have some gorgeous new metallic designs under our Textures range, many of which can be used on walls and ceilings."

– **Cara Saven, Cara Saven Wall Design**

"As we've detected a growing demand for our designs in the curtaining market, we have moved some of the more popular designs onto a 280-wide format. We use an organic cotton base cloth, which allows for a softer draping type fabric, ideal for curtaining."

– **Michèle and Wayde Fortune, Design Team Fabrics**

"Each artist added to our platform has a unique style and story to their collections. You can view all the latest collections that we launch via our website www.fabricbank.co.za."

– **Candace Tsang and Shara Mordt, Fabric Bank**

"As part of Hertex's Internationals collection, we will be launching Harlequin's Colour 2 wallpaper and fabric range; Masureel's Wall Designs III; and Sanderson's Diane Hill."

– **Louis Blom, Hertex**

"New ranges launched in 2022 will encapsulate the elemental flow of energy and fluid movement that layer areas of colour and tone. Wall coverings have simple, yet effective textured surfaces that imitate the tactile and subtle nuances of texture." – **Schanè Anderson, Olala Interiors & Alouise Hartzenberg, Romo South Africa**

"We are about to launch a new collection called Summer Breeze. This is a print collection that includes designs with a water-colour effect. It is complemented by a selection of double-width linens and looks incredible!"

– **Taryn Swanepoel, The Silk & Cotton Co**

"As a company, we focus on the design, sourcing and development of quality textiles at affordable prices, and we have found that we are perfectly positioned for the increased need and demand for well-priced textile goods. With this focus in mind, we will be adding new and exciting curtaining and upholstery ranges that are in line with the latest trends, colours and textures, but also ensure the best possible value for money – our new Simply Slubby range is a perfect example of performance, good looks and affordability all wrapped into one!"

– **Lise Butler, Loomcraft**

Design Team Fabrics



Olala Interiors