



THE HOME STYLIST



TOP TEN STYLING TIPS

MUST READ *BEFORE* YOU BEGIN YOUR NEXT
HOME STYLING PROJECT



"Your home
should tell the story
of **who you are**, & be
a collection of **what
you love**."

- Nate Berkus

TOP TEN ESSENTIAL HOME STYLING TIPS TO TOTALLY TRANSFORM YOUR HOME

The Home Stylist has been styling homes across Asia and Europe for more than 10 years and trust us when we say, we've seen it all.

Beautiful furniture out of place in the wrong setting, overstylised rooms with no atmosphere and people getting distracted over the smallest details.

Home styling, whether it's your 1st home or your 13th, should be a fun, personal journey and with these top tips from our expert stylists, you can leave the stress and disaster behind.



1. DEFINE YOUR CONCEPT

Decorating a new home or restyling an old room can be a fun and exciting project, but it is easy to get carried away, confused and stressed. A design concept, set out with purpose before you've even begun, will make sure your experience is only positive.

Ask yourself the following questions:

How do you live in your home? How do you want your home to look and feel? What colours do you like? Do you like stripes, checks, pattern?

After you've asked yourself these questions pick 3-5 words that create your concept - now you are ready to style!

2.
REMEMBER
YOUR
CONCEPT

**THE KEY QUESTION:
DOES IT FIT YOUR
CONCEPT?**

Remembering your concept is very important when you are shopping. It's tempting to buy one of everything that catches your eye, but you should only be buying pieces that fit your concept.

If you don't have your concept in mind when shopping, you may end up with multiple design changes just to fit in a new piece of furniture that you didn't need in the first place.

Stay focused and confident in your initial design concept.



3. DECLUTTER

**THE KEY QUESTION:
DOES IT FIT YOUR
CONCEPT?**

Decluttering is a part of the design process that brings fear and tears to many, but it can really bring a new lease of life to your home. It also ties in nicely with the first point. If you have your concept, you should be able to look at every one of your possessions with the same critical eye - does it fit your concept?

Another way to consider older items that you're unsure about is to consider whether you would buy this item again. If you would, it is likely that you'll still want to use it / see it for years to come.



4. MIX AND MATCH

**MIX PATTERNS
AS LONG AS ONE
PATTERN IS LARGER**

While we are considering your concept, you should also not be afraid to mix and match style, colour and pattern. There's nothing more boring than when something is 'over-designed'!

Here are some top tips for mix and match designing:

- You can mix pattern as long as one pattern is larger than the other
 - Have a mix of organic patterns, like floral, and geometric patterns
 - Match colours across different patterns
-



5. LIGHTING

COMBINE GENERAL LIGHTING, TASK LIGHTING AND ACCENT LIGHTING

One of the most essential elements of Home Styling isn't necessarily design in a traditional sense; it's atmosphere. If there was only one tip we would give all our clients, then it's to not forget the importance of lighting.

When considering lighting, there are three different areas to consider:

- General lighting - usually overhead or wall mounted
 - Task lighting - think desk lamps and cabinet lighting in kitchens
 - Accent lighting - the fun lighting used to highlight an area or object like art
-



6. RUGS

**AT LEAST THE FRONT
TWO LEGS OF YOUR
FURNITURE ON THE RUG**

Rugs let you get really creative with a space that is often largely ignored. They are also a fantastic way to bring all your furniture together in a cohesive way. Our top tip is to make sure the size of your rug is correct.

With rugs, remember that:

- At least the front two legs of your furniture should be on the rug
 - Larger is always better
 - If your favourite rug is too small for the space then double rug it by placing a large neutral rug underneath it
-



7. DEFINE YOUR SPACE

CREATE INDIVIDUAL ROOMS INSIDE YOUR OPEN PLAN SPACE

We see a lot of open plan living these days but we still need to create individual 'rooms' within this space, this brings function and form into play.

Defining the sitting area, dining room and kitchen can both create the feeling of more space and make a larger space feel more cosy.

You can divide the space into their separate areas very easily using lighting, plants, rugs and furniture. Make sure each area feels like the room it's supposed to be!



8.

ARRANGEMENT

**KEEP YOUR
FURNITURE AWAY
FROM THE WALL**

Many people become preoccupied with the amount of space they have, independent of how small or large their room is! It doesn't matter how much space you have, it's the way you work with the space that counts.

One easy tip is to keep your furniture away from the wall, even if only by an inch or two, which magically creates the feeling of more space.

The background image shows a gallery wall with several framed Chinese ink wash paintings. The paintings depict various subjects, including a large bird, a landscape with mountains and trees, and a figure. To the right, there is a vase of white orchids with yellow centers. A large, dark blue circle with a gold border is overlaid on the left side of the image, containing the text '9. ART'.

9. ART

ART IS ONE OF THE BEST WAYS TO ADD PERSONALITY

Art is one of the best ways to add personality to your room and should be a fun way to invest in your design. But, if not hung correctly, art can either overpower a room or get lost.

Generally, pictures, mirrors and wall hangings should be 165cm from the middle of the piece to the floor.

If you have a sofa below the art, make sure you place the piece at least head height above the tallest person in your home.



10. SHELVING

**YOUR SHELF SHOULD
BE 70% FULL AND
30% EMPTY.**

Shelves are a great way to show off more personal ornaments and you can really have fun with creating original vignettes that reflect your style and personality.

The biggest tip for shelving is to remember the 70/30 rule. Your shelf should be 70% full and 30% empty.

With bookshelves, the best way to create the sense of calm and cohesion is to colour co-ordinate the spines. Don't worry about the height of the books as these differences add interest. You can also try stacking some books rather than having them all upright.

NOTES

“HAVE NOTHING IN YOUR HOUSE THAT YOU DO NOT KNOW TO
BE USEFUL, OR BELIEVE TO BE BEAUTIFUL.”

- WILLIAM MORRIS

NOTES

“SOME PEOPLE LOOK FOR A BEAUTIFUL PLACE, OTHERS MAKE
A PLACE BEAUTIFUL.”

- HAZRAT INAYAT KHAN

NOTES

“THE QUESTION OF WHAT YOU WANT TO OWN IS ACTUALLY
THE QUESTION OF HOW YOU WANT TO LIVE YOUR LIFE.”

- MARIE KONDO

CONTACT

Alex Sheldon

alex@thehomestylist.org

+852 9673 9443

Office

Level 3, 3 Pacific Place

No1 Queen's Road East

Admiralty, Hong Kong

+852 2588 3536

Photos courtesy of:

-Bowerbird
Home HK

-Bragg & Co
Lighting

-Hayley Nash
Photography
for The Home
Stylist

