

Desired Designs



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FLOWER POWER

In this month's Desired Designs, we're truly embracing the joy of the summer months with bright and pastel floral designs that will brighten up any drab interior space. From cushions and wallpaper to fabric and rugs, there's something for every home.

The beauty of working with flowers – whether in the form of ceramics, textiles, wallpaper prints, or even physical shape – is its versatility to fit into most interior themes effortlessly. Floral accessories have been employed in interior design for decades, meaning that whatever style you choose, you can be sure that there's a flowery piece to suit. For example, if you're seeking the energy and bold colours that are synonymous with the funky seventies era, there

are plenty of blousy bloom-themed accessories to choose. Alternatively, if you're trying to evoke the rich, somewhat gothic aesthetic of Victorian interior design (think the sophistication of William Morris and the decorative fleur-de-lis fabric prints), there are also plenty of floral options available to you. Of course, the busyness of Victorian and seventies interiors isn't for everyone. If your style is slightly more minimalistic, you can use florals, too. Simply use subtlety and muted shades as your key tool for more natural themes.



YOURS TO BUY

- 1. Wild flowers doormat, Rex London, £16.95
- 2. Alice Meadow wallpaper, Olenka Design, £139
- 3. Vintage floral parasol, Rockett St George, £375
- 4. Cotton washable floral children rug, Homescapes Online, £9.99
- 5. Blue flower vase, Gisela Graham London, £13.99
- 6. Large serving plate wayside flowers, Artisan Homeware, £34.50
- 7. Bali flowers cushion, Ragged Rose, £25
- 8. Woodstock, Midsummer Floral embroidered fabric, Mindthegap, £236
- 9. Yellow floral throw, J.J.Textile, £104
- 10. Little flowers cushion cover, Tom Tailor, €29.99



OUR BRAND PICK
Gone to Seed
 Dried flower arrangements don't have to look dry. Apart from the obvious advantage of lasting for years, Gone to Seed's sustainable flowers look colourful, vibrant and fresh. Nothing replaces fresh flowers, but every home welcomes a permanent arrangement that you can move and refresh at any time. These pollen-free flowers are a natural eco alternative to faux flowers and are fantastic for those with allergies as the pollen is no longer present.

YOURS TO BUY

- 1. My English country cottage bouquet, £25
- 2. Large cottage wicker trug buff willow, £25
- 3. Farm purple, green and red dried flower bunch, £18
- 4. Chelsea in Bloom arrangement in a blue and white vase, £75

HOT PRODUCT

Statement chairs

One of these floral designs could be the attention-grabbing, statement chair that your home has been crying out for. Not only are these pieces aesthetically bold in colour, but their formation adds interest to an interior, too.



YOURS TO BUY

- 1. Heather dining chair, Cult Furniture, £99
- 2. Peony print director's chair, Velvet Linen, £260
- 3. Freesia chair, posy peony blush, Sofology, £849
- 4. Flora dining chair – zinc, Sweetpea & Willow, £523

TOP TIP

Why not? *Have a go at flower pressing? It's a superb, inexpensive way to work natural elements into your home. Not only is flower pressing fun – especially if you're trying to entertain little ones in the holidays – but it can provide you with a one-of-a-kind series of artworks to adorn your walls. After pressing, spread your favourite blooms and leaves across three picture frames and use them for a triple display.*