

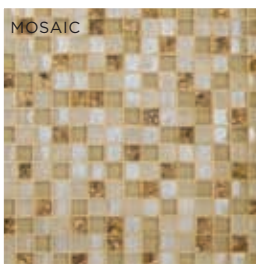
# STYLED TO SELL

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Tried and true tips and techniques to staging your next project. These are the processes I use to ensure that the end result is more than what our clients expect. One of the toughest schemes is cream on cream, as it can easily flat-line or look boring. The trick is to be sure you thoughtfully mix texture, pattern and tonal value to create interest. This multi-million dollar home in Wolf Willow was our latest project, and we start our styling process after all the large pieces of furniture were in place. We give you Luxury in Wolf Willow:



MOSAIC



**PHOTOGRAPH EACH ROOM IN QUADRANTS.** Establish key elements, and move in your big pieces – then photograph each quadrant of each room. Review your photographs, see which angles, corners really need special attention – the photograph will give you a clearer perspective.

**COLOUR HARMONY** - weave your colour/texture throughout, not just in one room. In this home, it is all cream on cream with a mix of metals. We introduced gorgeous mother of pearl translucents, warm gold, black, crystal, to 709 heavenly blue (soft blue-green). The subtle tones keeps it sophisticated, calming, serene and most importantly ensuring that our interior blends perfectly into the million dollar view.



**LESS IS MORE.** Don't over accessorize. Find the perfect item that fills that void (large planter, bookshelf, art or plant) rather than cluttering it with stuff.

**MORE IS MORE.** Invest in key elements that bring up the value of all the accessories and perfectly fit the home's style. We purchased high-end mirrors, crystal candle holders, and gold bowls from McElherans that do exactly what we needed them to do - make everything feel richer, more luxurious.

**FRESH FLOWERS PLEASE.** I always use fresh flowers and professional designed arrangements. These were masterfully created by Jan / Megan of Callingwood Flowers - they are my go to girls for anything floral. I outline a creative brief to them, so they get excited about the project - and then let them do their thing. Client was so pleased with the fresh arrangements, she had them all replicated in silk. Shown in these photos are the fresh florals.



OTTOMAN



GOLD PILLOW



WHIMSEY FUR PILLOW





DINING TABLE

**TAME THE CLUTTER.** Knickknacks scattered around a room look like clutter and lose their importance, if you must show case a collection - group them purposefully.

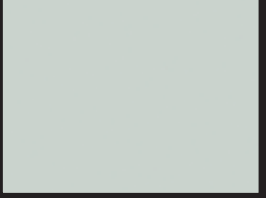
**TRY BEFORE YOU BUY.** Especially for accessories. Create your vignette in the store to be sure you like how all the items are relating to one another in size, colour, texture, proportion and shape.

**REFLECT YOUR PERSONALITY.** We all have a favorite style or design genre, be sure to add personal touches that tell us who you are, not just where you shop! Don't be afraid to experiment, or add whimsy.

GOLD TIFFANY BOX



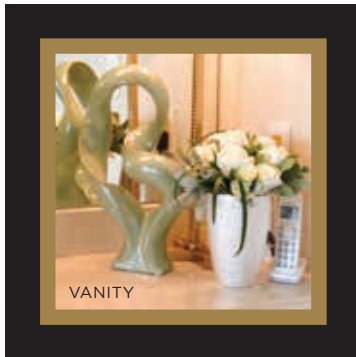
ACCENT ACCESSORY COLOUR



NIGHT STAND



**ADD TEXTURE.** Very important in a soft tone on tone scheme. Shown here are classic tones and textures. Don't mix your patterns or style genres too much – you have to understand basic principles of design to implement a sophisticated palette. Boundaries and mix of genres can be off-putting if you push too far. This was a hurdle with this particular home as some of the wallpapers (chosen by the builder's designer) did not pay attention to the style origins – this can cause confusion and make it feel disjointed and too eclectic, but we compensated on this flaw by keeping the accessories fresh and simple.



**ECO-FRIENDLY.** Important to add plants for that very important connection to nature, real plants also naturally improve indoor air quality. Always look to nature for your inspiration and connect outdoors to indoors no matter how sophisticated or down to earth your design scheme is.

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