

Discover Your HOME INTERIORS STYLE



WELCOME and thanks for taking the time to complete this workbook and discover your Home Interiors Style, once you've worked through all the sections you'll feel much clearer about what you like and dislike, furthermore you'll have clarity when making decisions about your home. By finding your 'core' Interiors Style you'll keep you on track and eliminate the overwhelm when designing your space and give you a streamlined vision of what you want to achieve.

We have so many images and ideas thrown at us about how our interiors 'should' look, at Amersham Interiors we pride ourselves in working together with our clients to discover their own style, which will ultimately make your home feel unique to you, you'll never get bored or fear you've made a wrong decision!

Section One

WHAT'S MY STYLE?

Children are very clear on knowing what they like and dislike, they find making choices fun and rarely get overwhelmed or stressed, this is because they instinctively go with their gut feeling and find the joy in everyday life.

For many reasons, as adults we get sidelined, whether it's being influenced by friends, family, fear of making the wrong choices, fear of being judged, guilt, overwhelm or sheer lack of time to even contemplate thinking about our homes. So a good way to tackle this is to break it down into smaller, more manageable chunks.

Finding your core style will lay a solid foundation for making choices around your home. It will also help with having a sense of your unique personal style, who you are, what colours you love and bring you joy. It usually translates into our wardrobe too and looking at what you wear is a good indicator of the colours, textures, prints and patterns that you enjoy.

WHY IS IT IMPORTANT TO KNOW MY STYLE?

Having a clear sense of our likes and dislikes makes us who we are.

Whilst it's true that your style can adapt and change over the years there's always a core style that you're drawn to and makes you feel good. The emphasis here is on feeling good!

Knowing your style and having awareness of it rather than fleetingly getting distracted by other influences will give you confidence and clarity when designing your home. It will reduce the overwhelm when shopping and streamline the options when choosing, ultimately making it a much more enjoyable experience.

Furthermore, it will save you time and money in the long run by getting it right first time. You'll also love the home you've created and get a warm, fuzzy feeling every time you walk through the door.

Below are 7 different styles, have a look at the images within each and see which one resonates most with you. Don't read the text at first or spend too long thinking, simply look at the images and go with your gut feeling to feel which style or styles grab you the most and inspire you.

1. Classic Modern



Relaxed, considered and thoughtful.

Neutral soft tones with muted accent colours that work together in harmony. Textures and gentle patterns run a calm tone throughout the home. There's a focus on soft light, natural elements, loved and lived in but accessories are considered and well-put together.

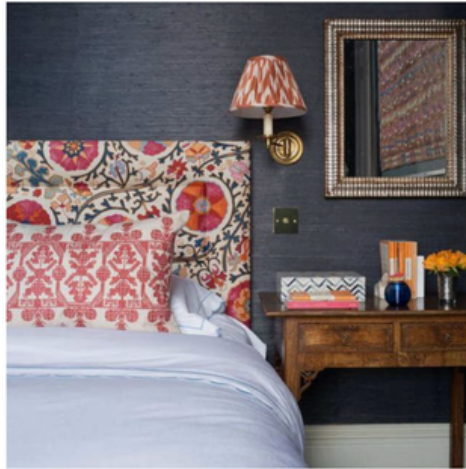
Simplistic and functional but not boring by any means. Colours are often muted or soft. Fabrics such as wool, leather, boucle and velvet add texture but anything too shiny is a no-go.

This style appreciates a little rustic with a modern edge and can also work well in cottages or farmhouses.

Works well with: Industrial, Modern Boho, Traditional, Mid-Century Modern and Scandinavian,



2. Modern Traditional



Bold, detailed and traditional.

Colour and pattern dictate the theme with cosy, luxurious fabrics. Trims, frills, braids tie all the different elements together. Making the most of British design with an appreciation for fabrics, texture, warmth and cosiness with layering.

Patterned curtains, heritage paint colours on the walls. This style can be exuberant and maximalist or more considered and calm but has the same theme of a decorative, arts and craft type element within the room.

It's very British with buttoned high back chairs, antique furniture - a nod to the past but with a modern feel. Think William Morris, Sanderson and Colefax fabrics with embroidery, iconic patterns and florals that are not afraid to make a statement.

Works well with: Classic Modern and Mid-Century Modern

3. Modern Contemporary



Sleek, polished and tailored.

This scheme is very well put together, you feel like you're walking into a hotel. Everything is ordered and well considered. No frills or overly patterned fabrics to be seen here! Patterns are neat with small geometrics in muted tones. Colour is added with luxury in mind - dark wine, emerald shades, smart navy or subdued ochres.

Often the backdrop to this scheme is neutral but texture is added with shiny wallpaper, velvets, silks and anything that elevates and feels 'hotel like'.

It's smart, tailored and well-put-together with zero clutter. Everything has a place and accessories are minimal. This look is often described as timeless, finishes are 'high end' and there's much attention to detail.

Works well with: Small amounts of Classic Modern and Traditional

4. Scandinavian



Minimal, functional and simple.

Scandinavian design is the epitome of simplicity with an emphasis on function and beauty. It's minimal and clean yet cosy and influenced by nature. Basically, it's the ideal design style for someone who wants to feel like their home is constantly giving them a warm embrace and making their life easier.

Colours are neutral, muted and soft, and this softness is embraced through gentle fabrics such as linens and floaty accessories such as pampas grass and woven cushions.

Light wood is a plays a big part in this scheme keeping it light, natural, modern and airy, paired with light coloured painted walls rather than wallpaper to give it a simple, clean and modern charm.

Works well with: Classic Modern, Modern Boho and Mid-Century Modern

5. Modern Boho



Relaxed, ethnic and nature inspired.

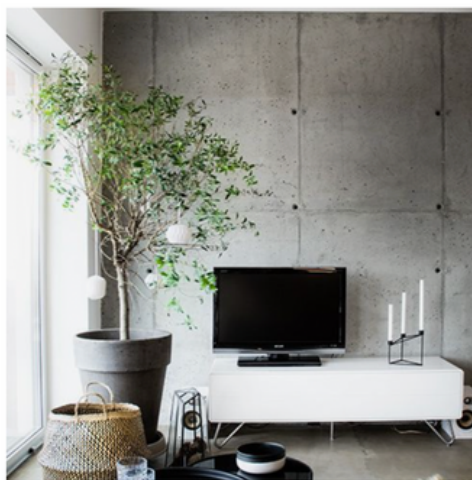
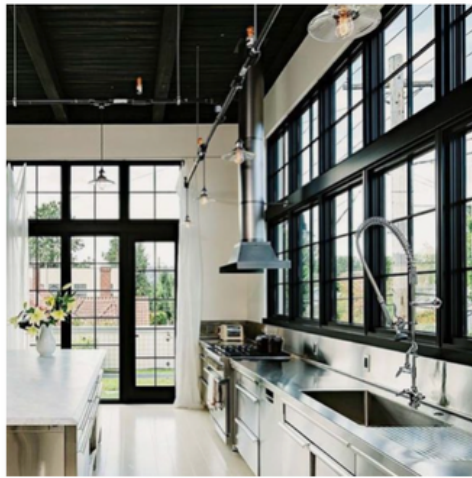
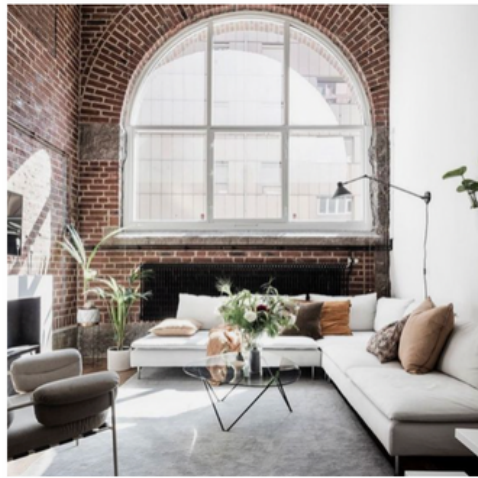
Modern boho home-style highlights the natural elements, ethnic patterns, colours, and textures. Some items you may like are macrame plant hangers, rattan hanging chair, and wooden decorative ladders. The key is to infuse natural and raw accessories into the decor such as rattan, chunky knits, woven rugs and textiles.

It's Bohemian with a modern twist. i.e ethnic printed cushions laid on the floor next to a modern coffee table or a fur throw on a mid-century sofa.

Colours are muted, nothing too heavy, rather calm and considered. Patterns are minimal and usually ethnic or geometric. Leather is a favourite fabrics because of the worn look as are other natural fibres such as wool, linen and cotton.

Works well with: Classic Modern and Scandinavian, STUDIO

6. Industrial



Clean Lines, minimal and hard surfaces.

Industrial is a style inspired by the noble look of warehouses, factories and industrial spaces. The decor includes stripped-down architectural details, including the use of bare bricks, metals, and wood, as well as recycled materials. Industrial-style furniture is generally resistant to wear and tear.

With clean lines accessories are minimal and usually more forms of art like sculptures. There's little need for cosiness and fabrics, patterns and textiles because the architecture does the talking here.

Colours are basic, again architectural greys, blacks and neutrals with exposed brickwork and rustic beams.

Works well with: Classic Contemporary, Mid-Century Modern

7. Mid-Century Modern



Iconic, bold, strong colours.

Mid-Century Modern is a design in the mid-1900s was characterised by a little bit of a minimalist approach, clean lines, functional use, ornamentation, and organic shapes.

The mid-century modern interior design has a fresh vibe with a retro feel. Aesthetic design coupled with comfort and functionality makes it timeless and still in style. It's a great style to mix with other eras as it's very forgiving and gentle.

It's characterised by the furniture shapes, think G Plan and Ercol, and the shade of wood is particularly warm and inviting. Colours such as teal green, rust red and ochres are bold, strong and vivid which give the design a creative and fun charm. Patterns are usually retro too with stripes and geometrics in soft-furnishings and artwork.

Works well with: Industrial, Scandinavian, Modern Traditional and Classic Modern

Now you're familiar with the 7 styles do any in particular resonate and inspire you?

MY FAVOURITE STYLE IS:

WHAT'S YOUR MOST FAVOURITE OF THE SEVEN STYLES?

MY SECOND FAVOURITE STYLE IS:

WAS THERE ANOTHER STYLE YOU LIKED AS YOUR SECOND FAVOURITE?

The style that most resonates with you is your **core style**

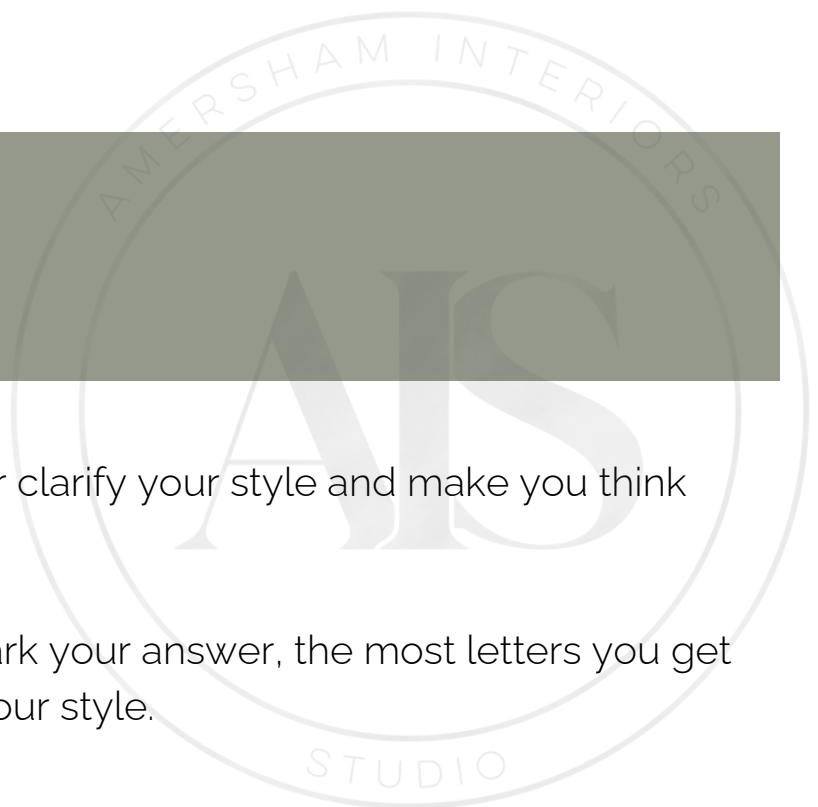
The style that you next like is your **secondary style**

These are the basis for your style, core should be at least 80% of your home with the secondary influencing smaller aspects of your home such as accessories and artwork.

Section Two

The following questionnaire will further clarify your style and make you think more about the detail in your home.

Simply consider each question and mark your answer, the most letters you get will point you in the right direction of your style.



QUESTION ONE

Would you like your home to have accessories?

- A.** Yes but I prefer them to be styled and in-keeping with the colour palette, not too fussy, rather more muted tones and considered things.
- B.** I love Family heirlooms, treasures and items that hold memories. I don't mind if the colours and patterns don't exactly match. Items are always decorative.
- C.** I like my accessories to be minimal, purely to make a statement and create order, I like metal finishes that shine and draw the eye to them, minimal and styled is key.
- D.** Less is more, I like items to be functional, eering on the side of minimal and blending with the space, muted, wooden, not too much clutter, quiet and considered.
- E.** Accessories need to have ethnic feel.. I love tassles, thick woven fabrics, fur and neutral, earthy elements. Plants play a big part in my home style.
- F.** I'd prefer no accessories and if there are any I'd like them to be sculptures made from hard materials such as concrete and metal.
- G.** I like my accessories to tell a story or an era, and be in-keeping with the style of the room. My accessories will add pops of colour and be fun.

QUESTION TWO

What part does colour play in your home?

- A.** Understated, muted tones that flow and work in harmony. Warm hints of colour that blend into one another without any stark contrast or clashes. I like colour but would find it overwhelming if there was too much or it was too strong and bright.
- B.** I love colour clashes and patterns to give the space personality, I'm not afraid to paint a wall mustard yellow and team it with William Morris Printed curtains or at least have one of these giving a nod to the arts and craft movement and British Design,.
- C.** I prefer a neutral, tonal background with a pop of considered colour (would have to be a smart navy or opulent emerald green) here and there. I'm comfortable with everything neutral then a statement sofa in for example.

D. As neutral as possible, I mainly like different variations of neutrals and happily mix greys and beiges with some other muted tones, maybe a little black or add some plants but I'd never add a bright colour such as red, colour is dominated by the light wood and light walls.

E. Earthy colours with warmth such as rust and browns, mixed with neutral backdrop, definitely plants, leaves and it's more about adding texture than colour such as rattan.

F. As little colour as possible so the eye is drawn to the architectural features of the building rather than the colours in it. Colours would be grey, white, black mainly and some exposed rustic features of brick and beams.

G. I can happily live with strong colours and love teal, ochre, rust-brown shades. I'm inspired by colour, and like my home to have pops everywhere.

QUESTION THREE

How do you want your home to make you feel, think about returning after a long day at work or coming home from your holidays?

A. Uncluttered yet warm and welcoming with soft colours, flowing fabrics and considered organisation without it feeling stuffy or un-lived in.

B. Full of personality, I'm at home with quirky-ness and the odd pattern clash, frill and trim. I'd hate to feel constricted to a certain 'look' or feel like I have to keep it tidy all the time and be 'instagram ready'

C. I want to feel like I'm walking into a hotel, the cushions are plumped and it screams luxury and a well-put-together scheme.

D. Like I can see the space! No clutter, or maybe a little but easy to tidy. I like the natural, relaxed, lived in feel but at the same time less is more. It needs to feel gentle and soft.

E. I'd love to see a big cosy chair with a comfortable throw and pillow I can sink myself into to read a book. I like to take care of my plants and don't mind things I love like my favourite books and magazines lying around, Home is all about being cosy and perfection doesn't matter so much.

F. I need to feel I have ample space, I want to see the hard surfaces, architectural features. Being cosy isn't important, I'm at home when I'm with my steel beams, brick walls, concrete, old wood floors. I like the feeling of history and appreciate the building rather than what's in it.

G. Home is a place that I can appreciate iconic furniture, patterns and colour that can sometimes be thought of as a little bold and quirky. It exudes my personality and things I love.

QUESTION FOUR

What few words/phrases best describe your home?

- A.** Well put together / considered / warm / modern but not minimal / rustic charm
- B.** Cosy / fascinating / oozes personality / colour / Arts & Craft / creative / eclectic
- C.** Well designed / sharp / smart / hotel feel / luxury / sophisticated / glamorous
- D.** Family orientated / natural / less-is-more / simplicity / warmth / functional / gentle
- E.** Cosy textures / relaxed hippy vibes / natural / warm / bring the outdoors in / ethnic prints
- F.** Highlight and expose architectural features / hard surfaces / functional / masculine / minimal colour / love of back, grey, neutral
- G.** Tells a story / pops of colour / well organised and put-together / cosy, friendly and functional

QUESTION FIVE

How do you want your home to function

- A.** Have a relaxed family vibe but the clutter is easy to clear and there's a space for everything. Cupboards are organised and you can access items easily.
- B.** You kind of like the slight disarray and you're able to function well in a space that can look to an outsider cluttered but to you it feels inspiring and homely.
- C.** Organisation and no clutter is an absolute must, you like everything to be well planned and well ordered, you'd like the room to look perfect.

D. Your home is a nod to who you are, there's ongoing projects and things happening around you so leaving items around is completely okay, you may like to collect wild flowers and have an arrangement of display, or be in the middle of a craft.

E. Life just happens in your home, friends come and go and feel they can relax, they may have to move a magazine or the cat before they sit down but generally you like your home to ooze a relaxed feeling more than it being perfect.

F. Your home is functional, you don't so clutter, everything has a purpose and less if more.

G. You just want your space to feel lived in and loved. Leaving things out doesn't bother you at all but you do want the overall look to be considered.

ANSWERS ...

Which category did you fall into most?

That's your core style.

Most people have a secondary style too, so a person may be mainly G Mid-Century but have a love for Scandinavian too. But in this instance it's important to stick to your core but add elements of the secondary with accessories and colours - but always ensuring they compliment each other and work in harmony.

MOSTLY A. You're a **Classic Modern Style**

MOSTLY B. You're a **Traditional Style**

MOSTLY C. You're a **Modern Contemporary Style**

MOSTLY D. You're a **Scandinavian Style**

MOSTLY E. You're a **Modern Boho Style**

MOSTLY F. You're an **Industrial Style**

MOSTLY G. You're a **Mid-Century Style**



Section Three

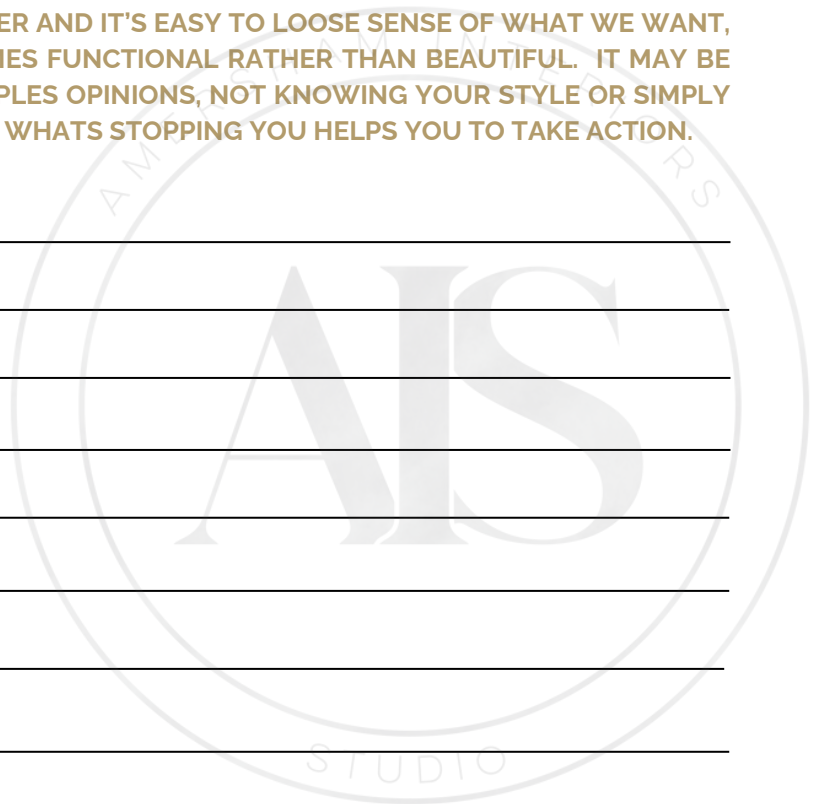
Lets really focus on your core style - then you'll be able to clearly see what's right and what you can improve on within your home.

THE STYLE THAT MY CURRENT HOME REFLECTS IS:

WHAT STYLE DOES YOUR HOME CURRENTLY REFLECT, DO YOU HAVE TOO MANY STYLES BEING MIXED TOGETHER? CAN YOU SEE A COHESIVE CORE AND SECONDARY STYLE WITHIN YOUR HOME? IS THERE TOO MUCH OF ONE AND NOT ENOUGH OF THE OTHER?

WHATS GOT IN THE WAY OF YOUR STYLE:

JOT DOWN SOME THOUGHTS, OFTEN LIFE TAKES OVER AND IT'S EASY TO LOOSE SENSE OF WHAT WE WANT, AND WHAT MAKES US FEEL GOOD - A HOME BECOMES FUNCTIONAL RATHER THAN BEAUTIFUL. IT MAY BE LACK OF TIME THAT'S GOT IN THE WAY, OTHER PEOPLES OPINIONS, NOT KNOWING YOUR STYLE OR SIMPLY FEELING OVERWHELMED WITH OPTIONS! KNOWING WHATS STOPPING YOU HELPS YOU TO TAKE ACTION.



TAKING ACTION

- ➔ Create a Pinterest board for one room at a time, thinking about your core style at all times and get into the habit of not veering off track, you can add some secondary style items in accessories

- ➔ Work room by room, starting with the one you spend the most of your time in and answer these questions:
 1. Does the current style fit into my core style?
 2. How does it currently make me feel?
 3. Can I identify the things that work and the things that don't?

- ➔ Make an action plan and set to work on bringing each room more inline with your core style. I suggest taking action on the following:
 1. Look at the Pinterest board for that room
 2. Create a colour palette for the room
 3. Remove any items that don't work and don't fit into your core style
 4. Add newness that keeps in flow with your core style with accessories.

- ➔ You could make a budget for each room or a time plan to reduce the overwhelm, you don't necessarily need to throw things away, maybe just re-think and re-purposse, like the Marie Kondo for your home - if you don't love it why keep it?

- ➔ Bring everything back to your core style (and your secondary style for the odd accessory, soft furnishing or item of furniture making sure it doesn't jar too much)

Stay on track, take your vision board shopping with you if needs be, keep looking at schemes that fit with your core style - don't be swayed.

REMEMBER - you will always appreciate other styles, hotels and other people's homes but always question if it's YOUR style and if you'd be happy to live with it.

A NOTE ON COLOUR

Finding your colour palette is a whole new workbook but as a general rule I follow these steps:

1. Find your neutral to run through the home, I suggest either grey tone (cool), beige tone (warm) or greige tone (neutral). this will depend on your style and the natural light in the home.
2. Find your metal finish - brass (warm) or chrome (cool) and within these what level, brushed/antique brass is more classic whereas gold is more modern contemporary for example - you'll be able to identify on your Pinterest board.
3. Find your wood finish - oak fits with classic modern for example whereas walnut with mid-century. A grey/whitewash wood suits Scandinavian whereas a dark mahogany would suit traditional.
4. Add accent colours - It's a classic decor rule that helps create a colour palette for a space. It states that 60% of the room should be a dominant colour, 30% should be the secondary colour or texture and the last 10% should be an accent.



60% dominant colour :

Neutral, pastel tones, light walls, light colours in curtains, lamp bases, light wood drawers

10% accent colour :

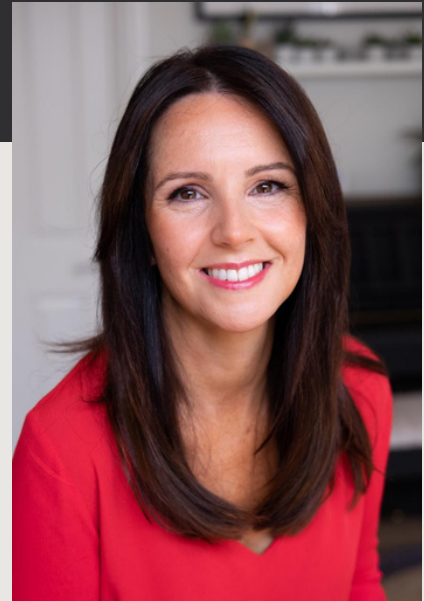
Pink cushions, shades, pink in curtains, brass table

30% secondary colour :

Green sofa, hints of green in curtains

Next Steps

Now you know more about your own personal Interiors Style you'll have a clear idea of how you want your home to look and feel. Even with this insight it can still be a daunting task to take on so hiring an Interior Designer will take the stress away and keep you on track. Here are some of the benefits of having a designer on board ...



- We'll work together to nail your unique home interiors style and colour palette and ensure you create a meaningful home that will love and enjoy for years
- We'll design your space to its full potential, always thinking about how you need your home to function, offering the best layout options that utilise the light and space perfectly.
- We'll reduce the overwhelm by managing the sourcing and offering options that not only work but for with your style, space and budget.
- Having a designer saves you money, if you get it right the first time it saves a lot of hassle later on.
- A well designed home will add value to your property.
- We'll keep you on budget and on time by organising trades, timelines, deliveries and generally keeping up the momentum on your project.
- Most importantly you'll feel welcomed every time you walk through the door, and have a space you're proud to call home.

Call or email us to book your FREE discovery call

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