

dwell



Style Guide

WINTER 22/23

oh, hello...

From muted, comforting tones to earthy autumn palettes and textures, get those homes ready for the colder season with on-trend furniture, lighting and accessories... all from (you guessed it!) dwell.



Turn to page 14
for some biophilic
inspiration!

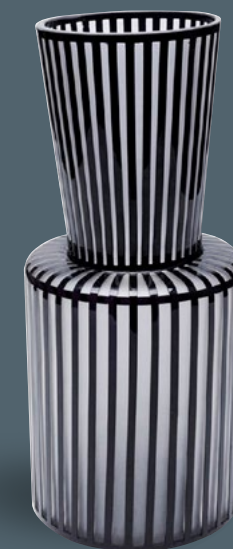
All the luxurious
accent details
Palla Ceiling Light
in Smoke Brass
£199



It's hosting season! Explore
all the latest dining pieces.
Spato Dining
Chair £149



Favourite finishing
touches
Nuoro Narrow
Vase £65



In this edition...

Modern abstracts, bold colour pairings, biophilic interiors... these are just some of the trends we cover in this edition to help inspire your design choices. Not only that, we also delve into everything our amazing Creators worked on, turn to pages 8, 18 and 28 to check out what Justin, Claire and Reece all got up to! Don't worry... we wouldn't leave you hanging without all the latest launches too, keep your eyes out for these!

A new must-have! Our new Luto collection is the perfect curvy, light oak design. Turn to page 16 to see how the desk sits perfectly in a multi-functional bedroom space.





Add some linear detailing
through your accessories.
Slides Wall Clock £59

modern abstracts

Mesmerising curves, contemporary lines and interesting shapes – all the key ingredients needed for a modern abstract scheme. A combination of key pieces that have bundles of character, a crisp colour palette brings this trend to life, creating a calming yet inviting interior that has plenty of personality.



Add character
with abstract
accessories.
**Face White
Medium Vase
£45**



Wonderful waves

For some depth (and some cool points), opt for an intriguing piece of wall art. **Smooth Wave Artwork £229**

"Make an artistic statement by combining sculptural shapes and intriguing patterns. Bring it all together with a coordinating palette to create a modern living space."

Rob Ellis, Head of Design at dwell

Slender forms

Display decorative objects and brighten up the room with a gentle, diffused light. **Zione Storage Floor Lamp £169**

Offering a soft silhouette and intricate grain detailing, ideal for a contemporary living space. **Luto Lounge Coffee Table £399**

Modern abstract accessories in interesting shapes will add a final touch of character. **Anelli Candle Holder Terracotta £59**
Delfina Knot Double Candle Holder £35

Faded beauty

Art for your floor; muted neutral tones turn into on-trend blue shades. **Gradient Rug 170cm x 240cm £349**

Don't forget the comfy parts, in coordinating colours of course. **Tessuto Set of 2 Large Scatters £70**

The ideal bit on the side! **Luto Lounge Side Table £199**

Big & bouclé

Textured, sculptural, oversized curves tick all the boxes for a statement centrepiece. **Ferrara Left Hand Facing 2 Piece Chaise End Sofa £1,299**



You say Scandi Luxe... we say, enter **Justin!**

FACT: Anyone who loves a bit of minimalist modern style is a Scandi fan. If that's you... you'll love what Justin @design_at_nineteen designed when we let him loose in our studio! Think relaxing vibes, contemporary touches and serious style envy...

Take a look, be inspired and think of how you can create your own Scandi sanctuary that your friends will think is fit for royalty, but it's only for you...and it's from dwell.

It's time to say goodbye to dull dinner parties and take hosting to new heights...

Flower person?
Pretend you are
every day of the
week with these
monochrome
beauties!

Bouclé fan?
Park yourself
right here

Bring the drama
with a block of wall
colour



Fancy yourself a Scandi Luxe dining room?

Here are Justin's tips & tricks...



1. Start with a moodboard

As with every room I design, I began the creative process by pulling together a moodboard. For my dining room set, I wanted to go for a 'Scandi Luxe' theme as it is a nod to my own personal style and a theme that I believed suited the style of dwell's furniture well too. I then chose a few key pieces of statement furniture that would encapsulate this theme.

The main items of furniture that I incorporated were the **Ciata Oak 4 - 8 Seater Dining Table**, perfect for entertaining as it can extend to seat up to 8 people and then folds away neatly to a 4 seater.

2. Think about colours & textures

From there, my concept evolved as I began to flesh out the look and feel of the design. I chose a beautiful herringbone patterned floor as I wanted something that would contrast with the furniture. I then painted a half wall using 'Overly Olive' from Dulux at the bottom, as green is one of my favourite colours and I'm influenced by nature in my designs.

By painting the bottom half of the wall in green, it grounds the room and it brings a soothing element to the scheme. 'White Cotton' by Dulux was used above to accentuate the height of the ceiling and give the prints a plain backdrop to stand out on.



3. Choose your accent pieces

Next, I chose the **Bordeaux Curved Accent Chair** in natural bouclé as the texture of the fabric adds interest to the room. It's also a comfortable place to sit and chill either after a meal or on a day when you're not sat at the dining table, making the space multifunctional.

"Whether you're an interior designer or just looking to revamp a room in your home, I find mood-boards really useful! They give a scheme a sense of vision and help act as a decision making tool when deciding on elements for the room."

Justin Coakley, Design at Nineteen





style tip

Always start with the larger pieces of furniture before you think about any detailing. Go for a big cosy armchair upholstered in a textural fabric like bouclé for an on-trend Scandi vibe... if you're brave enough to go for cream seating!



get the look...

take entertaining up a notch...



1. Ciata Oak 4-8 Seater Dining Table **£699** | 2. Dresso Set of 2 Dining Chairs **£249**
3. Cavallo Bookends **£149** | 4. Anelli Candle Holder Black **£59** | 5. Nuoro Narrow Vase **£65** | 6. Acento Floor Lamp Black **£99**
7. Flauto Flauto Vase **£30** | 8. Cerva Deer Coat Rack Black **£99**

jungle vibes...



A calming biophilic bedroom

Flexible, space-saving furniture mixed with houseplants and soothing nature-inspired palettes? Yes, we agree, a winning combo! As our lives become more and more multi-functional, shared spaces are becoming the norm, but there's no reason they can't look amazing.

The bedroom is the ideal place to embrace nature, and here we show you how to easily incorporate a WFH space into the room, without cramping on your calming jungle vibes.



Cool and curvy, the **Luto Desk** ticks all the biophilic boxes. **£349**

"Mix organic shapes,
a neutral colour palette
and plenty of greenery
to achieve the ideal
biophilic space"

Rob Ellis, Head of Design at dwell



Curve is the word

Add subtle interest with
curvy furniture pieces.
Luto Home Office Desk £349
Luto Lounge Side Table £199



Biophilic doesn't
mean everything
has to be green!

Think calming taupes, soft
beiges and even a tad of
monochrome – you won't be
disappointed if you go down
this route!
Seneca Vase £89



A beautiful fabric headboard in a
neutral colour will work perfectly in a
nature-inspired space. Add soft
accents of green through vases,
plants and soft furnishings to
complete the look.
**Ortensia Matt Vases in small
and large from £24**

Perfect for those who
fancy themselves as a
bit of an art aficionado.
**Stellina Artwork
£229 each**



Don't forget the
practical bits – opt for
some cool lighting.
**Rivan Storage Table
Lamp £45**

Take a seat

Seating is key! Choose
a cocooning upholstered
design for extra comfort.
Spato Dining Chair £149





it's all in the detail...
complete the look
with luxurious
accessories

the perfect
pretty perch in
pink velvet



Take dreaming to
a whole new level

A classic meets contemporary bedroom

From the dark wood furniture to the soft baby blue and terracotta colour palette, Claire from @ck_homestyle created a true masterpiece when she visited our studio as part of our Creator Day.

It's not easy achieving the perfect balance between classic and contemporary, but Claire's bedroom does just that. Take a look to see just how she did it...

A statement piece that is both functional and visually pleasing
Domina Bedroom Dressing Table £499





creating a fresh, contemporary bedroom

Read Claire's tips on how to design your own stylish bedroom sanctuary...



Go big or go home with furniture

To take the bedroom to the next level, I used some standout pieces of furniture including the beautiful **Dormire Double Ottoman Bed**. The bouclé fabric of the bed adds lovely texture to the room which was part of my overall scheme – to combine different textures in the form of furniture and accessories - adding interest to the makeover. Dark wood and blue are always a winning combination, so I chose the **Molveno Bedroom Chest of Drawers**, which is a combination of walnut, brass and marble, and the matching **Domina Bedroom Dressing Table**, to add a real cosy depth.

Accessorise, accessorise, accessorise!

Lastly, to add some fun to the room which I think is always important, scalloped shelves were made and positioned above the chest of drawers. We used MDF boards with a scallop edging and then painted these in dusky pink to complement the rest of the room.

Claire's top tips for shelf styling:

- Include pieces in different heights and depths, so stacking books vertically and horizontally are fab for this.
- Variety and contrast is a great way to keep things interesting, so play around with texture.
- Mixing old and new is always a nice element to add, as is greenery, especially trailing plants as again it draws the eye in.





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get the look...

add luxury details to your bedroom

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1. Libro Book Ends **£69** | 2. Perta Table Lamp **£89** | 3. Rudy Medium Rug 160cm x 230cm **£299**

4. Angelo Decorative Pot **£45** | 5. Urto Wide Candle Holder **£12** | 6. Molveno Bedroom Wide Chest of Drawers **£649**

7. Duo Velvet Footstool **£119** | 8. Terra Narrow Vase **£79**

cool colour pairings

Colour has made a comeback and it's time to embrace it! Don't be afraid to use contrasting, bold shades to create an eye-catching contemporary scheme. Combine different colours, material finishes and even opt for multiple wall colours – you won't be disappointed with the end result!



Multi-coloured accessories for that perfect finishing touch!
Ganico Tall Glass Vase £79



Vibrant lines and multiple colours, the perfect artwork for a bold scheme. **Piscina Rectangular Artwork £349**



Glassware with edge!
Tullio Glass Vase £22
Struire Medium Vase £49



Mix & match

Why not go for two different colourways on your dining chairs?
Svelte Dining Chair £99



A walnut veneer top and brushed metal legs create a beautiful contrast.
Passare Round 4-6 Seater Dining Table £349



Grains of character

Sleek and slimline, with a subtle modern retro edge. **Luto Lounge Sideboard £649**

Bounce that colour around the room.
Lottino Walnut Mirror £379



"Just go for it! Don't just opt for one or two colours, go for a whole selection! Bring in different geometric shapes and textures to complete your bold aesthetic."

Rob Ellis, Head of Design at dwell

Copper curves

An arched floor lamp will add some softness to the space. **Arco Arched Floor Lamp £199**



Soften things up with a light, bouclé fabric



Simple ideas, for a striking living room

Whether it's for lounging around after a long day or sharing nibbles with your best friends, the living room is usually at the centre of the fun.

Combining luxurious fabrics with bold, maximalist colours, Reece from @littleedwardian created a show-stopping living room set as part of our Creator Day. Read on to learn about how Reece's ideas came together.



Don't be shy, go for a real wow-factor piece as your central focal point. Like our **Nura Coffee Table Set £599**

Art lover? Find an abstract piece that works in a luxurious space

be bold and fearless

Follow Reece's advice on
how to bring bright colour
into a dark scheme



Start with a statement piece

Undoubtedly, the most important piece of furniture in the living room is the sofa – so don't scrimp on comfort or style here. I fell in love with the striking **Lugano Sofa** in rust coloured velvet and worked the scheme around this statement piece. It adds a warm, luxurious contrast to the room which really works with the simple bold striped scatter cushions. I added the on-trend bouclé **Acuta Accent Chair** which offered a modern contrast to the sofa, tying it in with a similar striped cushion in a different colourway.

Don't be afraid to combine different textures and patterns

Key features in my scheme include mixed textures, materials and subtle patterns. It was important for me to be mindful of this when picking the different pieces and I wanted fabrics to complement each other, but look and feel different too.

Create zones

The shapely **Nura Coffee Table Set** for me was the star of the show and my favourite piece! It was the focal point of the room and feels like a modern art installation. I loved the curves and the contrast of the matte and metallic surfaces and enjoyed styling it with candles, coffee table books and some faux artichoke globes.

As part of my design process, zoning is hugely important to make a room feel cosy, intimate and considered. The best way to do this is by incorporating a large rug. The rug I chose from dwell was muted in design and colour, so as not to take away from the overall design, but instead working to bring it all together.



Anelli Candle
Holder £ 59

style tip

You can still have neutral colours in a dark scheme – in fact, it'll help to ground the feel of the space. Bouclé is a current favourite fabric for chairs, as seen here on the **Acuta Accent Chair £399**



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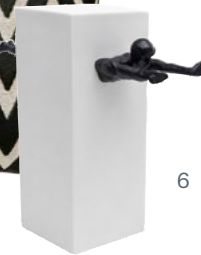
get the look...

add these finishing touches to create high-end luxury hotel vibes

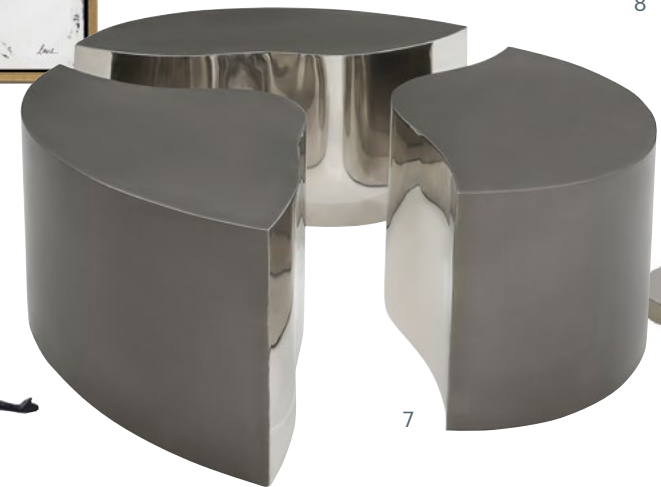
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1. Lugano 4 Seater Sofa **£999** | 2. Bobina Marble Tall Side Table **£129** | 3. Legante Rug Medium **£199**
4. Nuben Art **£349** | 5. Geometrico Velvet Cushion **£39** | 6. Divas Diving Ornament **£997**
7. Nura Coffee Table Set **£599** | 8. Cupola Table Lamp **£69**

Beautifully slim yet big enough to fit plenty of people on it... the **Modena 3 Seater Sofa** is a major crowd pleaser **£779**



muted monochrome

Monochrome no longer means just using black and white, so remove the harshness and add softness with blushes, greys and patterns. From geometric cushions and edgy furniture to abstract art, our latest pieces of furniture and homeware offer something for all monochrome lovers.



Generous storage and a nifty cubby hole, perfect!
Basel II Coffee Table £349



For some added ooh la la, go for a textured fabric in a dark velvet... so fancy!
Sottile Dining Armchair £179



Set the tone from head to toe with an eye-catching ceiling light. **Palla Ceiling Light £219**



Storage & stylish? No problem... **Dellin Coffee Table Nest £349**



How utterly marvellous!! Who doesn't love a touch of luxury? **Palmina Pendulum Wall Clock £69**



Be that person... just add some more marble...! **Palmina Small Candle Holder £15 | Palmina Medium Vase £29 | Urto Tall Candle Holder £15**

Simple. Sleek. Stylish.

You just can't beat a clean, modern, linear design. **Modena Armchair £499**



Zig your zag

Go bold on your floor with some black and white pattern. **Baako Rug 120 x 170, £119**



"Don't be afraid to clash patterns and materials. Combine metallics with textured fabrics, geometric patterns and sleek furniture for a dreamy modern monochrome look."

Rob Ellis, Head of Design at dwell

Find the light

Shiny and stylish? What could be better? **Storia Table Lamp £79**



Store all your bits and bobs away in style with a modern side table. **Basel II Side Table £179**



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dwell



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