

DESIGN  
STYLE  
GUIDE



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# WHAT'S YOUR DESIGN STYLE?

**IN THE WORLD OF DESIGN**, trends and styles are constantly changing. Part of what makes design so fascinating and exciting is that it is fluid and always evolving. Common terms and labels are used in order to help with communicating different ideas and themes, but these labels are fluid as well.

Just as no two people see colors the exact same way, design is often subjective to the viewer. Over the years, certain labels have become more defined and design styles have been named based upon certain recurring characteristics. These design styles are broad categories that can be broken down into a wide variety of subcategories. And even some of these subcategories are blended with subcategories of other design styles to create a unique blend or crossover design style of their own.

The primary rule of design is that there are no rules! Rather there are guidelines to help facilitate common understanding of what we are trying to accomplish.

Our goal is to showcase some of the strong attributes of these design categories and provide examples of what they look like in the world of interior design.

In no way are we saying that these are the only options available and that everyone must fit perfectly within one of these genres. In fact, we love to see what people come up with as their own hybrid version of these design styles! So let's get started!



BLINDS / SHADES / SHUTTERS / DRAPERIES  
CONNECTED HOME / COMMERCIAL

TRADITIONAL

MODERN

URBAN

COASTAL

CONTEMPORARY

TRANSITIONAL

CRAFTSMAN

MID-CENTURY

MODERN

FRENCH

COUNTRY

TUSCAN

FARMHOUSE

GLAM

RUSTIC

SHABBY CHIC

SOUTHWESTERN

# TRADITIONAL DESIGN STYLE



REFINED, CLASSIC,  
TIMELESS, COMFORTABLE

# TRADITIONAL DESIGN STYLE



**TRADITIONAL DESIGN PAYS HOMAGE** to some of the earliest forms of style—styles that have lasted and are still relevant to today. Traditional design is timeless and classic. The goal of traditional design is really about creating a comfortable, elegant space. It is about creating a mix of extraordinary pieces, so feel free to be adventurous and have some fun! Since it highlights your favorite elements, it will appeal to everyone because it showcases what feels familiar.

# TRADITIONAL DESIGN STYLE

## KEY FEATURES

### *of Traditional Design*

Traditional design is refined, familiar, and comfortable. The goal is to create a charming and welcoming atmosphere. Here are a few of the defining characteristics of traditional design:

- An emphasis on balance and symmetry
- Centers around warmth and comfort
- Curved lines instead of sharp angles
- Rich wood tones and warm color palettes
- Fabrics showcase fun and colorful patterns including plaids, stripes, and floral prints
- Utilizes shiny metal fixtures and hardware
- Features large, ornate pieces and overstuffed furniture

## WINDOW TREATMENTS

### *for Traditional Design Styles*

No traditional styled room would be complete without window treatments. These treatments should match the classical elegance of the decor.

Draperies and top treatments are great choices that allow for lots of color choices and bold patterns. Ornate hardware can adorn these elegant window treatments to create an even more stylistic design.

Dramatic shades or elegant shutters are another way to add to the traditional style of your room. Top these off with a colorful valance to bring the whole room together.



BLINDS / SHADES / SHUTTERS / DRAPERIES

CONNECTED HOME / COMMERCIAL

# MODERN URBAN DESIGN STYLE



SIMPLE, SLEEK, MINIMALISTIC

# MODERN URBAN DESIGN STYLE



**THE PRIMARY PRINCIPLE OF MODERN URBAN DESIGN** is to showcase true form and function. Everything is cleaner and simpler in modern urban design. Modern urban design stems from old factories and industrial spaces. It uses stripped-back architecture and salvaged or repurposed items. Modern urban design is inspired by simple, fuss-free approaches to utilize basic materials such as untreated timber beams, brick, reinforced concrete, and exposed metal structures. Its appeal lies in its lack of pretense, cleaner lines, and more open floor plans.



## KEY FEATURES

### *of Modern Urban Design*

Modern urban design style incorporates raw materials and builds around the structure of the existing space. Some of the distinguishing features of modern urban design style are:

- Strong horizontal and vertical lines
- Simple, neutral color palette featuring a bold accent color
- Sleek metallic hardware such as stainless steel or nickel
- A “less is more,” minimalistic approach to accessories and nicknacks
- Open floor plans featuring large windows and lots of natural light
- Streamline furniture with no frills or added decoration

## WINDOW TREATMENTS

### *for Modern Urban Design Styles*

When decorating windows for a modern urban styled room, the primary focus is the function of the window within that space.

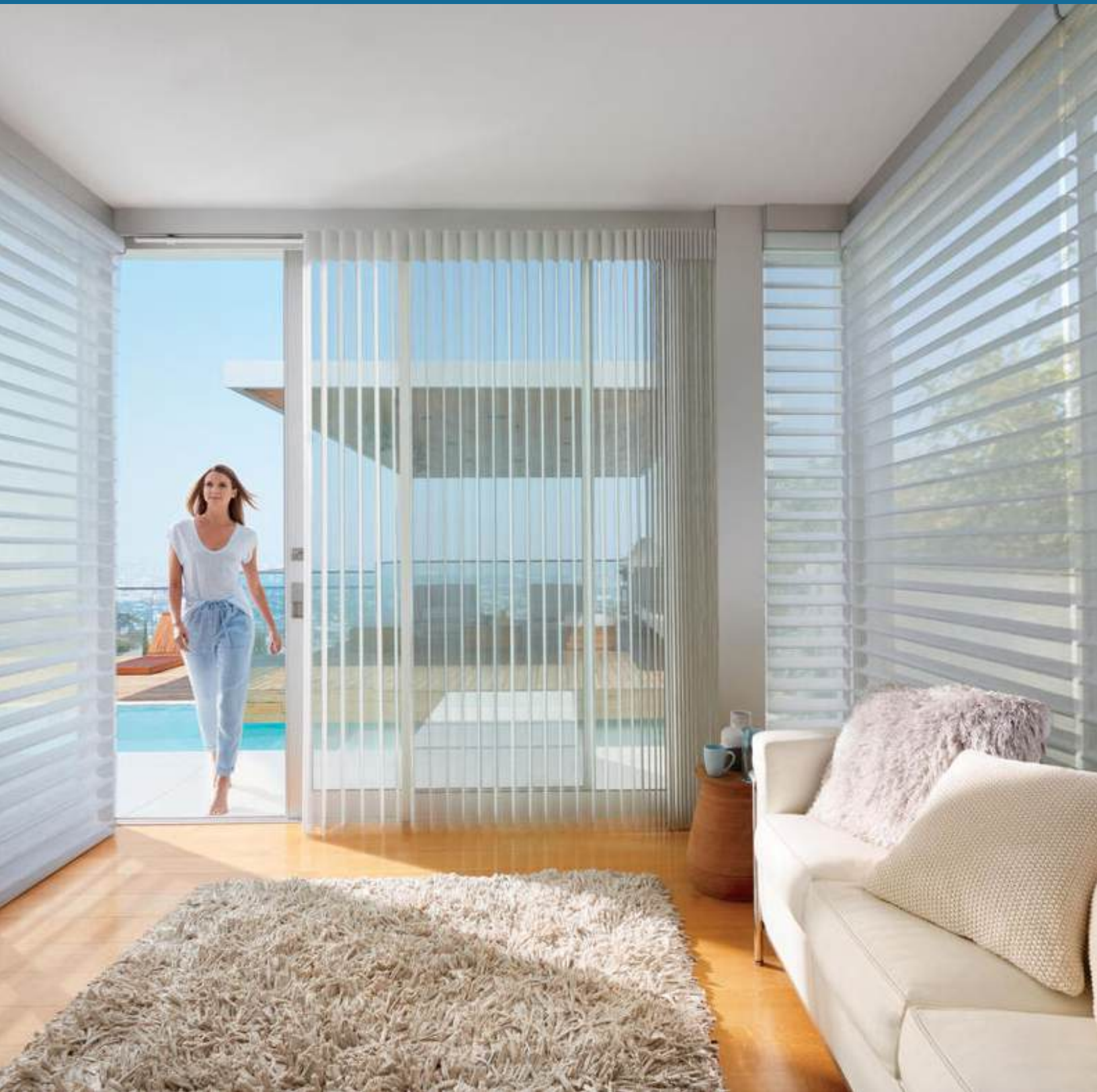
If your room features large windows, your window treatments should not distract from the view. If your windows receive strong directional sunlight that needs to be blocked or filtered, consider horizontal blinds that can be easily opened and closed throughout the course of the day. Metal blinds have color options such as copper or bronze that are available in a larger 2” slat giving these window treatments an upgraded look and a more modern feel.

Cellular and roller shades are another wonderful option for a modern urban styled room. These window treatments are stylish and functional and retreat seamlessly into the frame of the window when they are in their fully opened position.

Solid neutral colors are a great choice for any modern urban window treatment, but don't be afraid to try adding a bold primary colored option. Or if you want patterns, consider subtle stripes or a simple geometric pattern to add a little more flair to your window treatments.



# COASTAL DESIGN STYLE



**LIGHT, BREEZY, RELAXED**

# COASTAL DESIGN STYLE



**COASTAL DESIGN IS OFTEN THOUGHT** of as beachy, nautical, tropical, or Mediterranean. But coastal design is really about evoking a feeling of light, airy, breeziness throughout your space. It is meant to be calm, relaxing, and serene. Its appeal is that it feels casual and lived-in. Simply put, coastal design is meant to make it feel like a lazy summer's day all year long. Whether you choose to add in a few seashells is entirely up to you!

## KEY FEATURES

### *of Coastal Design*

Coastal design style is meant to create a carefree and casual mood. Some of the distinguishing features of coastal design are:

- Light, open, and airy
- Incorporates natural elements to eliminate the boundaries of the indoors and outdoors
- Little to no metallics or flashy materials
- Light and billowy fabrics to emphasis a breezy feeling
- Soothing color palettes with lots of neutrals that focus around the colors of the ocean, the beach, and the shoreline
- Minimalistic approach to accessories, decor, and furniture
- Open floor plans with large windows and skylights

## WINDOW TREATMENTS

### *for Coastal Design Styles*

Coastal design requires an abundance of natural light, so windows play a key role in this style. The goal of window treatments in coastal design is to not inhibit the natural light of the space. You will want window treatments that are simple and can retract into the framework of the window itself without drawing undue attention.

Natural materials such as woven wood shades are a great choice for keeping with the coastal theme while also providing beautiful filtered light into the room. Sheer window shades are another wonderful option for providing soft, filtered light.

If you decide to go with draperies or curtains, consider solid, pastels and lighter more flowy fabrics. If you want to add a little visual interest, consider a simple striped pattern for curtains or shades, but remember that the goal is to keep your window treatments simple.



# CONTEMPORARY DESIGN STYLE



SLEEK, SOPHISTICATED, STREAMLINED

# CONTEMPORARY DESIGN STYLE



**CONTEMPORARY DESIGN IS OFTEN THOUGHT OF** as another name for modern design when in actuality these two design styles have their own unique definitions. While both styles do share some common elements, contemporary design is reflective of what is popular right here, right now. Contemporary design showcases the current trends of what is considered sleek, stylish, and sophisticated. This design will change with the up and coming trends of what is currently popular and what is believed to become popular.

## KEY FEATURES

### *of Contemporary Design*

Contemporary means “of the moment” and that is exactly what contemporary design is trying to accomplish. This style is unique because it borrows elements of all the other design styles. A defining characteristic of contemporary design is that it is constantly evolving. Some of the main features of contemporary design are the following:

- Strong, angular lines balanced with simple, geometric forms
- Balancing form with function
- Sophisticated neutral color palettes often featuring a strong monochromatic or tone-on-tone color scheme
- Smooth profiles and minimal ornamentation

- Open floor plans and lots of natural light to create a feeling of openness and airiness
- Sleek and smooth surfaces that are polished and include a little shine
- Accessories are simple and carefully chosen to keep the room free of clutter

## WINDOW TREATMENTS

### *for Contemporary Design Styles*

There is an emphasis on natural lighting for contemporary design which works best with large, unobstructed windows. Window treatments should be sleek and simple so as not to draw attention.

Sleek solid panels that utilize the neutral color scheme are a great way to frame the windows. Roman shades are another wonderful option that fit seamlessly into the windows themselves. Tailoring and using solid colors allow these window treatments to blend in with the rest of the room.



# TRANSITIONAL DESIGN STYLE



CASUAL, TAILORED, HARMONIOUS



# TRANSITIONAL DESIGN STYLE



**TRANSITIONAL DESIGN IS A MERGING** of the warmth and comfort of traditional design with the sleek profiles and more subtle colors of contemporary design. Transitional design focuses on creating a happy medium between two very different design worlds. The result is a streamlined look that embodies a harmony between classic and current styles. This style can be updated to reflect the newest trends while still maintaining the tried and true elements of the traditional making this design style truly timeless. The primary goal of transitional design is to create a harmonious balance between the old and the new.

# TRANSITIONAL DESIGN STYLE

## KEY FEATURES

### *of Transitional Design*

Transitional design should not be a hodgepodge of design elements thrown together. It should achieve an air of restfulness and peace. You will notice a balancing of opposites that come together in transition design to complement one another. Some of the defining characteristics of transitional design include the following:

- Clean profiles using a combination of gently curved lines and strong, straight lines
- A neutral color palette that features warm, soft colors for bases and rich, darker colors to add accents and depth
- The use of a combination of solid, neutral tones along with subtle, simple patterns
- Large, comfortable furniture that plays with texture and patterns but stays away from extremes
- The use of wood, stone, metal, tile, and carpeting
- Simple and minimal accessories to create visual interest without taking over the entire space

## WINDOW TREATMENTS

### *for Transitional Design Styles*

Windows in transitional design are elegant but understated. Simple window treatments that complement the rest of the room are best.

Side panels create crisp, clean lines around the windows of the room. Choosing solid neutral colors or understated patterns for any fabric window treatments will bring a warmth and softness to the room without excess ornamentation.

Long drapes can add a great line to your windows and can give the room a heightened sense. Add sheer curtains for a touch of dramatic flair without making the window treatments appear gaudy.

Woven wood shades, Roman shades, and roller shades are other great window treatment options that will add texture to the space. You can even pair these shades with side panels or drapes to create a beautiful layered window treatment that will add depth and visual interest to your rooms.



BLINDS / SHADES / SHUTTERS / DRAPERIES

CONNECTED HOME / COMMERCIAL

# CRAFTSMAN DESIGN STYLE



ARTISTIC, UNDERSTATED,  
INTRICATE, LINEAR

# CRAFTSMAN DESIGN STYLE



**THE CRAFTSMAN STYLE WAS MADE POPULAR** in North America by Gustav Stickley between 1910 and 1925. It began as an architectural style for homes creating a popular and more affordable alternative to Victorian style houses. As the exterior design changed, the interior design began to change as well.

The most important design element in this style is wood which emphasizes natural organic beauty, honesty and purity. Oak is the iconic choice for this style, but pine and maple are also popular options.

While accessories are kept minimal, metal is another choice for accent pieces. Hammered or distressed warm metals, such as brass, copper, and bronze, are excellent complements to natural wood furnishings, trims, and flooring.

# CRAFTSMAN DESIGN STYLE

## KEY FEATURES

### *of Craftsman Design*

The craftsman style embraces natural beauty and artisan craftsmanship. It focuses on simple, linear forms with minimal decoration. What this style lacks in ornamentation, it makes up for in attention to detail. Here are some of the defining features of craftsman design:

- Clean profiles focusing on strong, linear shapes
- An emphasis on handmade accessories and furniture
- Warm, neutral color palettes that feature earthy tones
- Raw wood materials or natural finishes
- Accessories and ornamentation kept to a minimum balanced with large, comfortable furniture
- The use of wood, stone, metal, tile, and carpeting
- Other materials used include simple leather, cotton, and linens

## WINDOW TREATMENTS

### *for Craftsman Design Styles*

Window treatments within a craftsman style home are going to showcase beautiful,

natural woods that are either stained or left untreated. Soft treatments will play with the subtle, muted color palette of natural materials such as stone, bark, leaves, and grass. Some popular window treatment options for craftsman styled rooms would be shutters, wood blinds, vertical blinds, woven wood shades, and cornices.

Shutters are a wonderful option for the craftsman style because of their simple, linear form. Wood shutters add to the natural motif and bring an elegance to any room. Wood blinds are another way to add to the natural wood motif of craftsman design that will really make your windows stand out.

Woven wood shades also use natural materials that mesh with the style of craftsman design. Depending on the weave of the material, these window coverings can allow some natural light to stream through creating a beautiful filtered effect from your windows.

Any of these window treatment options are lovely on their own, but they can be truly stunning with a natural wood cornice as a top treatment. Cornices are typically less ornate top treatments that would fit perfectly in a craftsman styled room.



# MID-CENTURY MODERN DESIGN STYLE



**BOLD, GEOMETRIC, ICONIC**

# MID-CENTURY MODERN DESIGN STYLE



**THE MID-CENTURY MODERN DESIGN STYLE** was developed and became popular from the mid-1940's to the mid-1970's. The architecture of the time allowed for houses to be built with more space between supporting structures. This allowed for rooms to become more open, roofs to become flat instead of peaked, and larger windows to be able to take up more wall space since support beams could be placed further apart without compromising the structural integrity.

These changes in architectural design led to changes in interior design. Form follows function and the materials used are highlighted rather than hidden.

This design style features open floor plans, split levels, large windows, sliding doors, and flat roofs. Stylized furnishings and statement lighting also play an important role in mid-century modern design.

## KEY FEATURES

### *of Mid Century Modern Design*

Mid-century modern design emphasizes pared-down forms, contemporary patterns, natural materials, and a seamless flow between the inside and the outdoors. When done well, mid-century design combines functional comfort with chic style and brings together organic and man-made elements. Here are some of the key features of mid-century modern design:

- Stripped down, pure forms and simple shapes
- Strong horizontal and vertical lines
- Features bold, geometric patterns
- Sleek metallic hardware such as stainless steel or nickel
- Heavily textured materials such as burlap and chunky knits
- Open floor plans featuring large windows and lots of natural light
- A mix of materials such as woods with glass, to showcase a joining of organic and man-made
- Statement lighting pieces or other accessories
- Emphasis on balancing functionality with form

## WINDOW TREATMENTS

### *for Mid-Century Modern Design Styles*

Window treatments that will work with mid-century modern design will be simple and functional. Since large windows typically play an important part in this design style, window treatments are going to be used to serve a specific purpose without detracting from the grandeur of the windows.

Simple, horizontal blinds or sheer blinds are going to be a popular choice to provide light control and privacy for larger windows.

If soft treatments are desired, consider bold geometric patterns, or contrasting color blocking, for drapes or side panels. Again, the goal is not to take anything away from the window itself.

Another window treatment option that lends itself well to mid-century modern design would be a simple roller shade. Roller shades come in a wide range of opacities and can be excellent at providing light control when lowered, but are subtle and unobtrusive when raised.





# FRENCH COUNTRY DESIGN STYLE



PASTORAL, RURAL, ELEGANT

# FRENCH COUNTRY DESIGN STYLE



**FRENCH COUNTRY DESIGN REFLECTS THE PASTORAL**, French countryside, specifically from the region of Provence. This style combines practical sturdiness with elegant decor. It is earthy and relaxed. This decor style is all about well used, worn, imperfect yet beautiful architectural elements, furniture, and accessories. It is meant to evoke a feeling of the French countryside on a sunny, spring day.

## KEY FEATURES

### *of French Country Design*

French country design embraces rough, unfinished, and slightly worn surfaces. It is warm, welcoming, and unpretentious. It embraces a combination of wood, fabric, and wrought iron materials. Some of the key characteristics of French country design are the following:

- Evokes a warm, inviting, and unpretentious atmosphere
- Incorporates natural elements to blend the indoors and outdoors
- Lightly worn surfaces add to the rustic feel
- Trim and delicate fabrics, such as lace, used on edges of materials and accessories
- Color palettes reflect the rural countryside with warm whites, calm blues, and earthy hues
- Use of patterns and big floral prints
- Wood materials are often whitewashed
- Wrought iron or metals that show patina or slight rust are popular
- Large, oversized or chunky accessories and furniture

## WINDOW TREATMENTS

### *for French Country Design Styles*

Window treatment options that will work well with the French country style will be soft treatments, Roman shades, sheer blinds, and wood blinds.

The materials for soft window treatments will favor linens, cotton, and toile. Gingham, stripes, and florals are popular patterns for drapes, curtains, and fabric top treatments. Roman shades are a popular choice to add colors, patterns, and texture to the window treatments while also providing light control and privacy.

Sheer blinds are a great fit for this style since they add a simple elegance to any room. Sheers are a great way to filter the natural light coming into a room.

Wood blinds are another popular option for French country designed rooms. They can be painted, stained, or left natural to add to the rustic feel of the space.



# TUSCAN DESIGN STYLE



WARM, INVITING, COMFORTABLE

# TUSCAN DESIGN STYLE



**TUSCAN DESIGN REFLECTS THE ITALIAN COUNTRYSIDE.** The emphasis is on comfort, lack of pretension, and rustic elegance. Outdoor living spaces are designed specifically to add an “al fresco” atmosphere. Water features and greenery are also important additions. The goal of Tuscan design is to evoke a feeling of rural traditions and genuine hospitality.

# TUSCAN DESIGN STYLE

## KEY FEATURES

### *of Tuscan Design*

Tuscan interior design brings Old World romance and elegant home furnishings together in a warm and inviting atmosphere.

Here are some of the key features of Tuscan design:

- Rich, bold color palettes that feature earthy tones
- An emphasis on intricate details and hand painted designs
- Scrolling iron work or hammered, warm metals such as copper and bronze
- Rich stained woods and painted or distressed furnishings
- The use of wood, stone, metal, tile, and tapestries

## WINDOW TREATMENTS

### *for Tuscan Design Styles*

When adding window treatments to a Tuscan styled room, consider adding side panels, Roman shades, woven wood shades, vertical blinds, and wrought iron or dark wooden hardware.

Side panels are a great way to add an accent color to the space while making your windows and ceilings look taller. Stick with bold, solid colors to enhance and add warmth to the space.

Roman shades are a very Italian way to dress the windows. Roman shades use a flat piece of material that are raised and lowered over the window. They are a simple, yet elegant way to add textures and color to window treatments. Woven wood shades are a wonderful way to add a touch of natural wood.

Woven wood shades can be made with a range of openness. A looser weave will allow more light to come through, while a tighter weave will block the light.

For large, floor length windows or sliding doors, vertical blinds are an elegant window treatment option to add light control. Vertical blinds will still allow complete functionality and have a sleek, simple design to provide light control.

Window treatment hardware can be simply functional or decorative. For decorative hardware, natural wood or wrought iron will be the perfect fit to bring in simple, natural materials for a touch of flair to a Tuscan style room.



# FARMHOUSE DESIGN STYLE



SIMPLE, UNPRETENTIOUS, ORGANIC

# FARMHOUSE DESIGN STYLE



**FARMHOUSE DESIGN IS FULL OF CHARM AND CHARACTER.** It uses simple and practical elements to reflect a simpler time that exudes a feeling of warmth and good old country hospitality.

Farmhouse design is not to be confused with “country kitsch.” When done well, farmhouse design should be an elegant balance of old and new that creates a relaxed and cozy atmosphere.



## KEY FEATURES

### *of Farmhouse Design*

Farmhouse design should be rustic and comfortable. The goal is to create an atmosphere full of warmth and character. Here are some of the main characteristics of farmhouse design:

- Simplistic design reflecting a comfortable yet rustic decor
- Unpretentious style with sentimental touches
- Natural and organic materials such as wood, reeds, wicker, and rattan
- Raw and exposed wood or unfinished materials
- Items that were once painted or stained often show signs of being weathered and worn (ie: peeling paint, sun bleached boards, well weathered wood)
- Mismatched and vintage accessories and furniture that add to the character and charm
- Accessories and accent pieces are typically chosen for sentimental reasons
- Color palettes are warm neutrals, earth tones, and maybe splashes of pastels
- Rustic fabric choices such as burlap or natural woven materials mixed with patterns such as stripes, plaids, and gingham

## WINDOW TREATMENTS

### *for Farmhouse Design Styles*

While farmhouse design styles love to showcase big open windows, window treatments are still an important addition.

Simple side panels are a great way to emphasize large, gorgeous windows. Adding a little trim or fringe to the edges of these soft treatments is a beautiful and dynamic design element.

Shutters are a staple of farmhouse design. Shutters have timeless, homey quality that never goes out of style. Plus they can be natural wood, stained, or painted to enhance the color palette of your room.

Woven wood shades are another beautifully simple window treatment that will enhance the rustic feel of the space while adding light control and privacy to these windows when needed.

Curtains are a signature look for any farmhouse styled space. These can be the full length of the window or they can be “cafe curtains” that are mounted in the middle of the window.

The fun thing about curtains is that there are so many fabrics to choose from! From light and airy sheers to solid colors to fun plaids or gingham prints, the possibilities are practically endless. Top these off with a colorful valance or a repurposed wood cornice to bring your farmhouse decor together.

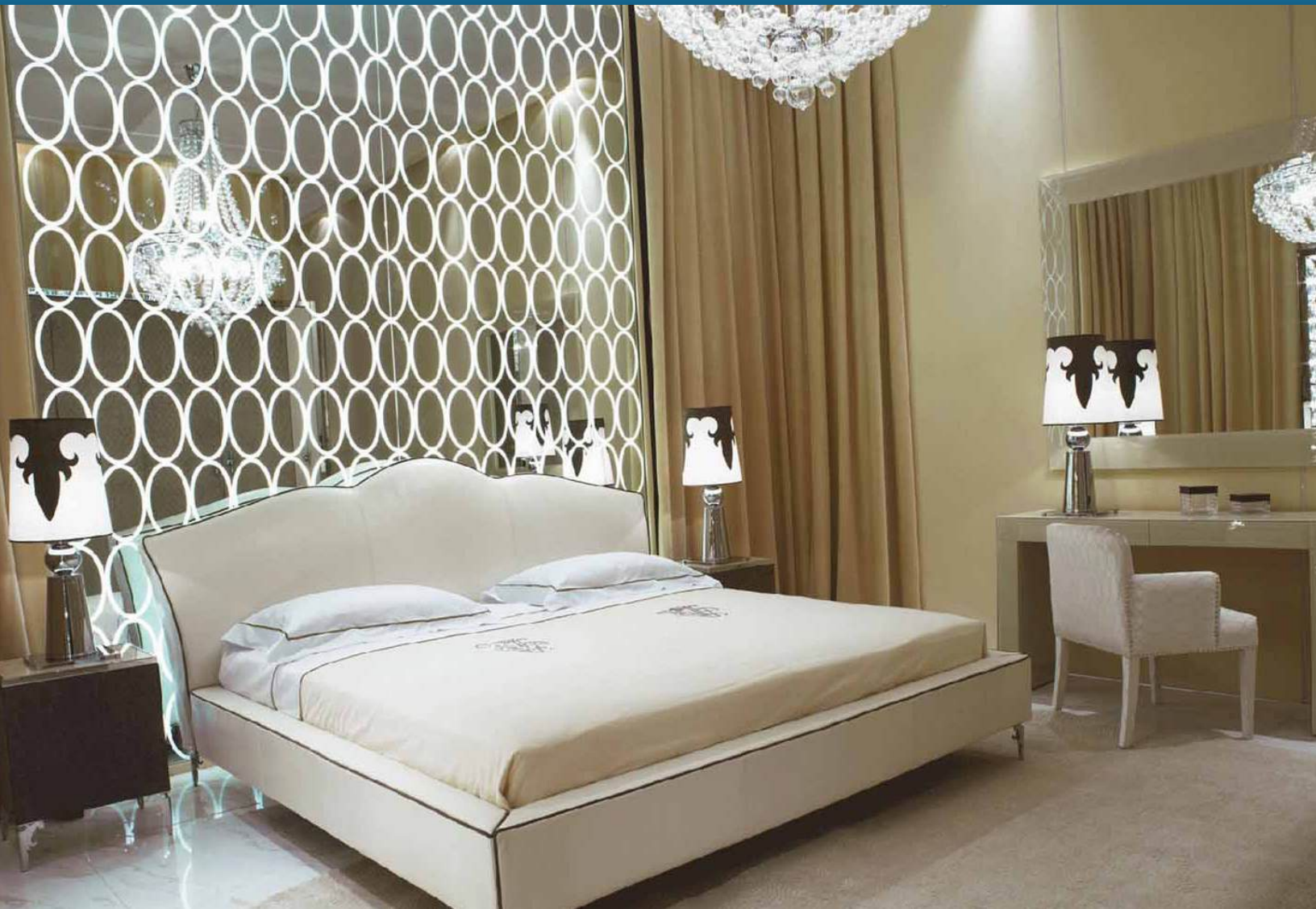


# GLAM DESIGN STYLE



LUXURIOUS, REFINED, OPULENT

# GLAM DESIGN STYLE



**GLAM DESIGN STYLE IS OPULENT AND LUXURIOUS.** It combines luscious materials with metallics and shiny finishes to create a feeling of elegance and sophistication.

Glam design draws inspiration from art deco design and elements of Hollywood style. Textures and glossy finishes also bring an atmosphere of extravagance and romance.

## KEY FEATURES

### *of Glam Design*

While glam design is extravagant, it is not cluttered. The goal is to maintain sleek, classic lines and a clean, minimalist look while highlighting the glamorous elements. Here are some of the defining features of glam design:

- Luscious materials and textures
- Metallics, mirrored or glossy finished accessories and accents
- Minimalist approach to decor and accessories
- Wall decor and artwork over-sized and either black and white or vibrant and abstract
- Emphasis on clean lines and classic shapes
- Accents of metallic, crystal, or mirrors - anything shiny or glitzy
- Incorporates bold geometric patterns
- Includes striking contrast whenever possible
- Color palettes are a balance of saturated, jewel tones and clean, neutral colors
- Intended to give a feeling of opulence and luxury

## WINDOW TREATMENTS

### *for Glam Design Styles*

The intention of glam style is to make everything feel large and extravagant. When it comes to windows, the best way to make your space feel larger than life is to add floor to ceiling soft window treatments.

Nothing says luxury quite like luscious fabrics and sweeping valances. Bold geometric patterns can be used or solids with color blocking or banded edges. Sheer fabric can also be a great way to add to the romantic, dream-like feel of the room.

When hanging drapes, the closer to the ceiling the better! Even if the window is not that tall, by hanging the drapes higher, you are asking the eye to travel from top to bottom. This will make the room feel more spacious and give the illusion that the window itself is bigger as well.

For glam design, drapery hardware can also embellish the style of the room. Choosing decorative hardware that is metallic or shiny is a great way to add a little glitz and glam to the window treatment. Tiebacks are also a fun way to add decorative touches to any drapery.

Another soft window treatment option for glam design is Roman shades. While these may not be as grand as floor to ceiling drapes, they can still incorporate beautiful fabrics and materials. Edging, banding, and trim can also be added to these soft window treatments for a little extra flair.

Roman shades will extend to cover the window itself and can be raised so that just a portion of the shade remains visible. These can be added to side panels or draperies and have a beautiful, completed look when topped with a valance, cornice, or swag.



# RUSTIC DESIGN STYLE



NATURAL, UNPRETENTIOUS, RUGGED

# RUSTIC DESIGN STYLE



**RUSTIC IS A TERM THAT IS USED WITHIN THE DEFINITIONS** of several other design styles, such as farmhouse, coastal, and Tuscan. Rustic design is also referred to as lodge style since it is what you would expect to see if you were to walk into a cabin or mountain getaway.

Rustic design is all about natural materials, raw and unfinished edges, and organic lines and shapes. Everything is simple and casual, comfortable and worn. Nothing too polished would typically be found in this design style but that is what adds to its rough, weathered charm.

# RUSTIC DESIGN STYLE

## KEY FEATURES

### *of Rustic Design*

Rustic design should be a balance of hospitality and grit. The goal is to inspire a warm and welcoming atmosphere through simple design and organic, earthy materials. Here are some of the basic features of rustic design:

- Raw, unfinished materials in the natural state such as wood and stone
- Handmade furniture and accessories
- Rougher fabrics such as burlap and canvas
- Exposed structural design elements such as large, wooden beams
- Color palettes favor warm, earthy tones with subtle additions of denim blue, “Coca Cola” red, golden yellow, or faded turquoise
- Distressed materials that look aged, weathered, and worn add to the casual, comfort of the space
- Reclaimed items such as metal trays, wire baskets, and wooden palettes that are repurposed as decor or accessories
- A balance of a warm and inviting atmosphere with rough and gritty textures

## WINDOW TREATMENTS

### *for Rustic Design Styles*

Remember that rustic elements can be added to several other design styles. If you are truly looking for a rustic, lodge-type feel for your space, then your

goal is to make the window treatments blend into the natural structure of the room.

The primary focus for these window treatments is going to be function - what do you need these window treatments to do for your space?

Do you need light control for harsh, afternoon sun? Or perhaps something for privacy after the sun has gone down? Consider shades that can be easily lowered and raised as needed. There are several styles and materials that can be used for window shades.

Woven wood shades, for example, have a natural, earthy quality that will work well with this style. Depending on the tightness of the weave, however, these shades may not block all of the light that is coming through. Knowing exactly what function you need your shades to perform will help you determine the right material for the job.

Wood blinds are also a wonderful option for rustic design. Blinds will deliver the light control and privacy that you may need and when raised, they do not obstruct much of the window.

Drapes and curtains are definitely a popular choice for rustic design, even if the emphasis is on functionality not decoration. Again the material will be the primary decision maker for these window treatments. Choosing solid, neutral colors with minimal adornments and simple hardware will help these treatments camouflage into the architecture of the space.



# SHABBY CHIC DESIGN STYLE



VINTAGE, CASUAL, ROMANTIC



# SHABBY CHIC DESIGN STYLE



**SHABBY CHIC EMBRACES A WORN**, lived in look that exudes comfort and romantic elegance. It pays homage to the past with vintage pieces and historical elements scattered throughout.

Shabby chic emerged as a response to the opulence of glam design. This design style takes a very different approach from the decadence and extravagance of glam and instead focuses on muted colors, secondhand pieces, and repurposed materials. Shabby chic is meant to feel comfortable and lived in.

# SHABBY CHIC DESIGN STYLE

## KEY FEATURES

### *of Shabby Chic Design*

Shabby chic is a delicate balance of carefree and put together. The goal of shabby chic is to bring together different elements that give a personal touch and make you feel at home. Here are some of the defining features of shabby chic design:

- Antique furniture and vintage pieces are key
- Worn and comfortable furniture and accessories to create a homey feel
- Comfortable fabrics such as cotton and linens mixed with delicate sheers or lace
- Distressed materials that showcase a worn, weathered appearance
- Delicate accessories such as ceramics, china or pottery
- Soft hues and pastel color schemes
- Emphasis on neutral backgrounds
- Creates a light and airy ambiance

## WINDOW TREATMENTS

### *for Shabby Chic Styles*

For windows in a shabby chic styled room, soft window treatments will give you the desired look and feel.

Long, flowing drapes will add to the romantic atmosphere of the space. Fabrics can be thick and cozy with beautiful pastel or neutral colors, or they can be light and airy with sheers or lace.

There is a wide variety of options for embellishments from top treatments to tie backs and trim on the edges. All of these can add a vintage or antique feel to the windows.

Shutters can also bring a beautiful, nostalgic feel to windows to complete the shabby chic look. Wood finishes or light colored shutters would be great options for these windows.

Layering different window treatments always creates a beautifully finished window, but it really lends itself to this design style. Pairing a Roman shade with long, sheer drapes, for example, will give you light control and privacy when needed as well as beautiful decorative accent.



# SOUTHWESTERN DESIGN STYLE



COLORFUL, WARM, WELCOMING

# SOUTHWESTERN DESIGN STYLE



## **SOUTHWESTERN DESIGN IS COLORFUL, WARM, AND INVITING.**

Sometimes this design style is also referred to as desert chic. It embraces the colors and textures of a desert landscape along with the charm of Southern hospitality.

Southwestern design can be a motif that is scattered throughout your home, or you can really commit to the design style and go larger than life! It can also be mixed into other design styles to create a hybrid style all your own!

## KEY FEATURES

### *of Shabby Chic Design*

Southwestern design should be bold and vibrant. The goal of southwestern design is to create a warm and welcoming environment. Here are some of the key features of southwestern design:

- Bold, warm, earth tones with a healthy mix of bright patterns
- Sun-bleached materials, textiles, natural woods, and unpolished metals
- Clay, tile, terracotta, and woven accessories
- A healthy mix of bold patterns and prints that complement each other but do not match
- Colors that reflect a desert sunset
- Simplistic yet large pieces of furniture

## WINDOW TREATMENTS

### *for Shabby Chic Styles*

With southwestern design you can really take it in different directions. Bold patterns are a huge part of southwestern design,

so if you want to incorporate a patterned material, you would want to look at drapes, curtains, or Roman shades.

Be sure to look at the whole pattern of the material when it is stretched out full and then again when it is pleated together. You may be surprised at the difference between the two.

Wood window treatments are another option to consider. Wood blinds, woven wood shades, or wood shutters are a great way to bring in the warm, natural quality to your windows. These window treatments will be much more simplistic in their design. They are not intended to be the eye-catching element of the room, but they will bring a subtle sophistication to your space.

A fun element to add would be a combination of sleek, stylish wood blinds with a brightly patterned side panel or top treatment. This would incorporate both elements and add dynamic layers to your windows.



# CONCLUSION

**WE HOPE THIS GIVES YOU A LITTLE MORE UNDERSTANDING** of these popular design styles. Remember that these are just some of the many design styles out there. The key is to find the main design elements that reflect your own style and personality and allow them to shine throughout your space.

You may already have an idea of what your personal design style is, or you may be pleasantly surprised. Remember to consider that your design style is an extension of all aspects of your life - where you come from, where you are, and where you are going. Allow yourself to see the elements of these design styles that are reflected from your life experience.

No matter what your design style is, window treatments are a pivotal piece to any space. The right window treatments will enhance the overall decor of the room and make it feel alive. Window treatments should bring balance and order to your room while adding to the decor and creating a statement. Our Gotcha Covered Designers are experts at taking your windows and adding a “wow” factor that you never realized was missing!

With such a wide variety of styles to choose from, working with a Gotcha Covered Design Expert is a wonderful way to get started. They have just the right tools to help you hone in on your own unique design style and find the perfect window treatments to fit within your space.

Are you looking to add new window treatments to your home or workplace? We have a wide selection of amazing window treatments from blinds and shutters to shades and draperies! Be sure to reach out to us at (888) 650-6187 or [schedule a free design consultation](#) to see what our Gotcha Covered Design Team can do for you!



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