



**WHITEHEAD**  
UNIQUELY BEAUTIFUL

## News Release

**Whitehead024**

### **The Evolution of Furniture**

Interior design trends are constantly changing; seasonal colours, popular patterns and interesting shapes. Janet Houston, Head of Sales and Marketing at Whitehead Designs, talks you through the shift in furniture trends from classic to modern, and back again.

The style of furniture has almost come full circle, with the popularity of more traditional pieces surging again after the dominance of modern design in recent years. Ultimately, the style of the space you're working with and the feel of the entire house will influence your design choices, as well as personal taste, but seeing the variety of classic and contemporary styling across the design world suggests that this is not a one-sided debate.

Classic and traditional styles, including the iconic Chesterfield which is one of our most popular pieces, will always have a place in the home thanks to their obvious elegance and timeless design. Built with comfort and longevity in mind, these grand designs are often adorned in luxuriously rich fabrics to make them even more striking, with leather being a popular choice owing to its quality and durability. Commonly found in more period homes and character properties nowadays, the history that surrounds these regal designs is something that cannot be ignored. The attention to detail on these traditional styles is second to none, exquisite finishes and final touches complete the overall look of the piece, helping to create truly eye-catching upholstery.

Despite the endurance of classic furniture throughout time, more modern styles like our Jive sofa have come to the forefront in recent years. Cleaner lines, bolder colours and a focus on functionality and aesthetics over comfort have led to some very creative and intriguing pieces – a far cry from the traditional styles of previous eras. In keeping with modern styling throughout the world of interiors, modern designs seem more simplistic yet they still pack a punch as the focal point of a room. The modern design world tends to deviate from the classic sofa shape, with curved designs and fluid edges apparent throughout to add an extra level of interest to the room.

The post-modernism arts movement also heavily influenced the world of interiors, and is centred on the deviation from the norm. Introducing the use of bright and bold colours, teamed with designs to

challenge the perceived ideal of perfection, the postmodernism era led to a more creative way of approaching design and has led to the revolutionary products available today.

Modern styling is the most evolutionary of the trends, always reflecting the latest advancements in technology and fashion. Contemporary, by its very definition, means belonging in the present, and as a result is a concept that is continually changing. Whilst classic and traditional styles will never experience drastic change, modern furniture brings with it the ability to adapt, which is perhaps why this styling choice is so popular with younger generations who are used to a faster, more transient way of living.

Whilst there are extremes, a happy medium of classic and contemporary exists which combines elements of the two to create a piece to capture both old and new. This can be placing traditional styles in contemporary settings, merging traditional patterns with modern shapes, or combining the fluidity and simplicity of a modern design with luxurious fabrics to represent both sides of the design industry.

Functionality is also important when considering the shift in furniture trends. More and more people are living in apartment style buildings, which call for furniture to be lightweight and multi-purpose to reflect the style of living. We are in the era of the sofa bed, which is one of the most standout products for serving a dual purpose and something which we introduced into our range to meet the growing demand. Given the range of designs available, the sofa bed is able to bridge the gap between contemporary and traditional styles.

It would be wrong to assume that the shift between classic and modern styles won't continue; there will always be advocates for both sides of the debate. Ultimately it comes down to personal taste, which is why we offer a range of styles as well as a bespoke service to help you find your ideal piece of furniture.

All Whitehead products are handcrafted from start to finish and take six to eight weeks to produce from receipt of fabric.

For more information, visit [www.whiteheaddesigns.com](http://www.whiteheaddesigns.com).

**- Ends -**

**Notes to editors**