



PRESS RELEASE

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FOR IMMEDIATE RELEASE

@home TREND HOME PRESENTED BY DECOREX SET TO BE A SHOWSTOPPER

Choice pieces of designer furniture from @home homeware store and @homelivingspace will be carefully positioned in the beautifully curated @home Trend Home presented by Decorex. This stunning home space installation forms part of a full feature programme at Decorex Durban, sponsored by Plascon, taking place from 21 to 25 March at the Durban Exhibition Centre.

“There is such a rich selection of @home furniture pieces that work so well with the current designer trends emerging,” explained Creative Director of Decorex, Anita Bloom. “For the @home Trend Home presented by Decorex, I have the enviable position of collaborating with some of the area’s best lifestyle, décor and design suppliers, all with a deep understanding of global trends and local preferences.”

For the 2018 feature, Bloom will be working with Sugar Plum Interiors on the bathroom with Stone Library showcasing in the kitchen with taps and basins by Franke SA, and stylish gas burners from Pitt Cooking. The gorgeous range of Hertex Fabrics will be worked into the patio roof design.

“The 2018 @home Trend Home presented by Decorex is designed around minimalistic, open-plan living,” explained Bloom. “It will consist of beautiful wooden roof structures and effective wooden room dividers giving the space depth and texture. The open-plan living merges the kitchen, dining area and living space. Without the separation of spaces, the kitchen has become a multi-purpose space better suited to serving our modern lifestyles.”

This textured style works into the Hygge Trend which encourages a cosy home setting with a Scandinavian feel, extending through to the faux fur throws and scatters. There is a contrasting warm and cool sensation in the Mixed Metallics - viewed in the cutlery, lamps and golden dining décor such as iridescent vases. The Large-Scale Art Trend in the form of mirrors and hanging shelves is carefully balanced with the Room Divider Trend which allows for open spaces to be intimately separated without completely dissecting the flow of space.

Colour brings this installation together in muted jewel tones, including soft pink, as well as Plascon’s Colour of the Year, Pasta Primavera – a mature pink. These bolder colours will be toned into the Hygge Trend of minimalism with touches of grey, black, white and gold. The bathroom will feature richer, darker colours including shades of black, grey and brown, while peacock and emerald green will reveal themselves in the fabrics, cushions, couches and ottomans. This earthy sensation relates directly to the Elevated Organics whereby the indoor merely forms an extension of the outdoors.

“The indoor greenery trend is showing no signs of leaving soon,” explained Bloom, adding that this blends well with the indoor/outdoor continuation. “We’re seeing this in the thin-lined metal and wooden furniture pieces which are proving so popular. For the outdoor patio, the relaxed couch seating - complete with scatters and throws - forms an extension of the lounge, and it’s shaded by a glamorous fabric roof covering. The addition of greenery forms the perfect bridge from garden to home.”

Bloom explained that these soft hues of pinks, muted mineral tones and hanging greenery brought to life the Decorex 2018 theme #rhythmolife: “The @home Trend Home presented by Decorex showcases the best in surface design, functionality, innovation and pure inspiration. As our living areas melt into the kitchen’s working areas, elegantly extending into the remainder of the home, we’ve created a space that appreciates the home’s inhabitants. Find your #rhythmolife at Decorex this year.”

Visitors to this on-trend installation will be able to shop the full range of @home furniture and homeware on the interactive touch screen stationed in the @home Trend Home and have their order delivered directly to their home.

Get to Decorex Durban, sponsored by #plasconsa, to view the @home Trend Home presented by Decorex, as well as a host of other #rhythmolife features.

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(Image credit: @homelivingspace)



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(Image credit: Plascon)

DECOREX SA DETAILS

Decorex Durban

21 – 25 March 2018

21 - 24 March: 10am - 8pm

25 March: 10am - 6pm

Durban Exhibition Centre

Public holiday: Wednesday 21 March

Trade-focused days: Thursday 22 and Friday 23 March

Ticket Prices: Adults – R 95

Student/Pensioners – R85

Kids U12 – R20

Trade – R85

Exhibitor – R85

Decorex Cape Town

27 April – 1 May 2018

10am – 6pm daily

Cape Town International Convention Centre

Public Holiday: Friday 27 April

Trade Day: Monday 30 April

Ticket Prices: Adults – R 110

Student/Pensioners – R100

Kids U12 – R20

Trade – R100

Exhibitor – R100

Decorex Joburg

8 – 12 August 2018

10am - 6pm daily
Gallagher Convention Centre
Public holiday: Thursday 9 August
Trade-focused days: 8 and 10 August
Ticket Prices: Adults – R 120
 Student/Pensioners – R 100
 Kids U12 – R20
 Trade – R 100
 Exhibitor – R 100

For more information, email decorexinfo@reedexpoafrika.co.za
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