

Rowley project list: **Master Bedroom Trends**



Designing a master bedroom isn't all about style. Functionality plays a key role in planning the ideal space for a client. Before diving into the fabric swatches and mood boards, ask your clients (and yourself) the following questions:

- 1 WHO WILL USE THE SPACE?** Designing for a couple might drive different design styles and techniques than planning for a bachelor. Determining this first will help set the tone for the remainder of the process.
- 2 HOW DOES THE CLIENT WANT TO FEEL WHEN IN THE SPACE?** If the answer is "calm" and "serene", that will take a different path from feelings such as "creative" or "productive". This answer will help guide your design, especially when picking colors, textures and fabrics to set the tone.
- 3 HOW WILL THE CLIENT USE THE SPACE?** Is this just a room for sleeping? Do the clients want a place to read and relax? Will it be used for watching television or doing take home work? This will help during the layout planning stages of the design process. If the client can't use the space as desired, then the style and design won't really matter at all in the long run.
- 4 WHAT IS THE DESIRED DESIGN STYLE?** Take notes from the remainder of the house. The bedroom should be cohesive with the other rooms and living spaces.
- 5 WHAT HAVE YOU GOT TO WORK WITH?** If you're starting out with a blank canvas - that's great! Let your imagination run wild. However, if there are architectural elements such as exposed brick, high ceilings or oversized arch windows - embrace them. These unique components add instant personality to a room. Try to play them up as a highlighted feature for a designer look.



FINESTRA
(Antique Gold)

Style & Inspiration

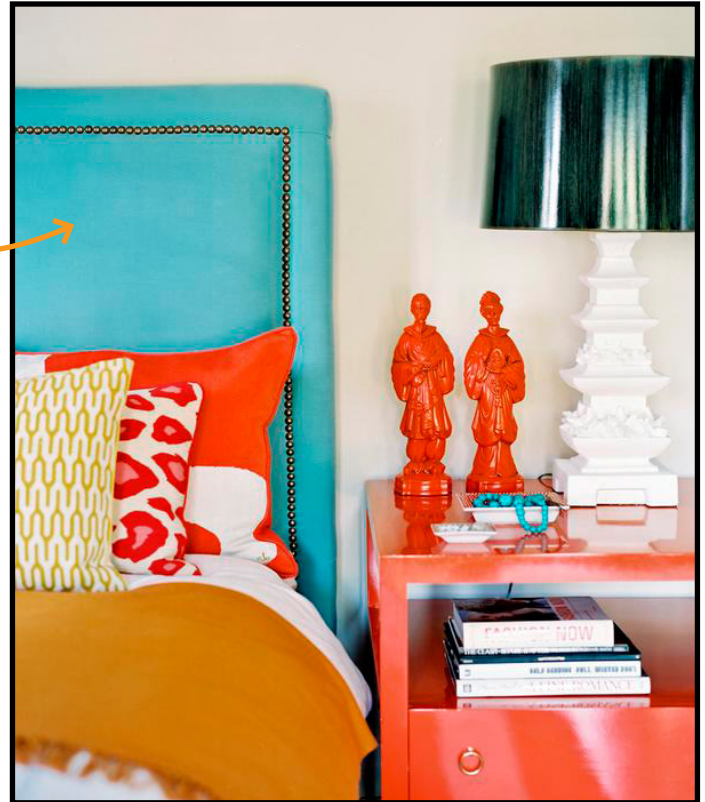
We've curated a few trend-right master bedroom designs to get your creativity flowing:

Graphic Impact

Bold colors and patterns can make the room cheerful and bright while drawing the eye across the entire room. Create a dramatic and high impact bedroom space with bold and bright colors with this Chinoiserie Chic bedroom as inspiration.

TREND ALERT

Upholstery nailheads can be bold or subtle. Add these to a headboard or nightstand for the perfect finishing touch detail.



BURNHAM DESIGN



CENTSATIONAL GIRL

Subtle & Serene

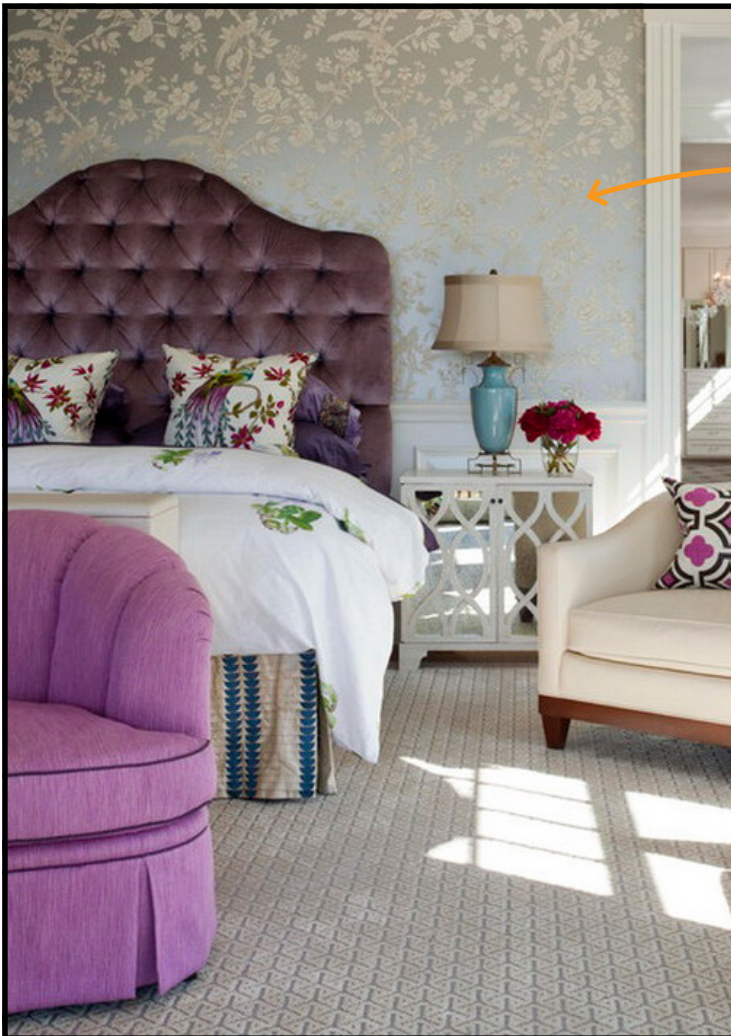
For a client looking for the ultimate relaxation space - whites, neutrals and a mix of muted light blues create a serene, spa-like environment in this master bedroom. To achieve this look, stick with light color tones and crisp fabrics like cotton for a cooling effect. Keep your lines and accessories simple and clean.

Industrial Chic

Industrial hardware elements, dark leather headboard and neutral gray bedding complement the ruggedness of the exposed brick in this rich bachelor bedroom. The simplicity of the light fixtures contrast with the dark warmth of the tufted headboard for an overall masculine appearance.



RESTORATION HARDWARE



Eclectic Elegance

A unique mix of colors and textures exude personality in this eccentric master bedroom design. The luxe, velvet upholstered headboard pops atop the cool and monochromatic pattern in the wallpaper. This is a fun way to design around and incorporate different pieces that your client has collected over the years.

TREND ALERT

Upholstered, tufted headboards can be traditional and trend-right. Use mix-and-match button covers for a more eclectic look.

GET IT CUT

Modern Glam

Lush fabrics mixed with acrylic and glass elements create a modern Hollywood glam bedroom design that's sophisticated yet approachable. Metallics, sheens and other glamorous fabrics and materials like glass and velvet complement each other creating the ultimate elegance.



TREND ALERT

Oversized, floor-to-ceiling mirrors are functional and add height to a room. Switch up the frame to integrate seamlessly into any design style!

TARA DUDLEY INTERIORS



Natural Comfort

Organic textures, light, neutral colors and soft lines give warmth to this master bedroom. Tone-on-tone shades in bedding and upholstery provide a soft and comfortable design style.

RESTORATION HARDWARE

General Master Bedroom Style Trends

- **Haute Headboards** - Dramatic and oversized headboards are almost always in. It can easily be compared to the living room fireplace / mantel combo, i.e. the focal point of the room. The bed tends to be the largest piece of furniture in any bedroom - make a statement by emphasizing this feature. Upholstered, floor-to-ceiling, uniquely shaped and embellished are all eye-catching ways to go bold with headboards.
- **Crowns, Cornices and Canopies** - Want to draw even more attention to the headboard or bed frame? Consider adding an over-the-bed crown or cornice with flowing drapes that fall on either side of the bed. A canopy is another great way to accent a bed frame.
Design Tip: Use ceiling mounted curtain rods and panels to create a canopy affect for a non-post bed frame.
- **Bedding** - Bountiful layered bedding provides another layer of style and design in a bedroom space. Giving a bed multiple layers adds comfort and allows for temperature flexibility. Consider duvets, coverlets or quilts and stylish throws to provide options.
- **Mirrored Elements** - Mirrors are a great way to make a room appear larger. Oversized, ceiling height mirrors are both stylish and functional in a bedroom space and will fit seamlessly into any design style by switching up the frame. Beyond the functional vanity mirror, mirrored furniture accents are a great way to incorporate an additional texture into a room.
- **Lighting** - To ceiling fan or not to ceiling fan? Most designers would probably cringe at the thought. However, ceiling fans provide comfort and functionality and there are some very stylish options on the market today. Use side table lamps for reading lights near the bed and floor lamps or pendant lighting if needed in other areas of the room.

Design Tip: Incorporate non-conventional lighting in spaces that call for more creative or urban fixtures. For example, instead of a lamp, try a vintage marquee light - available in many letters, words and symbols. It's a great way to personalize a space.



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General Master Bedroom Style Trends (cont'd.)

- **Window Treatments** - Shades and draperies offer privacy for windows in a bedroom. Take treatments up a notch with cornices and other embellishments for a unique look. Use decorative hardware for an added layer of design. From metal to wood finishes, modern to traditional, there are a wide variety of options to choose from that will best fit any style.

Design Tip: Hang drapery panels on the wall behind the headboard. This will give the illusion of a larger, more dramatic headboard and will make the room appear taller. This technique will also create an accent wall in the space sans any paint or brushes.



DECOIST


Simple Steps for Styling a Functional Bedside Table

Ideally, use a combination of at least 3 of the following items for a perfectly styled, yet functional bedside table.



JWS INTERIORS

- **Lamp** - for soft lighting that is easily accessible.
- **Greenery / Foliage** - for natural / organic texture.
- **Something Personal** - books, candle, etc.
- **Graphic Print or Photo** - something pretty to look at!
- **Functional Items** - alarm clock, coasters, etc.
- **Decorative Tray or Bowl** - used as a catch-all to keep the side table from getting cluttered.

 Explore our [Master Bedroom Trends](#) style board on Pinterest for more ideas and inspiration for designing a master bedroom perfectly customized to meet your client's needs. Repin your favorites, download images and share with your customers.

Visit www.RowleyCompany.com for more educational resources including project lists, live and recorded webinars from this Master Bedroom Roomscape and more.