

STEP-BY-STEP GUIDE

BOLD & FEARLESS

Throw away the design rules. Discover why it works to be gutsy now and why rooms that stand out from the crowd are on the rise

OPT FOR THE SHOW-STOPPING SOFA

Upholstery is one of the places where we tend to play it safe. When her clients told her to be daring with colour, designer Jessica Helgerson created a sectional made with Peruvian blankets. "The proliferation of images online and in magazines has made people more interested in design than ever. The result is people emboldened to make design decisions that reflect their own personalities," says Jessica. DESIGN: JHINTERIORDESIGN.COM.

Dark artwork lets
colourful furniture shine.

Busy
patterned
material shows
less off than
a monotone
fabric.

TEXTILES WITH PERSONALITY ...



VOYAGE IMMOBILE SECTIONAL, \$3,570,
ROCHE BOBOIS.COM.



ALPACA PILLOW, \$285,
LAVIVAHOME.COM.



BOLIVIAN BLANKET, \$340,
LOADEDTRUNK.COM.

Mix & match
patterns.

PUT THE EMPHASIS ON FLOORS WITH PATTERNS

Committing to a graphic floor tile takes guts, but the payoff is huge. Jessica chose a Morocco-inspired cement floor tile for this kitchen. "The bold decision in this space was to embrace high contrast, both in the dark cabinets playing against the pale ceiling and in the highly patterned floor tiles," says Jessica. Accented with brass, the look is timeless and elegant.

DESIGN: JHINTERIORDESIGN.COM.

"IT MAKES ME HAPPY WHEN I SEE
SPACES THAT ARE NOT GENERIC
OR SAFE BUT COURAGEOUSLY
REFLECT THE INHABITANTS' STORY.
THEIR INTERESTS, THEIR LIFE."

Jessica Helgerson