



Temple and Webster - Style Gurus

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Founded in 2011 by Mark Coulter, Adam McWhinney, Conrad Yiu and Brian Shannahan, Temple and Webster has become the furniture and homewares giant of Australia. The motivational thrust behind the hugely popular brand is unique and enduring furnishings, with their online store platform showcasing the latest designs and trends in homes. Next Address interviews Head of Styling and star blogger for Temple and Webster Jessica Bellef about this season's trends and ideas for the home owner.

What is the core belief about design for T&W?

We believe everyone wants to live more beautifully and our aim at Temple & Webster is to provide beautiful solutions for every room in the homes of our customers, no matter what their taste and budget. When we're styling rooms in our in-house photography studio we always have liveability in mind - of course creating stunning magazine-like spaces is fun and what we all want our homes to look like in our dreams, but there's no point having that Art Deco living room or that gold chandelier if it doesn't fit with your lifestyle and you're too scared to use the room because of it! So we believe in beautiful design that's liveable and suits a range of tastes and budgets.

What advice would you give wanna-be decorators when faced with a fresh room and a great budget?

What a dream situation to be in, the possibilities are endless! My advice would be to get inspired and create a room that truly reflects you. What sort of interiors are you drawn to, are there particular colors you love or a dream piece of furniture you've been lusting after? Spend some time going through magazines or trawling Pinterest to narrow down the style of room that appeals to you, then think about your lifestyle and how you're going to use the room and go from there.

Who are T&W mentors or inspirers?

The Temple & Webster team find inspiration in lots of different places - from interiors magazines and industry happenings to art, restaurants around the world, local makers and creators and even the beautiful homes of our own staff! And Pinterest! We're always looking for inspiration on Pinterest.

Is there a Style no-no your stylists have?

Our in-house creative team are style chameleons, creating looks from all points of the style spectrum for all budgets, working with our current catalogue of over 140,000 products. We have to be flexible in our style cues due to our massive product range. I wouldn't say there are style no-no's that we could pin point but we do know that when we are styling a room, we must pay attention to the layered details. We aren't fans of unadorned walls, naked sofas or bare floors, as it's the accessories that add character and a sense of finish to a space.

How do you guys keep on point and edge in an industry that is so overwhelmed and saturated with home interior design and furnishings? (It is very impressive)

The Temple & Webster team is made up of interiors fanatics, a group of style-hungry people who live and breathe all things for the home. We know that our customers love to play with trends as much as they love the idea of purchasing classic pieces that will last many seasons and we have always strived for a balance of inspiration and accessibility in the stories we tell. We keep our eyes peeled on the interiors market, both here and overseas to see what's happening, and move quickly on our ideas, always keeping the Temple & Webster brand values in mind.

You are the go-to for gorgeous pieces all around the country- why do you think this is?

Our mission - to help people create beautiful homes - is the goal we've worked towards from the start. We have tried always to be consistent in bringing elegant solutions and well-priced furniture and homewares to our

customers in a way that's true to T&W as a brand. We've also focussed on not only providing an excellent range of products (we currently have over 140,000!) but also inspiration - I think this is something our customers love, there's an interior design style on Temple & Webster for everyone.

What is your favorite piece at the moment and why?

With winter around the corner and the need to prep my house for the cooler temperatures pressing, I am loving the cozy throws and blankets we have available. I am drawn to the sweet pom pom detail on this Ellis throw and I love the chunky knit of this Magnuson throw.

Photo: GuestBedroom Photography: Denise Braki Styling: Jono Fleming. www.templeandwebster.com.au

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