

# Swipe Right For Decorating Solutions



BUDGET CONSCIOUS DECORATING IDEAS FOR A  
STYLISHLY CHIC HOME

# decorating for savvies

## WHO ARE SAVVIES

Savvies are homeowners or apartment dwellers, who are very much in tuned with the decorating trends and resources that exist today.

They want the same stylish and chic homes that they see on Pinterest, Instagram and Houzz, but they don't want to pay top dollar for the same looks. They are willing to do the shopping and managing of their own projects, but need some ideas and guidance from a design professional. They respect the role of a design professional, but want to limit the number of hours they retain for the help of one.

Savvies are often young professionals who have great style and very much on trend, and want the same for their home. They live an active lifestyle and they are very technologically savvy.

## HOW DO SAVVIES DECORATE DIFFERENTLY FROM THE TRADITIONAL WAYS TO DECORATE

Savvies decorate their homes much differently than the traditional ways of decorating.

They are often very hands on in the process. They have done their own research, and know what products exist in the marketplace, what products they want, where to find them and what they cost

Savvies understand that they can hire a professional to do the parts that they are not comfortable doing themselves and then take over from there

They enjoy working with a design professional that is flexible, and will communicate with them in the way they are most comfortable.

## WHAT'S THEIR GOAL

Savvies want the same feeling of home they grew up with. They want to be surrounded by things they love, and things that complement their lifestyle. They also want current trends. So a mix of vintage pieces with trendy pieces often aligns with their design aesthetic.

Savvies want a home they can be proud of, and excited to have friends over. They want comfort, they want fresh, they want eclectic

## WHAT RESOURCES ARE AVAILABLE TO THEM

Because Savvies tend to be very technologically savvy, they have access to most of the popular resources available - Pinterest, Houzz, Instagram and other apps that bring beautiful interiors right at their finger tips. They may even have basic knowledge of how to measure their space, and how to create a space plan

## WHAT THEY LACK

They lack the technical skills, education, experience and knowledge that is required to think strategically about designing a space - From just a design concept to a finished product. They also lack the ability to specify colors, mix patterns and textures and how to mix design styles for a cohesive look.

Another thing that they lack and may need to engage a design professional for help, are the trade relationships that we have built over our careers. Often times Savvies don't have access to a network of skilled trades and artisans to carry out the work for them.

## HOW WE CAN HELP

SavvyChic by Casa Vilora Interiors was created for savvy homeowners and apartments t dwellers who want great style, but don't want to spend a lot of money. They understand that in order to get the chic, polished and on trend looks that they love on a savvy budget, they must invest time into their project.

We are proud to offer design services to savvy DIY-ers and decorating enthusiasts. We pride ourselves on being flexible, and meeting savvy homeowners where they are, and helping them create a chic and stylish home.

We offer several design services geared toward DIY-ers and decorating enthusiasts. We offer courses, workshops and webinars to provide you with education, we host a "radio show" packed with decorating ideas and several other resources.

# *10 decorating solutions every savvy needs to know*

## TIPS FOR DECORATING

1. Make a list of priorities. Often times, you have a whole house to decorate . It is costly and time consuming to do it all at once, so break your list down by what's most important to you first. Is it a restful space to escape to at the end of a long day? Is it an entertaining space to have family and friends over? Is it a fully functioning home office to get some serious work done? It's whatever is important to you.

I will add that if there are renovations involved, you definitely want to do as much of it as you can first. Renovating is dirty work, and you certainly don't want to decorate before.

Also, try completing one room at a time, instead of partially completing several rooms. No matter how long it takes to complete one room, it is more rewarding to see one project complete

2. Create a budget and spending plan for what you can afford to do and when. When you have a plan, you are more likely to get things done. It eliminates the overwhelm and anxiety when you know ahead of time what you can realistically afford to buy. You feel like you are making progress more so than impulsively purchasing items

3. Plan the space so that you know what your furniture needs are ahead of time. There are several software programs that were created for consumers to use, so they are very user friendly. Icovia is one such software, but you can find others on the websites of large retailers like Ikea and Ashley Furniture. Measure your space and create a layout that works for you. Keep proper traffic flow in mind

4. Find an inspiration piece that you can use to build your color palette. This could be an area rug, a textile or a piece of art. Depending on the look you are going for, you want to find an inspiration piece with a strong pattern and several different colors to choose from. Use the 60-30-10 rule to distribute the color throughout the room . Usually 60% would be the wall color and the larger upholstery pieces; therefore you want to choose a neutral from your inspiration piece. The 30% can be the accent pieces like accent chairs, rugs, draperies, and the 10% can be the accessories like the pillows and small items for styling. This is not a hard and fast rule, but a guide to help you apply color.

If you are going for more of a monochromatic neutral and earthy feel, then introducing lots of varying texture will keep the room looking interesting

5. Know when to bring in a professional Interior Designer. I strongly recommend bringing in a design professional to help put you on the right path and give you guidance with your project. You can hire a designer on an hourly consultation basis to help you with the layout for the space, as well as developing the color palette. Our Consultation Only Service and Room Palettes Service is a great way to enlist the help of Casa Vilora Interiors to select the color palette and all the soft furnishings for the room. The cost is controlled as a flat fee, so you are able to budget properly. Every Savvy knows when to bring in a professional

6. Invest in quality upholstery. Upholstery pieces are the work-horses in a room. They get the most use and they really take a beating. This is a good place to really make a savvy investment. It is best to spend more upfront for a good quality piece, versus purchasing a new one every few years. Buy a quality piece that will last at least 10-15 years. Look for quality construction like eight way hand tie. Choose one with a classic, clean silhouette. These shapes remain timeless. Choose a performance fabric that is neutral, and it will hold up to stains and spills. A good quality chair or sofa can be recovered and re-stuffed numerous times

7. Buy larger pieces first. The larger, key pieces such as a sofa in a living room or the bed in a master suite, will give you the feeling of a bigger change than buying the smaller items. It is tempting to get the smaller items first, because they are usually less expensive, but it is best to save up for the bigger impact purchases. The same can be said for painting the room first and adding drapery. The more progress you can see when you walk into the room, the more you are fueled to keep moving forward

8. Don't forget the window coverings. Most rooms need window coverings to make it look finished. It could be for privacy and function, as well as for decorative purposes. Window coverings make for a great back drop for the furnishings in a room. I usually recommend doing two layers - the privacy layer such as roller shades, blinds and shutters, and then adding drapery panels for the decorative layer. Some designers will recommend one layer of drapery that are functional and can be pulled closed for privacy, but they tend to be heavy and require much more fabric. It really does depend on the look you are trying to achieve in the room. This is a great time to call in a professional to help you choose the right solution for your particular situation. We are window treatment experts and would be happy to help. Find out more here

9. Don't disregard hand-me-downs and family heirlooms. In fact those are the pieces that bring soul to a room. When your home has a story of pieces that are meaningful to your history and who you are, the room exudes warmth, comfort and life. Antiques, vintage pieces and other hand-me-downs, can be refinished and reupholstered to bring them up to date and stylish. When a home has a great mix, and a collected feel, it tends to be more authentic and less stuffy

10. Styling the room is essential to making it come to life and look complete. Consider that the styling items and smaller accessories are like the jewelry to an outfit.

Every room needs some art to appreciate, some books to add warmth, some greenery to add life and carefully curated small items to act as fillers. This is a great time to display collections, which work well in groupings. Bookcases look great with a combination of books, small accessories and picture frames. Be sure to add varying heights, textures and items to add interest. Coffee tables and other table tops should be styled with look and function in mind. Trays are a great way to add items on a table top, that can be easily moved out of the way when more room is needed. This is also a great time to enlist a design professional to help finish off the space

## CONCLUSION

Decorating a home really requires time and money. Most people can find the resources of time and money; it is knowing how to best use them that has most homeowners stumped. There are a million moving parts when it comes to taking on a decorating project, and every decision impacts the other, but the right guidance and information is more than half the battle.

As a savvy homeowner, I know that you are aware that there is an app for everything these days, and we are excited that you can research and find the information you need to move forward with decorating.

We do want you to be successful, and not overwhelmed with decorating, so we encourage you to focus, and limit your research to a few trusted resources. As a member of the SavvyChic community, we want to be one of your lifelong trusted resources. We want to empower you to do your own decorating, and we support you in that choice.

Check out the numerous resources we have available to you.

Happy Decorating!

## RESOURCES

SavvyChic.Design, SavvyChic Home Podcast and SavvyChic Radio are a part of Casa Vilora Interiors - Owner and Principal Designer - Veronica Solomon

Sign up for our mailing list to stay up to date with decorating trends and savvy ideas

[www. SavvyChic.design](http://www.SavvyChic.design)

Our daily Podcast "savvyChic Home" features tips , ideas, trend, interviews about all things chic and savvy

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