



HOME BEAUTIFUL

# 2017 STYLE FORECAST

## TUESDAY 6TH SEPTEMBER 2016:

This week Home Beautiful unveiled its 2017 Style Forecast – the definitive guide to the five big trends set to redefine Australian interiors over the next 12 months.

Presented in association with Dulux, the beautiful standalone magazine comes with the October issue of Home Beautiful and features 100 pages of stunning imagery showcasing the next of-the-moment decorating trends.

Wendy Moore, editor, Home Beautiful comments: “Our Style Forecast features some of the most inspiring imagery we have ever created – all within the one special book.

“With beautiful locations, unique products and photography that absolutely capture the essence of these new big trends, we hope the Style Forecast capture hearts and imaginations in the same way it has for the team at Home Beautiful.”



## 2017 STYLE FORECAST: KEY TRENDS

**1. Botanica** – Rich, ripe colours drawn from nature paired with luxe textures. Think commanding florals, lush fabrics and soft shapes. There's a huge sense of occasion with this look, as it celebrates the vibrancy of nature and makes it the hero in our homes.

**2. Modern Wanderer** – A fresh globally inspired style, with a classic Australian twist. With muted familiar colours, sun-bleached timbers and matt textures offset by rainforest greens and deep-ocean blues. A uniquely unfussy Australian laid back style.

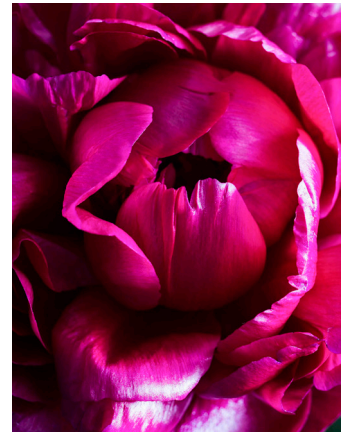
**3. Empire Lines** – Elegant art deco profiles, graphic outlines and lustrous embellishments combine to announce a return to glamour. Black, white and emerald form the base palette, with the secondary colours of gold, oyster and cream. Dark marble, mirrors, symmetry and repeated graphics add a touch of formality.

**4. Japandi** – The pared-back aesthetics of Japanese and Scandinavian design come together in a united vision of simplicity. Two seemingly opposite cultures share on clean and uncomplicated look, with natural elements and monochrome accessories.

**5. Futurology** – Bespoke and machine-made techniques merge to deliver intricate details and a full palette of crisp pastel hues. Bottomless blues, lilac pinks and icy violets take shape against backdrops of uninterrupted white, tempering a space age feel with polished elegance.

### Andrea Lucena-Orr, Dulux Colour Planning & Communications Manager, comments:

“For Dulux, the Style Forecast represents the perfect visual guide to showcase Dulux colour and texture. The gorgeous photography and styling can't help but inspire readers and provide fabulous colour scheming ideas for interiors.”



For further information and interviews, please contact:  
Nikki Wirkerman, Publicity, Pacific Magazines  
E: [Nikki.Wirkerman@pacifcmags.com.au](mailto:Nikki.Wirkerman@pacifcmags.com.au) P: 02 9394 2888