

SCOTLAND'S TOP INTERIOR LOOK REVEALED...

Scandi Style!

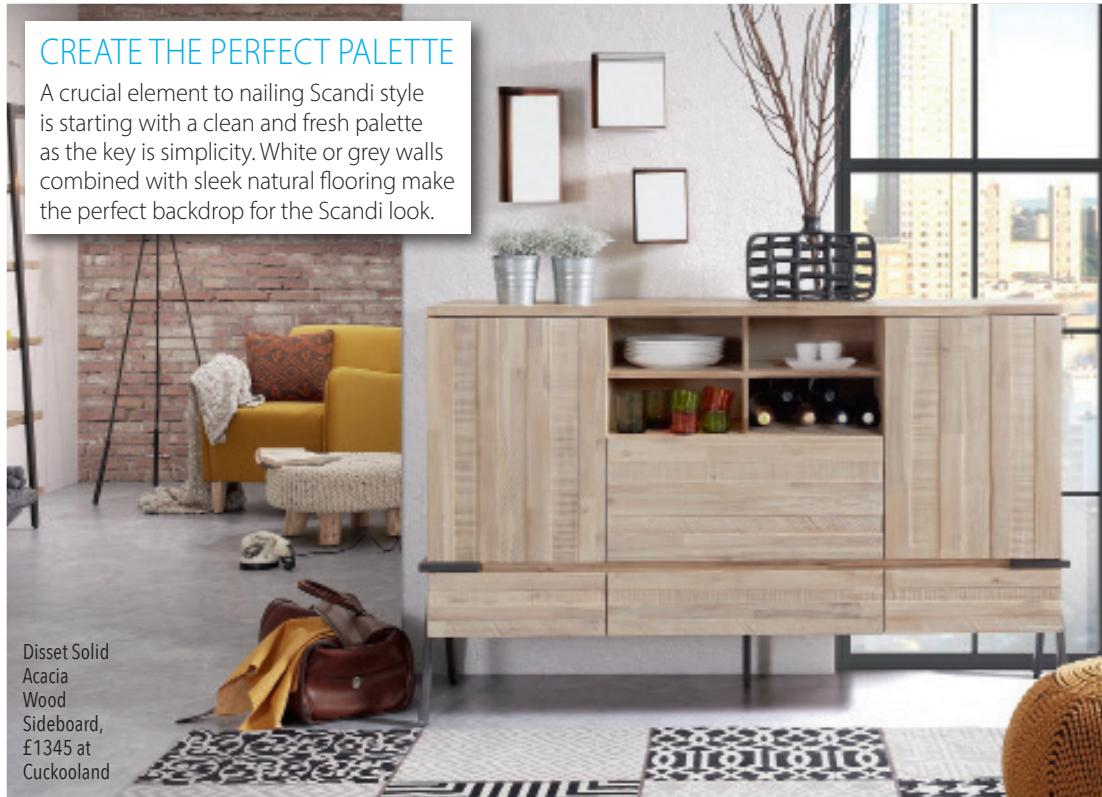
The results are in, it seems us Scots can't get enough of Nordic inspired interiors

Online retailer, Wayfair, has released their trend analysis research and it revealed that the top interior look in Scotland is Scandi style. Resident Style Advisor, Nadia McCowan Hill told us, "Diving into UK shopping trends for the past year, we were truly amazed at how radically our customers' taste varies from region to region. We found that Scottish customers are smitten by Scandi. They ordered 44 percent more Nordic-inspired products than anywhere else in the UK in the past year."

It's no surprise really, our Scandinavian counterparts spend a good six months deprived of sunlight, something we Scots can relate to! They also live amongst some of the most spectacular scenery (something we also have in abundance in Scotland) which their interior style takes inspiration from. Read on for top tips on how you can revamp your home... Scandi style!

CREATE THE PERFECT PALETTE

A crucial element to nailing Scandi style is starting with a clean and fresh palette as the key is simplicity. White or grey walls combined with sleek natural flooring make the perfect backdrop for the Scandi look.



INVEST IN STORAGE

Minimalism is key when it comes to clutter, so utilise storage options to make the most of clean lines. Display stylish pieces such as books, objects of interest and paintings. The Scandinavians are particularly inventive when it comes to storage – look for simplicity and a minimalist design.





WARMING TEXTILES

Us Scots know the value of cosy soft furnishings, they aren't just for decor purposes. When it's blowing a hoolie outside and the heating is ramped up as far as it can go with little effect, we will often take refuge under a cosy throw. Opt for warming textiles made from natural materials like sheepskin and mohair.



Throw,
Amara
£150



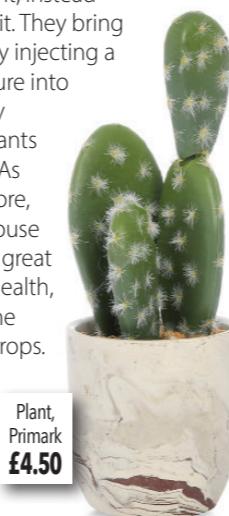
Throw,
M&Co
£30



Throw,
Amara
£150

BRING THE OUTDOORS INDOORS

The Scandinavians have seriously cold winters but they don't shy away from it, instead they embrace it. They bring rooms to life by injecting a little bit of nature into their homes by introducing plants and greenery. As we've said before, air purifying house plants are also great for your own health, especially as the temperature drops.



Plant,
Primark
£4.50

LET THE LIGHT IN!

Like the Scandinavians, we also spend large parts of the year with dull and bleak weather so it's important to make the most of whatever light we do get. Use strategically placed mirrors throughout your home to bounce light around. When it comes to lighting it's all about achieving maximum style points with minimal fuss, so look to clean lines and neutral colours combined with natural materials. As well as a main pendant, add multiple lamps for an ambient glow.



Dining table
£1399,
Nest.co.uk

KEEP YOUR LINES CLEAN

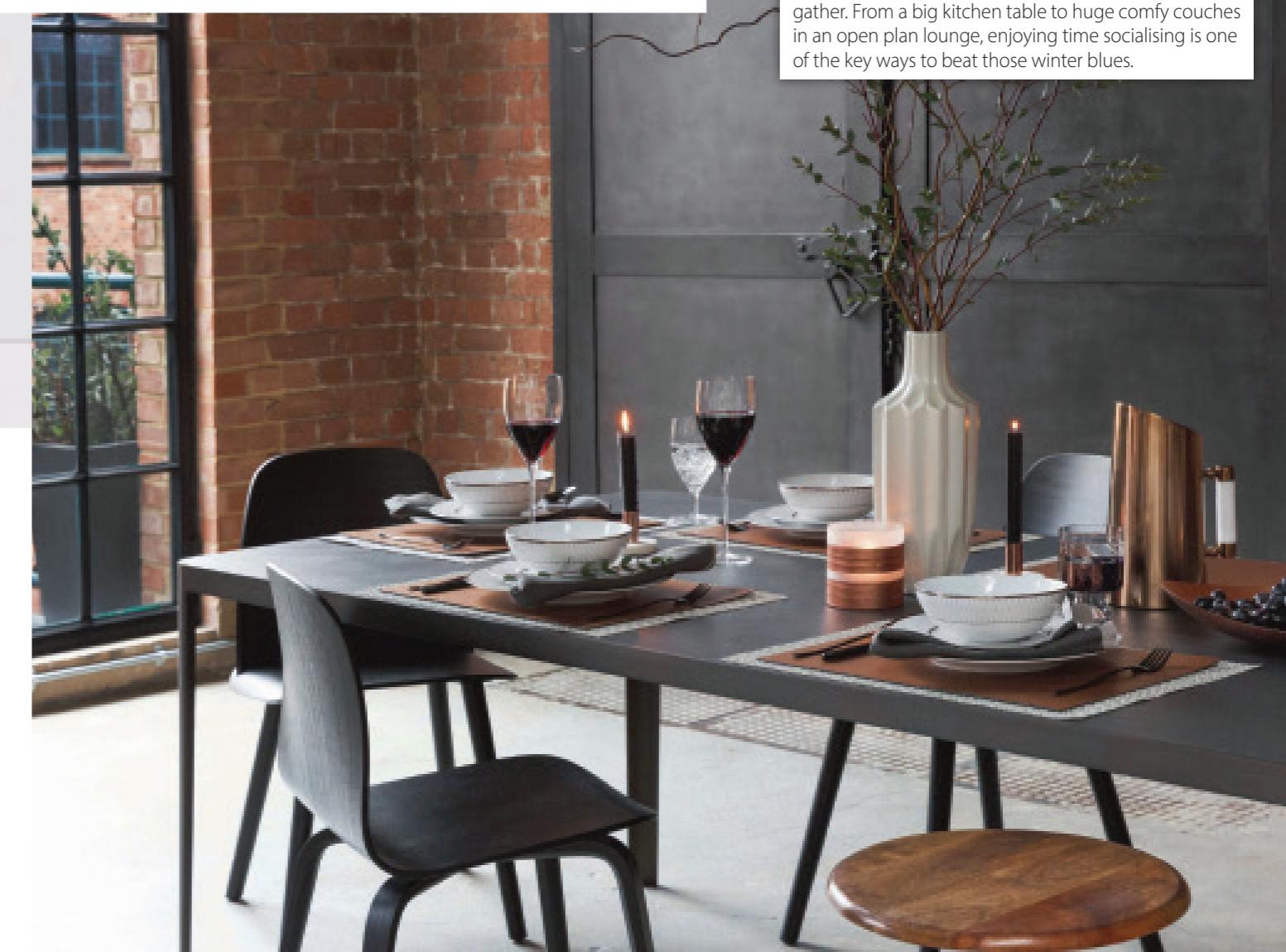
When it comes to furniture the focus is on style and functionality, smooth round edges and clean lines. The Scandi style favours multi-functional furniture, such as a coffee table that doubles up as a storage solution or a sofa bed. They get the most from their homewares.



Candle Holders,
Amara
£50

EXPERT ENTERTAINERS

In Scandinavia a huge emphasis is placed on creating social spaces in the home where friends and family can gather. From a big kitchen table to huge comfy couches in an open plan lounge, enjoying time socialising is one of the key ways to beat those winter blues.



Rose gold jug £60, vase £40, tealight £12, cutlery set (24 piece) £250, wine glass (set of 4) £40, glass goblet (set of 4) £40, bowls (set of 4) £50, dinner plates (set of 4) £50, side plates (set of 4) £45, candle holders (set of 2) £25 all by A by Amara