

# INTERIOR DESIGNERS DEFINE LUXURY

Three designers share their views on luxurious window treatment styles and products they are selling and what they see for the future.

BY JENNIFER JENSEN

## Luxury is a loaded word and defining it can be tricky.

We asked three interior designers for their take on luxury. Each had somewhat of a different response, as there is no right or wrong answer. It is simply an opinion and one that can take shape in a multitude of ways.

Luxury can vary based on location, stature and from person to person.

When talking about luxury in interior design, one can't ignore window treatments. Window treatments can be a statement piece in a room if done correctly. And for those selling to high-end clients, the options and wants can vary from client to client. As a designer, they must truly listen to their clients and inform them of the latest trends and styles.



For self-taught interior designer **Rachel Moriarty**, owner of Rachel Moriarty Interiors, luxury is “so much more than functional or essential, it’s sumptuous surroundings.”



**Michelle Castagna**, owner of Muse Design Studio, who has been serving high-end residential clients for 25 years, said luxury is defined by her client. “Luxury is where they see the value,” she said. “It’s an overall finished product. It’s how you make their lifestyle feel luxurious in an understated way.”



For **Cheryl Luckett**, owner of Dwell by Cheryl Interiors, luxury is extreme comfort. “Luxury is about having things or a lifestyle or a home that make you ultimately comfortable,” she said. “Those little things that before you need to request them, they’re already there.”



DESIGN BY CHERYL LUCKETT.  
PHOTOGRAPHED BY LAURA  
SUMRAK PHOTOGRAPHY.



DESIGN BY MICHELLE CASTAGNA.  
PHOTOGRAPHED BY IBI DESIGNS.

## WHAT ABOUT LUXURY IN WINDOW TREATMENTS?

Luckett is very passionate about window treatments and said, in and of themselves, window treatments are simply luxurious. “You literally have tons of fabric floating on your wall,” she said. “That is luxury. That brings an element, a layer to the space. There is no substitute for that, for that feeling drapery brings.”

Moriarty defined luxurious window treatments as those that are “custom, detailed and layered with beautiful hardware and motorization.”

Castagna said luxury in window treatments is about scaling back. “People don’t want all the fuss,” she added.

And while each designer is located in a different part of the United States, there are some similarities in what they are selling to their high-end clients.

“I’m in Southern California and we have a very relaxed coastal vibe here,” Moriarty said. Lately for her clients, she has been featuring roman, woven and roller shades, as well as ripplefold drapery. Moriarty said while working on a lot of modern luxury

beach homes, these are the things most requested. “But they also want them motorized,” she added.

While drapery still exists, these aren’t the major things Castagna is selling these days. She said people seem to want more of a clean look and are asking for much more simplistic window treatments. She is selling more panels, simple hangings, drapery pockets and less hardware and trimmings.

South Florida-based Castagna said she feels like there is a less is more mentality in the world. “Luxury is being represented on a more simplistic scale.” She attributes this to the two years during the COVID-19 pandemic when people were stuck at home, as well as the constant visual stimulation people are experiencing on a day-to-day basis. “We see more in a day than our ancestors saw in a lifetime,” Castagna said.

Due to this overexposure out in the world, people are wanting visual calm at home. Home is their sanctuary, she said. “We are all seeking that refuge from that visual chaos,” she added.



PHOTO: NICK SARGENT

While some of this might be true, for Charlotte, North Carolina-based Luckett, she is seeing some of the opposite as well. “We’re no longer spec-ing the simple things,” Luckett said. She feels there has been a shift away from the simple designs that have been so popular the last several years. “People want those things that feel special, really custom, made especially for their space,” she added.



DESIGN BY RACHEL MORIARTY.  
PHOTOGRAPHED BY DEBORAH  
SHIELDS PHOTOGRAPHY.

She agreed that the pandemic played a part in what people are asking for now. People are now wanting functionality out of their drapery, which is something that wasn't asked for in the past. "They know how they live now and want something functional and that meets their extreme comfort desires," she said.

Clients are asking Lockett for window treatments that are easy to close, can block the light and keep the room cool. Her company is installing more track systems from the floor to the ceiling and more motorization. Clients are also seeking a more maximalism approach. They want color, patterns, luxury and details, Lockett added. "People are yearning for those luxurious details with that functionality," she said.

A huge trend that all designers are seeing and expect to continue is automation and motorization. These are those hidden components that one doesn't see. But these "details you don't see take more time," Castagna said. Window treatments have been simplified into very basic forms and they become part of the backdrop, she added. "There is more of a flow and less in your eye kind of detail," Castagna said.

Lockett said she sees the pendulum swinging back to those old details, but with a technological touch. "You can have the pretty and the function," she said.

Moriarty agreed that motorization is the future in window treatments. "My clients like to be able to schedule, open and close their window treatments from a remote or their smartphone or by voice using Google Home or Alexa," she added.

Castagna believes automation and motorization will become more accessible in the future. It won't be something just the high-end client can afford. They will get more sophisticated for the people who can spend more money on it. "To develop window treatments in a technical way is the evolution," she added. ▣

## HOW DO YOU DEFINE LUXURY?

We'd love to hear it. Send an email to [editor@wf-vision.com](mailto:editor@wf-vision.com).



PHOTO: DEBRA SHIELDS PHOTOGRAPHY

» **Michelle Castagna:**  
*MuseDesign.studio*  
IG: @muse\_design\_studio

» **Cheryl Lockett:**  
*DwellByCheryl.com*  
IG: @dwellbycheryl

» **Rachel Moriarty:**  
*RachelMInteriors.com*  
IG: @rachelmoriartyinteriors