

PRESS RELEASE
Date: June 2016
FOR IMMEDIATE RELEASE

UNDERSTATED GLAMOUR TO SHINE AT DECOREX JOBURG

The hottest new décor trends as seen at Paris's famous Maison & Objet design fair in January will be revealed to those visiting this year's Decorex Joburg, which takes place from 5 to 9 August at the Gallagher Convention Centre. Reinterpreted for a local audience by designer Claire Clarke of By Dezign Interiors, using the very latest fabric ranges from local textile house, Home Fabrics, these trends will form part of the keenly anticipated Designer Spotlight, one of the undisputed highlights of Africa's largest décor, design and lifestyle exhibition.

"With our Decorex Joburg stand specifically in mind, Claire and I met up at the Parisian show, one of the most important European events for interior design professionals, to scout 2016's biggest décor and design trends," says Marc Shotland, Sales and Marketing Director of Home Fabrics. "As a result, our Designer Spotlight showcase will exude pure 'dolce vita' – a combination of contemporary fabrics and wallpapers in glamorous metallics, grounded by bold, masculine tones."

"Expect to see the graphic use of black and white shot through with accents of petrol blue and gold, as well as plenty of geometrics, chunky textures, animal print and fur, and fully upholstered furnishings (with even chair legs clad in fabric)," hints Clarke, who started her Bryanston based company in 2005 and, together with her sister Sophie Kelly, provides a full-spectrum interior-design service to the residential, commercial and hospitality sectors.



Sisters Claire Clarke (left) and Sophie Kelly of By Dezign Interiors

"Our space will feature a magnificent pergola daybed and banquette style seating, with an eye-catching trellis design on the 'ceiling' and a magnificent gold vinyl floor, the likes of which has not yet been seen in South Africa," she continues. "We will be using a statement wallpaper – printed seagrass cloth in gold and black – from Arte International and feature lighting to draw attention to key elements".

Proudly brought to you by



decorex¹⁶ joburg

“Claire will combine a selection of local materials from Home Fabrics and Fabric Library with imported textiles from renowned houses such as Chivasso, Etamine and Osborne & Little,” adds Shotland. “Her signature style speaks volumes about the beauty of understated glamour, which will be evident in abundance on this stand.”



Arte International's Flamingo (Avalon) wallpaper, available locally from Home Fabrics, will feature on the Designer Spotlight stand

While Clarke has elicited inspiration from European trends for her Decorex showcase, her aesthetic is still firmly rooted in South Africa. “We have a huge pool of talent in this country and it’s a great resource to draw from,” she says, adding, “Even internationally, a local flavour is strikingly evident in the designs coming through right now.”

When asked to name the key trends for the year, Shotland says: “2016 is redefining luxury with items that tell a story of authenticity and timelessness, yet without being ostentatious. Designs include geometric shapes in fabrics, artisan glass and precious metals. 2015 was all about copper and, while we’ve retained our love of metallics in 2016, our affections have switched to the timeless tones of brass and gold. Whatever your preference, a metallic fabric or wallpaper will always add a touch of interest to the home. Oh, and look out for palm fronds on wallpaper as well as the gracious flamingo captured in original forms and colours,” he adds.



Work from the By Design Interiors portfolio

Proudly brought to you by



By Deziign, www.bydeziign.co.za
Home Fabrics, www.homefabrics.co.za

Decorex Joburg details:

Public Access

Decorex Joburg: 5 – 9 August 2016

5 August

Time: 1pm to 6pm

6-9 August

Time: 10am – 6pm

Ticket prices: R110 for adults; R90 for pensioners and students; R80 for trade; R20 for kids under 12

Venue: Gallagher Convention Centre

Trade Access

Trade-only preview morning: 5 August 10am-1pm

Trade focused day: 5 August

To register as trade or to find out more about the trade programme visit www.decorex.co.za

For more information, e-mail decorexsa@ThebeReed.co.za

Visit: www.decorex.co.za Facebook: Decorex SA Twitter: @decorexSA

Decorex Joburg forms part of the Decorex SA portfolio and is owned by the Thebe Reed Exhibitions.

PRESS RELEASE ENDS HERE

About Thebe Reed Exhibitions

Thebe Reed Exhibitions is a joint venture agreement between Reed Exhibitions, the world's leading events organiser and part of RELX Group, and Thebe Tourism Group Pty Limited, South Africa's oldest black-empowered tourism group. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings. We enjoy connecting businesses with their markets by helping them leverage events as a cost-effective marketing tool.

www.ThebeReed.co.za



Thebe Reed Exhibitions

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

www.reedexpo.com



Reed Exhibitions®

Proudly brought to you by



decorex¹⁶

joburg

Media Contact (not for publication):

Marisa Ravenscroft

on behalf of Decorex SA

Telephone: 082 595 9501

Email: marisa@littleblackbookpr.co.za

Proudly brought to you by

