



Granny-Chic

"Everything old is new again" is an unattributed expression that goes back generations. Just like today's Grandmillennial decorating style. If you're not familiar with "granny-chic," it started trending in 2019 by influencers rising in opposition to the mass production, cookie cutter monochromatic design look featured in countless catalogs and magazines.

At its heart, the grandmillennial look is rooted in color, patterns and texture that are a throwback to - you guessed it - your grandmother's living room. It's a rebirth of chintz, checks, damask, florals, fringe and tassels. The trick is to combine these elements with restraint and good taste and to blend them purposefully with contemporary touches. Gone wrong a room can easily become a nightmare of battling designs and chaos.

When you think about your grandmother's living room, does it bring to mind a sense of tradition and unabashed comfort? That's what you want in your own space of choice, whether it be a living room, dining room, bath or bedroom. You also want a healthy dose of character and personality, a key differentiation from the minimalist, mid-century style.

Adding that personality can be fun! You may have hidden treasures of your own, like family heirloom china pieces or antique furniture you can repurpose. Or you may find them at estate sales or antique shops. A key benefit to grandmillennial decorating is that it can be inexpensive and sustainable. You don't have to invest in expensive furniture pieces. With a little imagination, some paint, and a good upholsterer for starters, you're on your way!

Of course, we understand that DIY is not for everyone. That's where we can lend a helping hand. With our depth of experience and resources, we can work with you to create a grandmillennial space that reflects you, that speaks to you, and that is a warm, welcoming haven to family and friends.



Joanne Turner & Marty McDevitt

