

INTRODUCING GLOBEWEST COLLECTIONS 2019

July 2018: GlobeWest introduces Collections 2019, with 25 distinctive new furniture and homewares collections inspired by uniquely Australian living.

Overarching influences include a reconnection with nature, a sense of nostalgia and maximalist design.

“As the pace of life increases, our need to disconnect, especially in our homes gets greater. Nothing recharges and reinvigorates us like natural elements, whilst nostalgic materials and textures bring a sense of warmth and comfort”, explains GlobeWest Design Manager, Keti Lytras.

“A sense of play and a feeling of optimism are also driving bolder, more confident use of colour and materials and we wanted to have fun with that,” she adds. Experiments with patterns, heightened textures, surprising compositions and soft, tactile surfaces are evident within the collection and surrounding campaign imagery, which demonstrate how interesting silhouettes and previously perceived clashes can hold timeless appeal.

GlobeWest’s Collections 2019 speaks to all interior and design needs. Distinctive pieces created and curated to inspire Australians and the beautiful spaces that surround them.

Six (6) exciting design directions - the result of ongoing research into colour, form, texture and materials, underpinned the development of the range by GlobeWest’s Melbourne-based creative team, known for delivering design diversity.

CORE INTERIOR STYLE: CONTEMPORARY

Design Direction 1: Modern Day Mellow

Carefree comfort emerges when nostalgia takes a tactile, contemporary twist.

Retrospective elements combine with contemporary design to embrace the late 60’s and 70’s in a fresh new look. With a nod to a 70’s revival, the *Humphrey* Stitch sofa adds texture with tan leather tufted stitching and mid-century profiling. Colourways herringbone, charcoal, desert speckle and olive further enhance the Italian leather *Humphrey* range. *Harper* showcases stunning hand-crafted geometric detail in both matte black and white-wash timbers. Warm tweeds, rattan, leather, linen and terrazzo create an exciting blend and allow the individualization of any space.

Design Direction 2: Soft Minimalism

Comforting curves fill spaces with a soft sophistication.

80’s optimism emerges in shades of dusty mauve, apricot, mint and blush pastel tones. Architectural curves and rounded finishes in new collections *Odin* and *Amara* inspire a sense of quiet tranquillity. With matte black tubular bases and terrazzo finishes, the *Odin* collection is balanced by a beautiful blush undertone, fusing industrial styling with a feminine touch. In upholstery, new additions to *Juno* take form in beautiful seamless shapes while new colourways glacier and soft pearl add allure.

CORE INTERIOR STYLE: MODERN

Design Direction 3: Effortless Equilibrium

Inspire stillness and balance in a minimal play on positive and negative spaces.

Reinforcing linear design, the new *Baxter* casegoods collection features strong lines, sleek finishes and grid-style bases, adding a mathematical intrigue to this minimal range. *Huxley* creates a statement with thin metal framing and clean lines across dining and casegoods, while *Amara* Cube pairs black glass with matte black marble, projecting a sense of elegance and sophistication. Soft furnishings within this theme include tones of teal, petrol, burnt orange and brown, adding an earthy edge to matte black and slate grey frames.

CORE INTERIOR STYLE: CLASSIC

Design Direction 4: Sophisticated Simplicity

Create space for quiet reflection with sophisticated shapes and tones.

New neutral shades of beige and mauve join a softened blue/green palette. There's a visual softness to seating epitomised by the *Felix* Chubby occasional chair. New *Amelie* collection embodies a restrained luxury with elegant curves. The textural terrazzo, soft antique brass framing and sandblasted surfaces in this collection add compelling interest. New additions to the popular *Elle* collection include storm and black vein marble detailing across coffee and side tables. Playful pops of colour in luxurious velvets can be seen in dining chairs, sofas and occasional chairs characterised by curved edges and low seating.

CORE INTERIOR STYLE: RETREAT

Design Direction 5: Nature's retreat

Timber takes on masterful forms, bringing heart to homes from the country to the coast.

The craftsmanship of the new *Arlo* Buffet with plantation shutter doors in rustic teak creates a sense of familiarity. *Avery's* 'perfectly imperfect' handcrafted details across living, dining & bedroom furniture invite you to consciously unwind whilst the soft biscuit tweed of new *Felix* 'pebble' sofa surrounds you in pared-back comfort.

CORE INTERIOR STYLE: ECLECTIC

Design Direction 6: Bohemian Drama

Design for drama with a theatrical production of high sheen metals, immersive silhouettes and mesmerising colour.

An eclectic approach to glamour and playful use of texture and colour will excite lovers of dramatic, maximalist design.

The new *Eloise* dining chair includes a burst of honey yellow, while the new *Sullivan* collection embraces a mixture of colours in luscious velvets. Ongoing Kennedy collection has expanded with fringed sofas in cobalt blue and a jungle-inspired patterned bench seat. *Taj* creates interest through intricate bone-inlay dressers and bedsides in sage and black and a new metal checker dining table is a feast for the eyes and senses. Beautifully handcrafted elements are integrated into decorative collections, with *Harira* brass planters and platters in handcrafted, hammered finishes. Popular boho-inspired *Balthazar* collection now sees unique pendants in yellow & olive green suedes together with cushions and pendants in fine macramé stitching.

The Homewares range has grown for Collections 2019 and sees the inclusion of a variety of new rugs in textural patterns and fringed detail, platters, planters and cushions to complement the new themes.

Video: See and hear our design visions for Collections 2019 brought to life in a series of 15 second videos:
<https://www.globewest.com.au/blog/collections-2019-campaign-videos>

Interviews: Available on request with GlobeWest's Co-Founder and Design Manager.

Stockists: GlobeWest Collections 2019 is available via boutique retailers and design professionals nationally.

Showrooms: Melbourne, Sydney, Brisbane, Adelaide & Perth

Website: Browse by style, room, category and more at: globewest.com.au

Instagram: @globewest

Imagery:

Imagery illustrating GlobeWest's design directions is provided on the following page.

Multiple campaign photographs are available.

Imagery of our design team is available upon request.

To enquire about imagery, please contact Id Collective

New imagery will be regularly added to www.globewest.pressloft.com throughout the year.

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Bohemian Drama



The GlobeWest Design Team at work

