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Interior trends for the new season with Milou Ket

Fashion Style Interviews \$512



When one speaks of the mystique of trend forecasting, you would often think of street snaps and effortless beauties on the streets of Copenhagen, before considering the effort the industry goes to gain intelligence on what is next to come. Trends influence and inspire every sensory outlet we have, and can certainly never be constrained to street style or what is encountered drifting down a runway.

Every year, countless thousands attend exclusive trade-only furniture and decorator fairs not only to buy the goodies for their interior design clients but also to encode valuable trends that can then be applied to the poetics of space. One such poet is Dutch-born interior stylist, designer and leading trend forecaster Milou Ket who attends over 15 international trade fairs a year, and commands a quasi-spiritual respect at her sold-out seminars. Meeting her was as if one was attending mass, her voice and inflection almost hypnotic when she talks of furniture, colour and texture combinations.

The opportunity to interview Milou regarding her *Interiors Edition* (a tome with over 60 pages of fabric, imagery and colour trends for 2012/13) left me shaking with a reverential delight, and a nervous concentration in the hopes that I might take on her insights and apply them to my own work.

How do you see and predict these trends and directions?

I visit 15 trade fairs per year, but I always have my eyes open. It's like antennae that are always on [laughs]. So I always say that I have kind of a disease that I was born with. I always wanted things that didn't exist yet, but a few years later they would start and it would be all over again in a few years.

It's like an intuition?

Yes, but I work for large companies, I use my intuition but I don't trust it. I always double check if it's not too personal. Usually the intuition helps to find arguments later to inform my customers that it is the right thing.

You've travelled the world and given your advice and wisdom to many young and emerging stylists. What advice would you give to those who want to follow in your footsteps?

Well I think you should have the talent, and also the passion, because it's not easy and it is quite tiring. You should have a certain distance. It's a profession, so there are always personal flavours, but still you should keep a certain distance, and not judge too much from your personal feelings. I think that's the difference, with a real designer who can afford to form their own ideas, what they really think is important. They should continue in this way and if they really go for it, it takes many years, but it builds up and it comes back to you in the end.

What period are we currently looking for when we search for vintage furniture? Is there a specific design period that's actually trendy at the moment? Or is it from all over?

It is definitely an eclectic mix, but its based on more Italian and French traditional styles.

Can you tell me a little bit about the key trends you've presented in your interiors edition?

For me it's not just trends. I see directions for different customers with their own preference for colours and materials, and there is continuity to it. In interiors I have worked for about 20 years, and there are always new products; they are always evolving from one thing to another and then I add colour. So here I have six different directions and I can tell you something about them:

Bare Essentials

This is all about inspiration from nature. There are neutral colours but it is organic, based on the bare essentials, during difficult times. Still there are things that are very important for us, and this is quite romantic I should say. I call it fragility, because it shows three dimensional products, it shows lots of new materials, the texture of corn crisps for instance were used in a lamp. There is a lot of movement, and there is lots of irregularity, very tactile.

Luxury Metallics

I always focus on colours so I make a collage to show one of the colours of my themes. In this one I see gold in different uses but also in this first neutral direction it's a different gold, it is lighter, understated but there is still a luxury to it – not ostentatious. So it could be leather, it could be shiny materials, or luxurious materials in general.

Rustic Leather

So this is collage to show rusticity. So lots of leather and also paper, felt, reptile, coarse linens, and lots of wood. I find this quite an interesting material - a waste product from salmon scales used for very luxurious products even in kitchens in a patchwork effect.

Naive and Romantic

Then there are very different customers. This is linked with pastel colours, fresh pastel colours. So I have different products that are not as straight and not as elemental, it's more romantic, showing flowers, rose, more traditional patterns but also the organic shapes, feminine shapes but also very interesting reflective material.

I've made collages showing flowers that are quite traditional, mixed with gold and lots of birds, hand painted flowers are important, roses. But these are still a bit more fashionable than the traditional ones.

Recycled

Recycled is in all in shades of blue and then you see also recycled materials in pillows and recycled furniture. Everything should be worn and homely and authentic.

Ethnic & Botanic

I always have such a direction where it is usually ethnic but I think the botanic thing is new. So it's about the luxurious orient - large shapes, lots of gold and yellow, yellow is an important colour. It is about the oriental but also a mix of different style periods to make it homely and interesting. It is a mix of maybe souvenirs you've taken from your travels.

It's all about greens and a mixture of different, shiny glazes in the ceramics but there are some chinese pieces in this and products from all over.

Rich & Dark

This used to be a very tradition direction with baroque shapes, but there is a young customer that wants this and they want the mystery and dark colours. The violet is very important but you also see that there are quite modern wallpaper designs. It's also about luxury and shine, materials with three dimensionality and sometimes there very modern materials mixed with sequins, and roses. Phillipe Stark is always doing something with an historic reference but with an unexpected plexiglass.

Bright Colourama

I think in fashion there is a need for colour and colour-blocking, because everything has been so dull and green, grey and black already for years so people respond well to it. I have divided it into different directions, one is South American with a more tropical influence, hand woven effects with dark gloss floors. There is prestalene (a crisp, white linen) and recycled cupboards so it's a nice mix of very personal directions inspired by the South American and tropical influences. So blues are important but also the peacock makes it even more exciting I think. It's also a mix from different eras and from different parts of the world, but luxurious. It can be a mix of the traditional and the modern so that's what I have tried to express.

Images sourced from *'Interiors. Inspiration for the Home'* 2012/13 Edition courtesy Milou Ket Styling & Design



MASONBROWNE | Saturday 20 Aug 2011 - 6:00 AM

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