

FREE GUIDE!

THE LITTLE DESIGN CORNER'S
GUIDE TO

Working out your design style

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Does this sound like you?

"I know what I like, I just don't know how to pull it together myself"



If so, you're not alone. And you're in the right place!

Over the past four to five years helping more than a hundred design clients I cannot tell you how many times people have said this phrase to me. Almost word for word.

Clients describe knowing what they like when they see it but find it hard to articulate their design style or aesthetic in words. Ask them to describe it and they get super confused. Either that or they feel they have to use trendy terms to try and describe it to me - like 'boho Scandi industrial'....what does that even mean??!!

The good news is that I have a really easy system that I use with my clients in order to get a sense of their style. A visual representation that we can both work from. And in this guide I'm going to share that system with you so that you, too, can work out what your design style is.

There is no right or wrong design style

ALL THAT IS IMPORTANT IS THAT THE WAY YOUR
HOME LOOKS AND FEELS HAS MEANING TO YOU
AND YOUR FAMILY

The most important thing to remember about design is that the only thing that matters is how your home looks and feels is true to what you and your family love and what makes home comfortable and happy for you.

You may find that you're style is a combination of lots of different styles, or that you don't really have a style (which is fine too - that's what the category 'eclectic' is for!!).

On the other hand many people have a good idea of what their style is, but still find it hard to articulate that in words. And that's what the process in this guide is all about.

Follow along and by the end you should have a much better idea of your style, or at least a visual representation of things you love that can guide you in making decisions about how to style, renovate and/or decorate your home.

Grab a cup of tea (or better still a wine!) and let's get started...





HOW TO WORK OUT YOUR DESIGN STYLE

Step 1

I suggest you do this process on either Houzz (www.houzz.com) or Pinterest (www.pinterest.com) or both if you're super keen :)

I find that each platform has different sorts of images on them with Houzz being a bit more architectural/renovation focused (in general) and Pinterest having more images for those looking for decoration/styling inspiration.

That's a general rule though and both are great for all types of design. I personally find more inspiring images on Pinterest than I do on Houzz, but that's just me. I also really love the way that Pinterest boards are laid out and create a visual 'story' about what you love quite quickly.

If you aren't familiar with either platform then I would suggest having a quick look at both and seeing which one appeals to you. Just go with your gut instinct if you're not sure as they are both good.

[Link to Houzz>>](#)

[Link to Pinterest>>](#)

HOW TO WORK OUT YOUR DESIGN STYLE



Step 2

Once you've decided what to start with go to Houzz or Pinterest and set up an account, if you don't already have one. They both have apps as well as webpages so you can access them via phone or desktop, whatever suits you best.

Step 3

In both these apps you can save images you like to Boards. The Boards are a way of collecting images you like together in one group and you can have as many boards as you feel are helpful for what you're trying to achieve.

Once you're up and running work out how to create a new board that you might call 'My Renovation', 'My Design Style', 'My Home' or similar. Just to get the hang of setting up a board. You can change the name later if you want so don't worry too much about what you call it.

How to do this is pretty easy on both platforms but the steps differ slightly. I won't bother going through how to do that step by step as a quick Google search will help you if you can't figure it out.



HOW TO WORK OUT YOUR DESIGN STYLE



Step 4

If you are doing this process in order to prepare for decorating or renovating your home and you want to style your whole house - or if you're doing a big renovation with multiple rooms - you may like to create boards for each area of the house, e.g. 'Bathroom Inspiration', 'Kitchen Inspiration', 'Lounge/Dining Inspiration' and so on.

It really depends how much time you have to spend on this process and how you want to organise your content.

If you want to start simple just create one catch-all board as a start so you can gather things up in one place. The whole purpose of this process is to start to get a picture of what you like, not for it to be a super onerous process.

How you organise the images you're saving should be worked out according to what makes sense for you and how much time you have to spend.



A photograph of a bedroom interior. On the left, there are grey curtains. In the center, a bed with a grey tufted headboard is visible. The bed has a white sheet and several pillows: a dark purple one and two with a floral pattern in shades of pink, red, and green. A small wooden bedside table is partially visible. A single light bulb is mounted on the wall above the headboard.

HOW TO WORK OUT YOUR DESIGN STYLE

Step 5

Once your board is set up, go to the general search area on either platform and start typing in some basic search terms.

If you're just doing a kitchen renovation you would type 'kitchen' in to the search bar and see the results that come up. Same with bathroom, living room, bedroom, kids bedroom and so on.

Keep the search terms quite general to start.

Bonus Tip!

You can also upload your own pins to Pinterest. So if you have images saved to your phone, or images in a magazine that you like, you can add these to your boards as well. To do this simply use the 'Create Pin' button on the front page of your account.

Step 6

The next step is to just start scrolling through the images that have appeared and start pinning/saving images to the board you created as you see things you like.

Don't over think this step.

Just start pinning/saving as you scroll through and put in anything that jumps out at you. There are no right or wrong images, just things you like.

To start with pin about 20-30 images for each board you've created. So if you're doing a big renovation but have just created one board called 'My Renovation' pin about 20-30 images of kitchens, then move to bathrooms and do the same, then to bedrooms etc. That way your images will be grouped in your board in a way that makes it easy to review.

If you're just trying to get a general sense of your aesthetic then stick to your one board and search all the different areas above anyway and start pinning things you like all in the one catchall board - that works as well.



HOW TO WORK OUT YOUR DESIGN STYLE

Step 7

If you already have a bit of an idea of the sort of style you like you can further refine the step above by being more descriptive in your search terms – e.g. 'Scandi living room', 'White kitchen', 'Hamptons kitchen', 'grey bathroom' or whatever.

That way you will have more images pop up that are likely to be closer to what you like.

Even if you do have a bit of a sense of what style you like I still suggest doing the general search as the first step anyway, as you may find other styles from that search that appeal to you as well.

Step 9

On both platforms you can add comments before you save about what you like about the image so you can refer back to this later.

This adds quite a bit of extra time to your scrolling/pinning so it isn't essential to do this step, but just know that functionality is there if you think you would find that helpful.

Step 8

If you see pictures of function details or other design details that you like, pin/save those as well.

This might be close up images of a particular joinery handle, images of the insides of cupboards or drawer details that you like (i.e. the way it's been organised or whatever).

All of this helps to paint a picture of what you like and the variation in wide shots of rooms vs close ups is really helpful as part of that.

HOW TO WORK OUT YOUR DESIGN STYLE

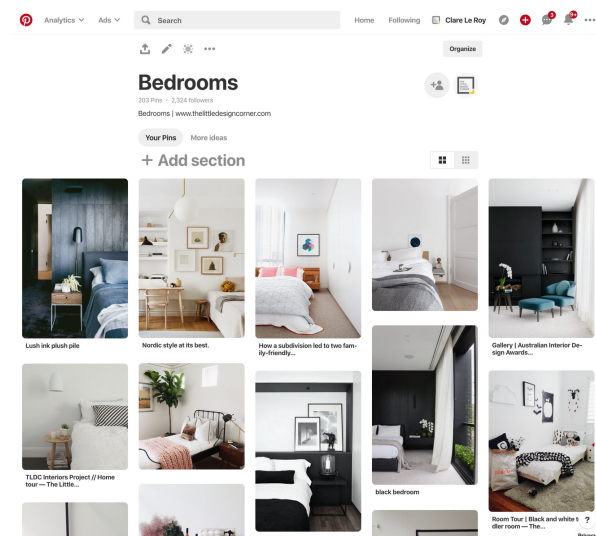
Step 10

Once you've done this for all the different rooms go in to the board you've created and have a scroll through it.

What you should find is that a general theme and aesthetic has emerged.

If you think it looks all over the place, try and put in another 20-30 images and see if more of a clear aesthetic emerges. You should now see that it has I hope!

Here's what a few of my boards look like on Pinterest to give you an idea



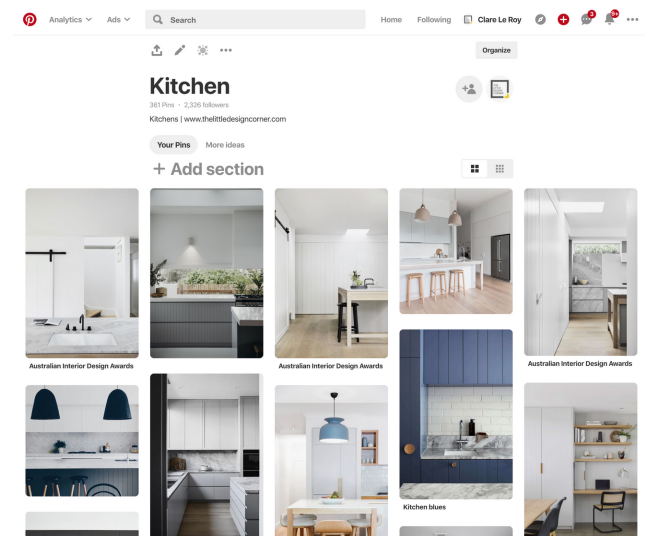
Step 11

Over time keep pinning/saving – it gets addictive!

I always suggest to clients that they do a bit of searching and saving while they sit watching TV at night. Perhaps doing this over a number of nights.

And remember – don't over think it as there is no right or wrong image to pin/save to your boards.

It's just about what jumps out at you as you scroll.



Have a look at my Pinterest account >>

Now what?

By now you should now have a visual representation of the style you love.

If you don't it may mean that you truly do have a very 'eclectic' style or that you have overthought the pinning process and pinned things you aren't really in love with. In this case you may find it good to edit the board you've created and take out things that you can't remember why you pinned (trust me, that happens with clients!).

But be confident in the process as I can tell you that in my whole time using this process with probably 100+ clients now I've only ever found one example where a good visual representation hasn't emerged.

In that one case it was because of the reason above. I asked my client why she liked X, Y or Z pictures in her board and she couldn't remember anymore! So have a think about whether that might be the issue for you and edit your board down a bit.

Once they have done this process lots of people want to try and put a name to their style, but I don't think this is really that helpful as more often than not a client will have a blending of many different styles. An image of 'Hamptons' has emerged in their images, for example, but they have also pinned images that would be considered 'Scandi' or even 'Industrial' - so naming the style is far less important than having a visual representation.

A picture tells a thousand words, after all!



*a picture tells a
thousand words*





What are these boards useful for?

So now you've got these images together what are these boards useful for? Here are some ideas:

- If you're renovating your home and using an architect or designer the board(s) will be extremely useful when you come to work with them. You can share your board with your designer and they will also be able to pin to this board, if you want them to, with their own ideas. Otherwise you can always set up new boards to work collaboratively with your designer in a similar sort of way to above.
- If you're not using a designer then the board is also extremely helpful as it will be a good way for you to make design choices as you decorate or renovate your home. Has a particular dining chair appeared in many of the photos? Has a particular style of kitchen cabinet door appeared? These will all give you clues about ideas to borrow for your own design. And the boards will come in handy when you're visiting stores to select your furniture or fixtures/fittings for a renovation. You'll be able to show sales people your boards and they will immediately get a sense of the style you're trying to go for. This can really help them point you in the right direction of products that might suit what you're after.
- Even if you're not about to renovate or do any designing on your house these boards are a really helpful way to start capturing your ideas. This might be for a home you've just bought but can't afford to renovate yet, or for the dream home that you wish to own one day!



HOW TO WORK OUT YOUR DESIGN STYLE

One final tip!

You can make any board on Pinterest or Houzz a group board – so if you and your partner both want to do this process you can both be saving to the group board.

From my experience male clients tend to prefer using Houzz over Pinterest, so that's something to keep in mind when you're choosing which platform to use.

But if you really get in to this process I think you'll find it best to have boards on both platforms as you'll soon see the sorts of images that are on each platform can be quite different.

HOW TO WORK OUT YOUR DESIGN STYLE

Give it a try...

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I hope you've enjoyed this guide and found the process helpful for working out your design aesthetic. I would love to see your completed boards - email them over to me to have a look at! :)

If you do end up doing this process and find it useful please feel free to share this guide with other friends or family who may also find it useful.





About The Little Design Corner

Established in 2014, The Little Design Corner is an award winning interior design studio based in Sydney, Australia.

Over the past 4-5 years I have enjoyed working with more than 100+ customers but I want to help more people than I can just in a 1 to 1 capacity

As a result I'm now growing my business online so I can help more clients manage their own decoration and renovation projects.

On my website you'll find access to a growing number of courses, online workshops and how-to guides that will empower and teach you the skills you need to design, manage, renovate and style your home.

Design isn't rocket science and I promise that with a little know-how you can take control of your own styling and renovation projects yourself without needing to hire an interior designer.

However, I do understand that some people have limited time to manage their own projects. So I am still offering full service interior design for a small number of projects each year.

If you're interested in finding out about any of my online or in person services please send me an email or visit my website to find out more!

Clare x



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