

SPRING 2024

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# The Subtle Trend of QUIET LUXURY



STORY JESSICA CINNAMON | PHOTOGRAPHY STEPHANI BUCHMAN

A new trend is gaining traction in this era of outward opulence, and despite its quiet approach, it's making quite a splash. It's called "quiet luxury." You've surely seen it without recognizing it outright – it is quiet, after all.

This growing movement started as a way for the upper crust to indulge in life's pleasures while keeping family fortunes quiet, and has subsequently spilled into the world of fashion and interior design. According to the principles of quiet luxury, true luxury need not be flaunted. Forget brands and labels; this trend prefers a discreet, even humble approach, while still exuding luxury in its purest form – if you know what to look for.

*So, what does "quiet luxury" look like?  
Here's how to spot this subtle trend.*



## LESS IS MORE

Broadly speaking, quiet luxury, also known as "stealth wealth," prescribes to the less-is-more mentality. In terms of interiors, the trend emphasizes clean lines, functional layouts and uncluttered spaces with plenty of breathing room. I'm not necessarily referring to the size of a space, but rather what's contained within. Each piece of furniture and décor must rightfully earn its place in the home, thoughtfully considered for its beauty and function, offering a practical and aesthetic purpose that contributes to the overall design. In every regard, overcrowding and clutter is avoided at all costs, in the number of pieces and in details alike.

When faced with choices, quality trumps quantity every time. This is intended to both maintain the character of this minimalist aesthetic, while also indulging in the very best. Furniture and finishes are timeless and well-crafted and stand the test of time and trends. Avoid the ornate, and instead seek out the flawless and the finest. Consider solid materials, exquisite craftsmanship and durability – wood furniture, artisanal ceramics and handwoven textiles that add authenticity, dimension and tactile indulgence to a room. Instead of loud logos, layer in a cashmere throw, a handwoven silk pillow, or a well-crafted leather armchair – all examples of how you can embrace luxury without exuding overt opulence.

Vintage and antique pieces can help underpin the idea of "old money," without being overly obvious. The right furnishings always have great stories to tell, and bring a unique sense of history to a home. Incorporate a vintage sideboard, an antique mirror or heirloom textiles into your décor to infuse your space with a sense of heritage and refinement. *Continued on page 70*

# design ideas

## TONED DOWN

Given the trend's strong affinity for a minimalist aesthetic, muted, understated colour palettes and neutral tones work well, such as soft greys, warm beiges and earth tones. These colours create a serene and sophisticated atmosphere that transcends fleeting trends, with an air of timeless elegance. Monochromatic palettes employing subtle variations of a single hue can add depth and richness to your space, making it visually appealing without resorting to gaudy colour schemes.



## NATURAL SURROUNDINGS

In alignment with the organic colour palette, outdoor influences play a key role in the look of quiet luxury. Incorporate natural materials like wood, stone and plants to create a connection with nature. Large windows that let in ample natural light and offer picturesque views can enhance the sense of tranquility and luxury throughout your home.

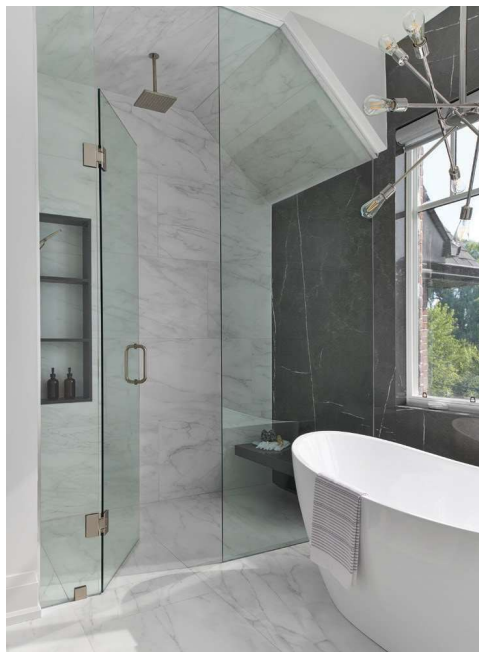
## THE FINER POINTS

Despite its preference for simplicity, quiet luxury thrives on the appreciation of details that might go unnoticed at first glance. Incorporate subtle embellishments and intricate textures that add layers of complexity to your home's design. Whether it's the delicate trim on a curtain, the pattern of a rug, or the subtle sheen of metallic accents, these nuanced elements contribute to the overall richness of the space without overwhelming it.



## CENTRE STAGE

Artwork can be a striking expression of your style and sophistication. Choose pieces that resonate with you on a personal level and complement the overall ambience of your home. Whether it's an understated abstract painting, a classic black-and-white photograph, or a sculpture with elegant lines, artwork adds a layer of cultural and aesthetic depth to your space.



## BEHIND THE SCENES

Lighting plays a crucial role in a luxurious home, overt or quiet. In the case of "quiet luxury," use your lighting to highlight the extraordinary elements in your space, from architectural features, to artwork, to furniture. Accent lighting makes all the difference.



In a world that often celebrates excess, "quiet luxury" can be a breath of fresh air, and a very sustainable approach to everyday elegance. By embracing quality, simplicity and authenticity, you can transform your home into a sanctuary of quiet luxury that stands the test of time.

Remember, it's not about how much you put on display but rather how tastefully you curate your surroundings to truly define the art of quiet luxury. **OH**

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