



HOW TO DECORATE WITH FAUX FUR, ACCORDING TO TOP DESIGNERS

Interior designers lend their advice for this luxurious, cozy trend.



Michael Partenio

BY KELSEY KLOSS SEP 07, 2016

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Faux fur: It's so cozy. It's so welcoming. And right now, it's on its way to becoming a toasty hot interior design trend.

As the luscious material [trends on the runway](#) this fall, interior designers say it's also appearing more and more in homes. Why? As the design world takes a turn from cold contemporary to [cozy](#) opulence, designers use it for its luxurious yet inviting nature.

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"We're returning to slightly more luxurious interiors, with home decor that feels really great and also looks great," says [Erin Gates](#), Boston-based interior designer and author of [Elements of Style](#). "For a long time, the style was very streamlined, modern and on the colder side, but people are starting to want their homes to feel as comfortable as possible."

Naturally, faux fur also appeals to home decorators who want to stay animal-friendly.

"Even if it's not real fur, all that texture and softness is a really rich texture to use in the home," says Gates. "It adds an err of opulence."

But, don't start searching for all things furry just yet. Read on for interior designers' top tips when it comes to adding a bit of faux fir glam to your home.



Sarah Winchester

Designed by Erin Gates.

1. Add It To A Space That Needs Texture

Interior designers typically add faux fur to a neat and tidy space when they want it to be just a tad cozier or more inviting.

"When we use faux fur, we're looking for some really luscious texture in the room," says Gates. "If you look at a space and everything is neat, tidy and clean, you want something that's sumptuous and cozy. It'll really elevate the space."

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This texture can come in the form of a simple faux fur pillow, rug or throw.

2. Limit It To One Or Two Items

On the note of a faux fur throw pillow, rug or throw, take note: You get to choose one or two. Not all three.

"It's definitely possible to go overboard with faux fur, so try to limit it to one or two items strategically placed in a room," says Gates. "Otherwise, it starts looking like you live in Antarctica and you went overboard with a trend. Just a touch of it is sophisticated."

When in doubt, go with less, adds Jessica McClendon, Los Angeles-based interior designer and founder of [Glamour Nest](#).

"I always say less is more when it comes to faux fur," says McClendon. "It's a very fine line before it gets to be a rockstar crazy type of look. Throw just one pillow on your sofa to add texture, without being too heavy or too rustic."

3. Look At The Tone And Fur Length

As with any interior design purchase, it's important to research what companies in your area sell the highest quality faux fur, and to inspect it yourself before buying.

"Look for items that have longer hair, so it doesn't look fake," says McClendon. "I also look for a lot of variation in tone, so items that aren't just a flat gray or a flat white, but that really have a rich tonal variety."

And remember: If you're looking for light-colored faux fur, creamy hues will always look more natural than stark white.



Courtesy of Jessica McClendon

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Designed by Jessica McClendon.

4.. Go Lighter For Longevity

If you live in a climate that is warm year-round, or simply don't want to change out your faux fur décor once spring and summer arrive, opt for a lighter color.

"Faux fur can really be year-round when it's in the right colors, like grays, creams and lighter tans," says Gates. "Darker, warmer tones tend to lean more toward winter and fall."

Lighter colors also blend with a wider variety of color schemes, adds McClendon.

"Whites and creams mix really well with more modern colors, like navy and pink, or even with a bohemian scheme," she says.

5. Pair It With The Right Materials

Faux fur is especially adept at making a cool, [modern space](#) cozier.

"It's really fun to pair opposites," says McClendon. "So if you have an overly modern space, throw a little faux fur on, say, the wire chairs to give it that juxtaposition of contemporary with an inviting element. It makes it feel less cold."

Faux fur also pairs well with a variety of materials, ranging from silks to velvets to heavy wool.



Michael J. Lee

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Designed by Erin Gates.

6. Start With The Bedroom

"The best room to use faux fur in is the bedroom for sure, because it's so cozy," says Gates. "The second would be the living room, because it's so nice to cuddle up with on a sofa. Plus, if you have pets, they love curling up on that faux fur, too."

However, don't be afraid to incorporate faux fur into more formal spaces to add a bit of warmth. White faux fur on a chair in [an office](#), for example, can warm the space and reflect light in a strategic way without diminishing the formality of the room.

7. Place Faux Fur Somewhere People Can Touch It

The appeal of faux fur is in its blend of opulence and coziness, and its ability to make a room more engaging.

"Faux fur encourages engagement in a space," says Gates. "Most people are tactile, so having something in your space that's soft is appealing and makes people want to go into the room and touch it."

For this reason, keep faux fur in easy-to-reach places, whether it's a fluffy [rug](#) in a high-traffic part of the room or a blanket within easy reach.



Courtesy of Jessica McClendon

Designed by Jessica McClendon.

8. Check If It Is Washable

You can wash most faux fur in cold water and hang to dry, but it's still a good idea to check what care will entail.

"If you can't wash it, you're probably going to throw it away after a while," says Gates. "It shouldn't be anything you can't use, so look at how to maintain it. If you can't take care of it, it's just going to fall apart."



Michael Partenio

Designed by Erin Gates.



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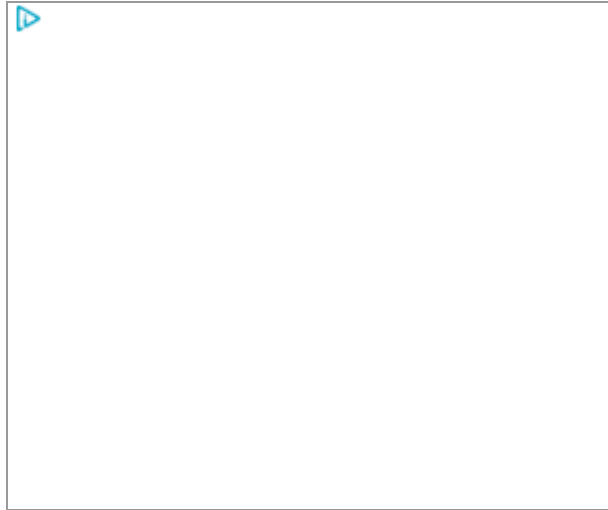
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