



INTERIOR DESIGN GUIDE



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Vera Gerrits Interior Designs

Ultimate Guide to Interior Design – Vogue Living Edition

Welcome to your definitive interior design guide. This publication is crafted in the style of a prestigious editorial, reminiscent of a luxury magazine. It emphasizes soft neutrals, rich contrasts, materials with depth, and a serene, sophisticated sense of luxury. This guide equips you and your clients with the terminology, visuals, and framework necessary to make significant decisions with clarity and ease.

Vera Gerrits Interior Designs' distinctive style centers on tranquility, harmony, and understated tension.

Eschewing loud, ostentatious statements, it embraces quiet luxury: environments that inspire serenity while also exuding richness, intricacy, and depth. Each color, fabric, and detail is meticulously selected, ensuring that daily living resembles the experience of residing in a boutique hotel.

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1. Kleurfilosofie & sfeer



Voorbeeld afbeelding



Materialen en stoffen



In high-end interiors, we prioritize nuance over noise. The foundation is built upon serene, neutral tones: beige, sand, greige, taupe, and warm whites. Within this realm, we cultivate tension through variations in depth, temperature, and texture, rather than relying on vibrant colors. The objectives of neutral colors are to:

- Foster tranquility and openness
- Allow architecture and light to convey their essence
- Guarantee timelessness—eschewing trend colors that become outdated within two years
- Establish a harmonious backdrop for furniture, art, and styling.

1. Color Theory and Atmosphere



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The mastery of color and material combinations

Color combination transcends mere matching; it encompasses balance: warm versus cool, light versus dark, smooth versus textured.

vs. tactile. The 5-step Vera method: 1. Anchor tone – select a primary tone (e.g., warm sand or soft greige) that will be consistently utilized. 2. Skin tone – incorporate a secondary tone that appears flattering and gentle, reminiscent of a skin tone. 3. Shadow tone – opt for a dark accent color within the same family (walnut, mocha, espresso). 4. Highlight tone – choose a light, nearly white shade to enhance freshness and reflection. 5. Accent texture – rather than a vibrant color, select a distinct texture (bouclé, coarse linen, natural stone). Essential guideline: limit to a maximum of three true colors. The remaining depth is derived from materials, forms, and illumination.



3. Materials and Textures – The Foundation Layer



In een luxe interieur bouw je sfeer niet alleen met verfkleuren, maar vooral met materialen. Textuur vangt het licht, verzacht harde lijnen en nodigt uit om aan te raken. **Kernmaterialen in jouw signatuurstijl:**

- Licht tot medium hout (eiken, essen) – voor warmte en zachtheid
- Linnen en katoenmix – nonchalant chic, ademend, tijdloos
- Wol & bouclé – rijk, comfortabel, ideaal voor banken en plaid
- Natuursteen of microtopping – rustige, organische basis voor vloeren en bladen

Combinatieprincipes:

- Combineer altijd één vlak materiaal, één tactiele stof en één 'natuurlijk hard' materiaal.
- Herhaal dezelfde materialen in meerdere ruimtes om een totaalconcept te creëren.
- Gebruik glans spaarzaam – als accent in metaal, glas of keramiek.

3. Materials and Textures – The Foundation Layer

Kleurencarroussel 	Moodboard 
Voorbeeld afbeelding 	Materialen en stoffen 

In a luxurious interior, atmosphere is crafted not only through paint colors but, more importantly, through materials. Texture captures light, softens rigid lines, and invites tactile engagement. Essential materials in your signature style include:

- Light to medium wood (oak, ash) – for warmth and softness
- Linen and cotton blends – effortlessly chic, breathable, and timeless
- Wool and bouclé – sumptuous, comfortable, and ideal for sofas and throws
- Natural stone or microtopping – a serene, organic foundation for floors and countertops.

Principles of combination:

- Always pair one plain material, one tactile fabric, and one 'naturally hard' material.
- Repeat the same materials across multiple rooms to establish a cohesive concept.
- Use gloss sparingly, reserving it as an accent in metal, glass, or ceramic.

4. Mood boards and concept development



Een moodboard is geen willekeurige collage, maar een strategisch conceptdocument. Het vangt de sfeer, het licht, de materialiteit en de emotie van een ontwerp in één beeldtaal. Het is het fundament van ieder ontwerp, omdat het richting geeft aan alle keuzes die daarna volgen: kleuren, materialen, vormen, meubels en uiteindelijk volledige sfeer van een ruimte.

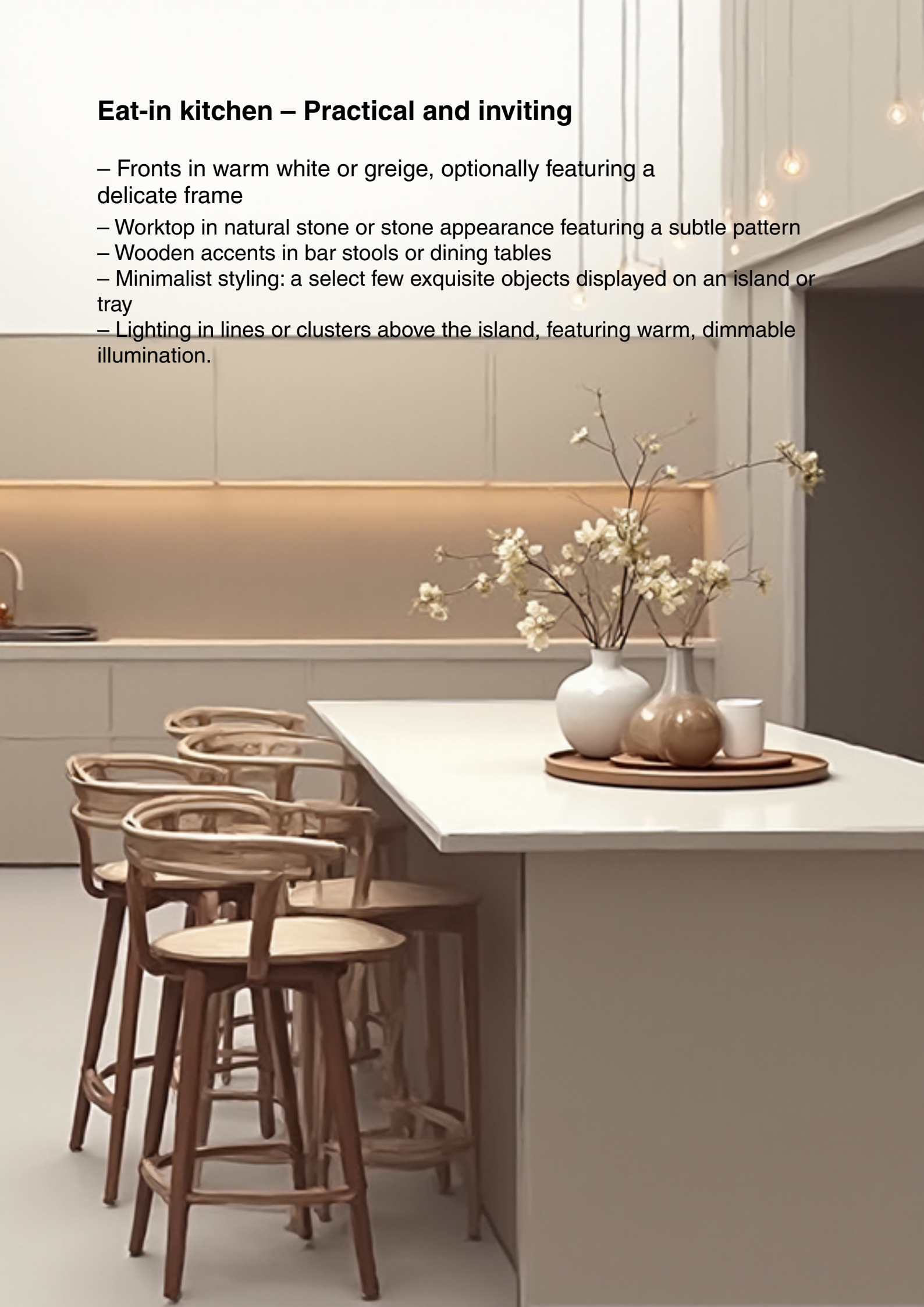
Hal – Sculptural Entrance

- Serene, gentle introductory greeting
- One sculptural element: console, art piece, lamp, or bench
- A lengthy dress or runner in a serene hue
- Reiteration of elements from the living room for a cohesive entirety



Eat-in kitchen – Practical and inviting

- Fronts in warm white or greige, optionally featuring a delicate frame
- Worktop in natural stone or stone appearance featuring a subtle pattern
- Wooden accents in bar stools or dining tables
- Minimalist styling: a select few exquisite objects displayed on an island or tray
- Lighting in lines or clusters above the island, featuring warm, dimmable illumination.



Bedroom – Boutique Accommodation

- Fabric headboard, broad and/or tall for a cocooning sensation
- Wall color one to two shades darker than the remainder of the house –
- Tone-on-tone bedding in white, sand, and taupe – Floor-length heavy curtains in a linen-like fabric – Minimal visual clutter: bedside tables and lighting are serene and sophisticated



Bathroom – Tranquil Spa

- Expansive, tranquil wall and floor tiles or microtopping
- Warm neutral tones, favoring sand over cool gray – Wooden or wood-like elements for added warmth – Indirect lighting around mirrors or niches, avoiding harsh white light – A selection of elegant accessories: wood, stone, linen, with no excess



6. Style Guide – Contemporary Luxury Neutrals

Keywords: gentle, sophisticated, welcoming, serene gallery ambiance.

Color palette: • Soft Ivory – ceilings and details • Warm Sand – primary wall color in living areas • Cashmere Taupe – furnishings, drapes, textiles • Walnut / Espresso – wood accents and small furniture

Do's and Don'ts:

- ✓ Engage with expansive, tranquil surfaces and distinct lines.
- ✓ Consciously repeat colors throughout the home.
- ✓ Invest in a select number of high-quality items rather than numerous 'filler' pieces. Avoid intricate patterns and stark contrasts in accessories. Refrain from combining too many types of wood; instead, opt for one or two primary varieties.



7. Exemplary palettes and material combinations



Palette 1 – Soft Sand Retreat Warm sand-hued walls, light oak flooring, sand-toned sofa, linen drapes, walnut coffee table.

Palette 2 – Greige Gallery Greige walls, an off-white sofa, black metal accents, and a natural stone dining or coffee table.

Palette 3 – Taupe Cocoon A deeper taupe accent wall, complemented by beige seating, light flooring, and rich textures in bouclé and wool.



8. Living Room – Premium Contrast



A cozy living room featuring a soft foundation complemented by rich dark accents in wood and steel, creating a sense of depth.



Kitchen – Walnut and Black Steel



A kitchen where warm wooden tones, black steel, and light stone countertops collectively establish a luxurious aesthetic.



Bedroom – Hotel Elegance



A bedroom adorned with luxurious textiles, layered lighting, and a prominent feature wall, creating an ambiance reminiscent of a boutique hotel.



Bathroom – Spa Elegance



A bathroom featuring soothing materials, ambient lighting, and a contrast between light surfaces and dark elements.



Hal – Architectural Corrosion



An entrance that makes a statement: minimalist, yet sculptural and imbued with presence.





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