



Ask the DESIGNER

C'est Ici founders Monica Durou and Tatiana Jaramillio explain how to let your style DNA shine

Your style DNA is a reflection of who you are, and therefore a key component when approaching interior design. One of the reasons we co-founded C'est Ici was because we wanted to help people define their authentic interior style. We live in a world full of trends, so we say focus on what makes you happy, not what is in fashion. The most important part of building a home is to feel comfortable in it, so make it personal by adding your own unique touch.

Get to know what you love by seeking lots of inspiration. Mood boards are the best place to start when approaching a space. We recommend creating one for each room you want to design. Your physical or digital board can include just about anything, including photography, designs, illustrations, colour palettes, textures and descriptive words. Anything that inspires you will help you to define the direction you want your project to go in.

A home's design and personality should reflect the lives lived within it. We believe your home should be a reflection of who you are and a collection of what you love. Showcasing your personality in your space is all about imperfection, it is a combination

of your life, encompassing the past, present and future.

It's not what you have but how you style it. More often than not, we hear our clients say, "I love this, but it doesn't really go with the style of the room".

We think that pieces you love can look great in any space, so we always use our clients' most beloved belongings in our designs. Don't put a heavy emphasis on style. Simply display your oldest, most treasured objects and adorn the walls with memories from your travels.

Start with your favourite colour, or the one you have in mind for the room. The first step is deciding what you want the vibe to be. Next, choose colours that feel like the mood you want to evoke. In general, pick dark shades if you want to ramp up the drama. Or, if you're going for a serene feel, opt for lighter hues. Follow the 60-30-10 rule: 60% should be the dominant colour on the walls and rugs, while 30% is the secondary tone, supporting the main colour with soft furnishings. The final 10%, which is the most fun, is the accent colour designed to add a vibrant pop with accessories.

To find out, more visit cesticidecor.com and follow @cestici_ on Instagram

Window shop some of your favourite interior brands and make a list of all the things you like. Adding them to your mood board will give you a good visualisation of your style and guide you budget wise.

TIP