



During our long association with Cachet Estate Homes, we have always felt that we are part of their Team! It's challenging and exciting to work with them to develop new ideas, materials, features and details for their homes. Cachet is truly a "hands on" company and we work with the principals in the design development and merchandising of their homes. Cachet is truly committed to providing an excellent product and good value to their purchasers. They embrace new ideas in home décor and we are always encouraged to hear them say, "We want it great! Let's do it!" We have designed many wonderful, award winning model homes for Cachet, homes that reflect the ever-changing styles and trends inherent to the interior design industry.

— I COULD CERTAINLY —

live here.

By BRYON PATTON

Today, there exists a more diverse market for each project we design. In the past, projects were more single minded in focus, some targeted first time buyers, some addressed the move-up market and others were aimed at empty nesters. Projects now require a more sweeping vision - prospective buyers

are both downsizing and upsizing in the same project; an urban loft project, for example, attracts both a young, hip professional, as well as an older, established, but still hip professional single or couple.

We help sell lifestyle and not just design and decorate space, so our interior design is tied to the overall branding and marketing thrust of the specific project.

A broader number of people are now knowledgeable in terms of design and they can, therefore, more easily recognize quality in design. Buyers now recognize classic furniture by Corbusier, Eames and Bertioia and appreciate seeing these classic pieces in residential spaces. Purchasers understand the difference between a stipple and a smooth ceiling, cornice mouldings, baseboard and trim options. When we are selecting finishes for Cachet models, the standard decorative finishes are usually so attractive that we are happy featuring the standards rather than encouraging upgrades.

Our goal in a model has always been to excite prospective purchasers to the point that they are comfortable saying "I could certainly live here". Our firm has always focused on the true goal of the model home. Understanding and designing for the intended target market

is the most important criteria for the design of a model, as we are being asked to help present an exciting option for living. To us it is not about forcing our taste on the developer or the potential buyer, but in finding a way to best present the space to potential users. We try to marry our sense of style with the trends in how people aspire to live. Not everyone wants to be sold an Armani suit, but most people benefit from visiting a custom tailor. We try not to create one look and repeat it, but rather, like a good tailor does, we try to understand the specific market and to play up the strong points of the model to create what prospective purchasers will view as a place where they can proudly envision themselves living. Cachet has always encouraged us in our approach.

We are presently working on Cachet Estate Homes' latest models at Riverstone and we are showcasing wine cellars and tasting rooms, media theatres, at home offices and the latest appliances in the kitchens. This approach to interior design of spaces showcases the latest in lifestyle and technology.

The trend in home design is definitely toward a more modern/contemporary approach. However, the minimalist look, for most people, is just too severe. Prospective buyers want to be able to see where they can curl up in a chair and read a magazine. In previous years, the favoured look was traditional eclectic – a mix of traditional pieces combined with some modern classic elements. Now it's the exact reverse - mainly modern with some




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traditional touches that we refer to as Classic Contemporary. Models in the past focused on a strong color theme and identity. Today, models take a more neutral look relying on accessories and art to provide the décor and accent. Quality art has become an important and appreciated element.

As housing becomes increasingly expensive, people wrestle with how much space they really need. As designers, our job is to demonstrate that space works and that often means multitasking - the second bedroom in a condo provides sleeping for guests, TV viewing, relaxing and reading, storage and an at home office/ work space. We present ideas to people to show them how they will live in their new home and be comfortable. To this end, we merchandise every centimeter of space. Today, it is more important

than ever to respect an attention to scale and proportion - large pillows, lampshades and well scaled accessories. Big is better!

In our models, we show prospects how to use space creatively. How a colour scheme can be developed to provide a flow throughout the spaces, but still have accent and character in each room. Furniture doesn't have to line the walls; the sofa can be angled, free standing or acting as a divider; space can be used for multitasking; one end of a living area can be designed as a dining space while the other end offers a home office; bookshelves can line a hallway to create more storage; an ordinary foyer closet can be dismantled to create a space for a spectacular armoire in which to hang coats. People can begin to see that once they address their priorities for the function of a space, they can have a room that works beautifully and also looks beautiful. Buyers can see the importance of well planned lighting through both a task and ambient approach. They can learn how placement of accessories transforms a room.

People observe that a well-designed room isn't jammed with furniture and possessions, but thought out to meet their living needs and to display some of their favorite things. These are the elements that make you love coming home. 

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