

Accessible Custom Furniture And Decor Is The Next Big Interior Design Trend



Amanda Lauren Contributor ©

Real Estate

I write about real estate, décor and design.



Custom made to order furniture is more accessible than ever. EMERY BASTABLE/SOCIETY SOCIAL

2020 has been a year of collective realization about the importance of our living spaces and interior design. Not only are we all spending more time at home, but most of us are renovating, redesigning, and refreshing our spaces to fit the new normal. Because the pandemic has limited our choices in many ways, the appeal of custom, made-to-order furniture and decor has increased significantly.

While major players like Pottery Barn, West Elm, and Restoration Hardware have offered made to order furniture for years, buying truly customized and bespoke pieces used to require using an interior designer or knowing the right place to have something commissioned. This also meant visiting a brick and mortar location.

But now, smaller, direct to consumer and online-only retailers are leading the way in this category for both industry and regular consumers alike. “As a designer who works with clients who are exceptionally internet-savvy, they are doing a lot of their research online and are willing to purchase these products despite never having seen them in a showroom, because of the customer service and customization options they get for such affordable price points,” Rydhima Brar of [R/terior Studio](#) tells me.

In addition to simplifying the purchase process and shorter lead times that are days as opposed to weeks or even months long, other expectations are also exceeded as well. “[Additionally,] because these products are not mass-produced the quality control on them is impeccable, the process is transparent and customer service is great,” explains Brar.

Interior Define

A favorite of both design enthusiasts and interior designers alike, “This is one of my current favorite furniture companies for clean, modern contemporary designs,” Brar tells me.



A living room designed by Brar featuring an Interior Define sofa JESSICA ISAAC

With more than 80 fabrics, 20 leg styles, and a range of sizes and configurations, Interior Define has lots of options, yet simplifies the process of purchasing a custom [sofa](#). They even offer complimentary one-on-one help either in person or through phone or chat, which can be useful to anyone who isn't working with a designer.

Brar emphasizes that Interior Define balances style and practicality as well as reliability. “The biggest selling point for me and my clients has been the child friendly and pet friendly upholstery and they have them all and in every color.”

The Inside

Every one of The Inside's offerings is customizable with more than a hundred fabric options. Ranging from textured solids to prints and collaborations with renowned brands like Old World Weavers and Scalamandré, Christiane Lemieux's brand offers something for everyone at very reasonable prices.



The Inside x Old World Weavers THE INSIDE

The brand recently launched its first-ever [dining chair](#) collection. Soft, chic, and stylish, these chairs help dining spaces easily double as home offices. While the major draw of this collection is the fabric options, keep in mind that there are only two styles currently available: with arms and armless. Still, the transitional shape is versatile enough to work with any fabric in any room.

Choose from Black or Espresso wood for the legs.