

trade secrets interiors

Art, house, fashion

Our clothes follow trends, so why not the designs on our walls, asks **Emily Dunn**.

As any style-savvy shopper knows, when it comes to clothes there are investment pieces and there are fashion statements.

Sarah Leslie doesn't see why the same choices are not available for the home. Last year she started Interior Art Image, designing art prints inspired by international fashion trends.

"It struck me that a fashion-driven art was yet to be developed for the home," Leslie says.

"I spent time scouring galleries looking for art to decorate my home; I wasn't looking for investment pieces. I thought it could be simpler for those who are just after something affordable, which complements a chosen interior style."

The Signarture collection is a line of prints for homes or commercial spaces. Leslie produces 150 canvas prints of each design, stretched onto 40-millimetre-deep frames.

Like a fashion designer, Leslie plans to update her collections every year. "I keep an eye on what is happening overseas, one moment Morocco is hot and the next moment Japan is hot."

The Signarture line is divided into four ranges: Glamour, Outside In, Global and Modernist. Many prints are inspired by Leslie's own favourite travel destinations, from the palm fronds of "Noosa" in



the Outside In range to the traditional elegance of "Mayfair" in the Glamour range.

"Globalisation has had its effect on artworks and decor trends as much as other aspects of our lives."

Leslie says current trends lean towards a "glamorous" look and leafy prints are more popular than florals.

"Nature is perennially popular but it is what [aspect] you pick up on [that counts]," she says. "The embellished look is in for now but we will see a return to more graphic designs."

Originally from London, Leslie worked in the

fashion industry in Britain and Sydney before starting Interior Art Image.

So far her images have been used by home stylists wanting to add to a room as well as restaurants and retail spaces wanting to update a look.

She compares the prints to jewellery. "Investment art is like fine jewellery; this is like costume jewellery," she says. "Redecorating can be expensive. This is a way of updating the look with a few carefully chosen accessories and it is something that can be done over a shorter time frame."

INTERIOR ART IMAGE

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Wall style ...
Sarah Leslie's
designs have
eclectic inspiration.

Photo:
Edwina Pickles

TRADER'S TIP Think of art as an accessory to your home furnishings.