



National Candle Association

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CREATE A WELCOMING HOME DECOR THAT SHOWS YOUR PERSONAL STYLE

What makes a house a “home?” Most decorators suggest that the “best” home decorating style is the one that makes you comfortable and happy. That means choosing colors, fabrics and fragrances that bring you pleasure and contentment.

In fact, according to a recent Harris Interactive survey conducted for the National Candle Association, approximately half of all American women (49%) say they specifically use candles as part of their decorating scheme.

Although decorating and accessorizing a home can be very gratifying, the choices can also be somewhat overwhelming, even if you are doing just one room. Experts say that having a plan ahead of time and staying focused are key to achieving success with minimal stress. Selecting a central theme for each room – whether it be a color palette, a key fabric swatch, or favorite accessory or painting – is a good place to start and the best way to make sure your own personal style will shine through.

To make a home comfortable, welcoming and inviting, consider the following tips:

Don’t Be Afraid of Color. Color is a great way to personalize your home with your individual style. Even if you prefer a neutral color palette, colorful accessories – throw pillows, small accent pieces, candles and artwork – can go a long way in making your home more welcoming yet unique to you. Even a room with minimal furniture can benefit from a warm color painted on the walls. The darker the color, the smaller and cozier the room will feel.

Fabrics Add Texture. One of the best ways to simultaneously add texture, depth, and color to a home is through fabrics. Whether you focus on two or three complementary colors or prefer a monochromatic color scheme, add interest and dimension to your home by mixing fabric textures, pairing perhaps a smooth velvet with a pebbled silk, or a soft chenille with coarser natural fibers, to stimulate the eye and sense of touch. When looking for texture, don’t forget to consider the texture that your carpet or area rugs add to the room.

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Decorative Accents. Artwork, area rugs, window treatments, candle groupings and other decorative accents are the small things that make a truly inviting home. Area rugs can anchor a room by visually breaking up areas of hard-wood flooring and reducing sound echoing. Window treatments soften the edges of a room, as well as provide privacy and light control. Candles are affordable, versatile decorative accents that can perform double duty, infusing both color and scent into your surroundings.

Lighting. Nothing changes the atmosphere of a room like lighting, and candlelight offers probably the warmest and softest lighting options of all. To create an inviting, dramatic atmosphere for any room, dim the lights and strategically place lighted candles in the room. Depending on your style, you can group different size pillars of the same or similar color as a focal point, or place small clusters of tiny votives in two or three areas for a more romantic and dramatic setting.

Personal Touches. A house becomes a home when it has its own unique personality. Family photographs, travel mementos, or special interest collections give character to a home. Collectively, these pieces reflect the personalities and style of the people who live there, and instantly make a home more personable and comfortable.

Fragrance. Every aroma you add to the air --from the meals you cook to the cleaning products you use -- contributes to your home's unique scent. Overall, it's the fragrance you consciously add to your home with flowers or candles or potpourri that says the most about you. These are the scents you've chosen to surround yourself with, and they're a direct reflection of your personal style. Scented candles generally offer the greatest range of fragrance choices and scent value for the dollar. Whether you prefer to scent your home with something floral, woody, herbal, or sweet, candles can help create a unique home fragrance statement that's uniquely yours.

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