



**Armadillo and Co Dandelion Rug,**  
\$440, from *The Design Hunter*

Perfect is out and the natural beauty of earthy textures, patterns, materials and found objects is in as the earthy look ripples its way into our décor and design. Sun-cracked, rugged and reminiscent of naturally occurring patterns and textures, this trend takes cue from seashells, foliage, rock, sand, eggshells and even bark.

Anything you'd stumble upon when wandering in a forest or pristine landscape is welcome inside, letting untouched, natural goodness back into our homes and décor objects.

Victoria Redshaw, lead futurist at trend forecasting agency Scarlet Opus, says modern lifestyles have led to the trend as we seek to temper slick, streamline choices with aspects of raw and rugged beauty found in nature.

"We need a design antidote to counteract all the smooth, glossy, flawless perfection of the 'i-world' we're now living in," Redshaw says.

"At their simplest, earthy textures make us feel more grounded, and designers from around the world and from all product sectors are responding to this trend.

"There is a need, and a strong desire from consumers, for greater tactility in our modern lives that can be partially answered by interior design choices and products with deep and varying textures."

Redshaw says this trend, which is all about "distinctively textured and irregularly layered surfaces", stems directly from the environment – inspired by forests, deserts and jungles.

The trend also references historical snapshots as tapestries and woolly textures weave their way inside again – a recipe for those who seek to make their homes just that little bit more like a castle. \

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## AT HOME ANNA KOSMANOVSKI GETS EARTHY

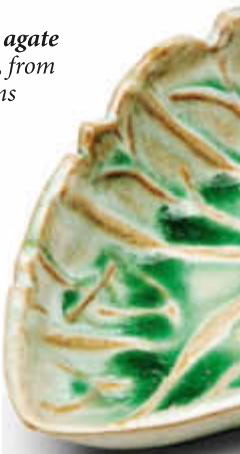


*Rustic milk pot in off white, \$69.95, from Zanui*

"EARTHY TEXTURES MAKE US FEEL GROUNDED"



Coasters in agate stone, \$150, from Rock Ribbons



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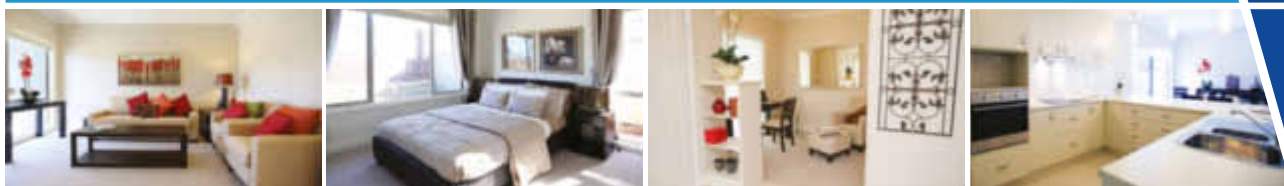
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*Emerald wall hanging, \$245,  
from Down That Little Lane*



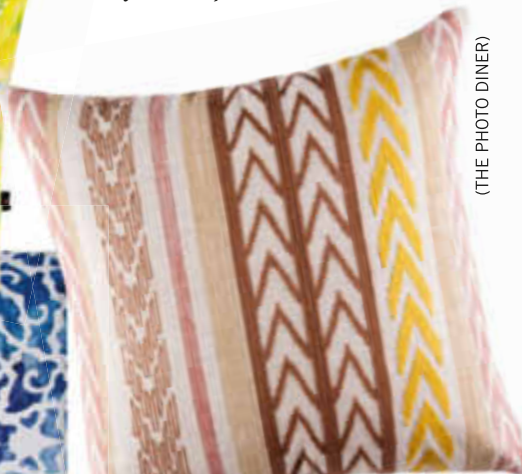
*Thimi green leaf  
dish, \$16.95, from  
Oxfam shop*



« *Kauai cushion, POA,  
from Amy Sia*



*Rockpool tea towel blue, \$18, from Nicoya Furniture*



(THE PHOTO DINER)

*Rickmers cushion  
neutral, \$19.95, from  
Freedom*



*Kater tray natural,  
\$99.95, from Country Road*



*Cocobu queen bed \$1699, bedside table  
\$329, from Forty Winks*

**STOCKISTS** Amy Sia \ [www.amy-sia.com](http://www.amy-sia.com) Country Road Geelong \ 5229 7659 The Design Hunter \ [www.thedesignhuntershop.com](http://www.thedesignhuntershop.com)  
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