



Green mercury-glass bottle, above, £34, mercury-glass votives, £12 each, marble coffee table, £449, Butterfly Dream silk cushion cover, centre, £39, and Peacock silk cushion cover, £34; westelm.co.uk. For a similar sofa, see the Flynn three-seater, £699; made.com. The light is only available in West Elm US stores for now



HUNKER DOWN

THERE'S A NEW WAY TO DO COSY: RICH, DEEP COLOURS AND A PLAY ON TEXTURE AND MATERIALS THAT WILL GIVE YOU ALL THE SNUGGLE FACTOR YOU NEED, SAYS CLAUDIA BAILLIE

It has been the talk of the interiors world for months — and finally it has landed. West Elm, America's hugely popular answer to Habitat, has opened on Tottenham Court Road in central London, with its UK ecommerce site (westelm.co.uk) launching in January. Although the full range isn't yet available, the loft-style store, brick walls and all, is packed with covetable, often handcrafted furniture, textiles and accessories from all over the world. "We know that people aren't buying complete looks, and that they want to mix key items with things that they already own, that they've inherited, that they found at a flea market," says West Elm's creative director, Vanessa Holden.

And if there is one trend this store has down pat, it's the new cosy. No piles of fluffy beige throws — cosy now comes with a more stylish and clever edge. "Be fearless about the pieces you put together," Holden says. "The cosiness will come from that combination."

❖ **Consider your colour** Colour is key, but don't think it has to be warm to create a cosy feel. "Depth of colour can also make a room feel snug," Holden says. "Even a rich, dark blue can feel cocooning, and bear in mind that colour can be dimensional too. Rather than flat walls, try graduated or shaded colour for a more inviting atmosphere."

❖ **Think about texture** Bare brick walls or rough wood panelling will soften a space and add character — if you can't manage the real thing there is a huge range of architectural trompe l'oeil wallpapers available. "Texture can also come from well-chosen furniture, particularly if they are the foundation pieces in your room," Holden says. "Try a velvet sofa or a wooden chest with a beautiful grain."

❖ **Get the light right** "Think about lighting as jewellery for the room," Holden says. "It needs to be functional but beautiful too."



The punched surface of this wall light casts a dappled glow. Cell wall light, £305; tomdixon.net



Hang this pendant light low over a side table instead of a table lamp. Dot light, £510; melanieporter.co.uk



Rich, jewel-like colours and a textural surface make this the ultimate cosy rug. Rug, £1,225; feltrugs.co.uk



Add colour and softness with a versatile woollen throw. Throw, £58; anthropologie.eu



Create the illusion of textural walls with a trompe l'oeil wallpaper. Scrapwood Wallpaper 2, right and below, by Piet Hein Eek, both £199 for 9m; rockettstgeorge.co.uk



Mr Perswall Old Brick wallpaper, £192 a 9m roll; rockettstgeorge.co.uk

Rather than harsh, overhead pendants, use wall, table and floor lamps to create pockets of soft light. Shades or fittings that filter light and give a dappled effect will create a softer glow.

❖ **Layer up textiles** Nothing says snug like soft textiles, so invest in chunky knits, mohair cushions and supersoft throws to wrap up in. Don't forget what's underfoot. Cosy up floors with textural rugs – a collection of small rugs can be arranged to fit any space.

❖ **Curate your accessories** "Layers make a space feel inviting, so choose your accessories well," says Holden. "Surfaces such as brass or mercury glass reflect warm light, and materials like framed, handmade paper will add softness." Finally, think scent – a fragrant candle or a eucalyptus sprig can change the ambience of a space, making you feel comfy as soon as you walk in. ❖



Jumbo knits aren't just for jumpers. Spaces Plait Pouf, £1,100, by Patricia Urquiola for Gan Rugs; wovenground.com