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BIG & BOLD: THE MAXIMALISM TREND

Curated CHAOS

Go bold and go big with the maximalism interior design trend, writes **Trisha Harinath**



Pedro Almodovar's Cromática Collection is bold and designed to make a statement, Roche Bobois.



Nature-inspired prints work well in a maximalist interior, Jennifer Jones Interiors.



A variety of textures feature here but there is a thread that links the colour scheme, Urban Blend Interiors.

Every once in a while an interior design trend comes along and disrupts the way we have been creating spaces – enter maximalism. “Maximalism is the art of more – more personality, more layers, more story,” says Renthea Geyer, owner of House of Interiors, adding that “it is an unapologetic celebration of colour, texture, pattern and personal expression”. Where minimalism finds beauty in restraint, maximalism finds richness in curation, she explains.

THE CORE PRINCIPLES

It is important to understand the principles that shape the maximalism design trend to achieve the desired look. “Maximalism celebrates individuality, storytelling and freedom from minimal restraint,” explains the design team at Maldini. “At its heart, it is about creating a space that feels rich with meaning, style and visual interest,” they add.

The curated design team at Olala Interiors further add that maximalism is rooted in self-expression, confidence and curation. “It embraces the idea that more can be more, but with intention.” They also highlight the eclectic mixing of eras and >



Maximalist interiors tell your personal story so include items that have meaning to you, GLE Interiors.



Coffee Table Rici Colore, KARE Johannesburg.



Side Table Rici Colore, KARE Johannesburg.



Qeeboo Teddy in Love Collection designed by Stefano Giovannoni, Maldini.



Maximalist interiors show off spaces that are rich in meaning, style and visual interest, Olala Interiors.

styles and a fearless use of pattern, materiality and decorative layering as key principles.

Vinette Diab Nicholls, owner, founder and head designer at Giava Interiors, adds that maximalism is not about perfection.

CREATE A RHYTHM

"Repetition of forms – arches, curves, lines – helps create rhythm and visual connection between diverse elements."

– Wanda Michelle Hadlow, Véreluxe Interior Design & Décor

Apart from storytelling, maximalism is also about soul and joy. "If you are feeling stuck, start small – maybe that extra scatter cushion or a statement occasional chair – and let your home evolve organically. Most importantly, have fun with it because your home should make you smile every time you walk in."

BALANCING VARIETY AND VISUAL COHESION

Curated chaos is an apt way to describe the maximalism trend. Although at first glance, it may seem chaotic, the maximalism trend, if done correctly, is actually curated down to even the



The Bubble Sofa by Sacha Lakic is the ideal statement sofa, Roche Bobois.



Sherwood deer light designed by Marcantonio, Maldini.

WHERE TO START

If you are considering creating an interior inspired by maximalism design, **Sipho Phiri, managing director at GLE Interiors**, outlines his process to help you get started. "I begin with the walls, mirrors, artwork or murals that set the tone. From there, I would move on to window treatments like layered drapery, followed by floor coverings such as Persian rugs. Then comes furniture – carefully selected and placed. Finally, I will complete the space with ornaments, soft cushions and lighting – think table lamps with dramatic shades and sculptural details."

smallest detail. "Since patterns are a large feature in a maximalist room and can be quite overwhelming to the senses, it is important to strike a balance between variety and visual cohesion," explains Bulelwa Jordan-Tati, founder of Urban Blend Interiors. "For example, several patterns may be at play within a particular space, but they shouldn't compete with one another or appear too busy together. Using neutral spaces between them can allow the eye to rest before moving on to the next point of interest," she mentions.

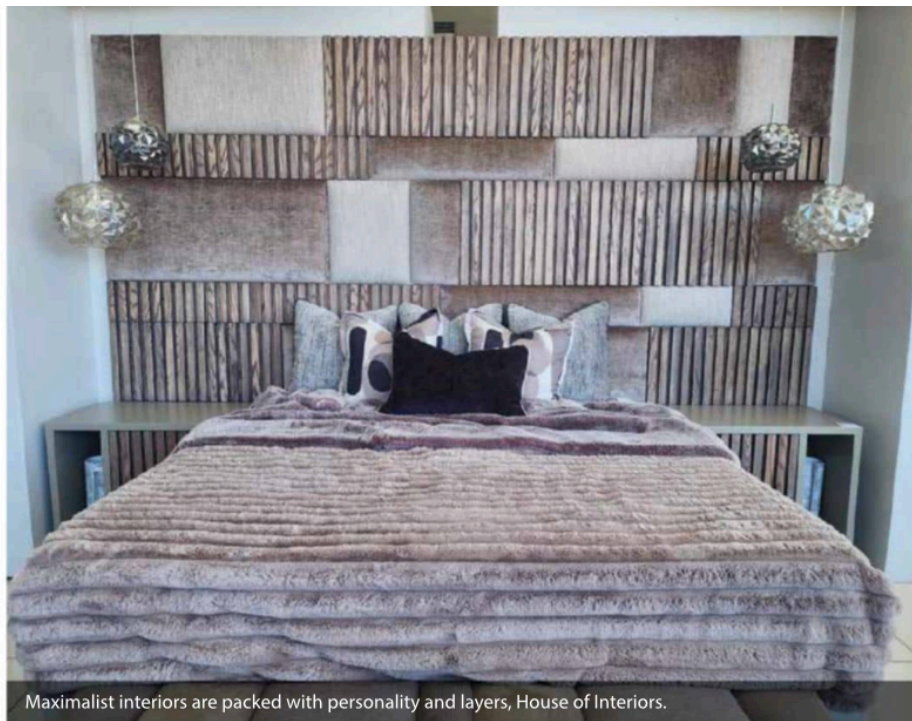
Bridget Meier, owner and lead designer of Styleast Design and Décor, also suggests bringing balance through the repetition of elements and playing with scale and proportions to strike that balance and ensure the space doesn't feel overwhelming.

According to Wanda Michelle Hadlow, executive manager at Véreluxe Interior Design & Décor, you should also establish a unifying colour palette, create focal points and layer with intent.

TOP TIP

"Maximalism isn't about following rules; it's about *your* rules. Trust your instincts, take design risks and create a home that makes you feel something every time you enter it."

– the Maldini design team



Maximalist interiors are packed with personality and layers, House of Interiors.

On the importance of a colour palette, she says: "Even in a room with many patterns and textures, a consistent colour scheme (or dominant tones) creates harmony. Repeating certain hues across textiles, walls and accessories ties everything together." >

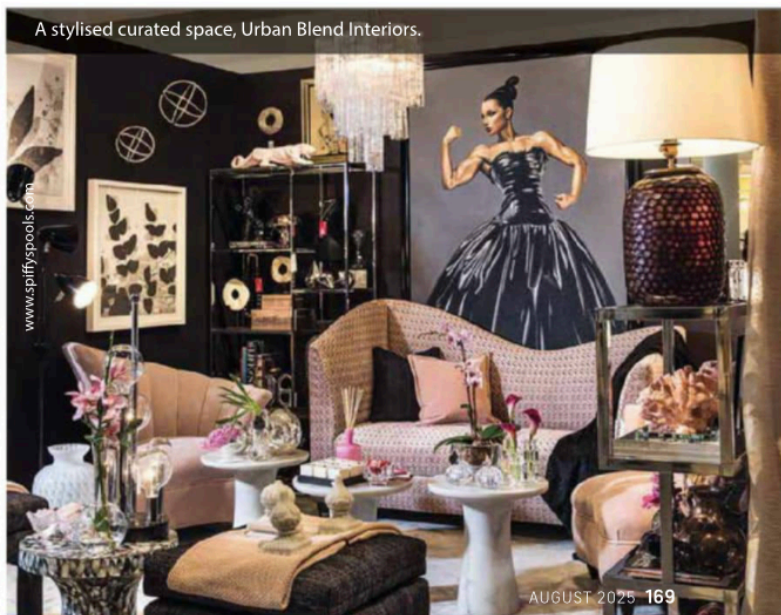
TELLING YOUR STORY

Maximalism is strongly tied to creating spaces that tell your personal and unique story. **Jennifer Jones, owner of Jennifer Jones Interiors**, explains how storytelling shapes the maximalism trends. "I have, throughout my career, loved working with people whose homes tell the story of the rich fabric of their lives. From vintage furniture to collectable cars, books to family photographs, every piece in a home forms part of a story and this is where maximalism, or variations of it, have a place – to showcase those stories well, to combine unusual elements offset with gorgeous colour and bring a light-hearted playfulness into a space – making it a happy space! After all, isn't that what our homes are meant to be – a joyful personal extension of ourselves and our families?"

Bar Racing Car is a nod to vintage Bugatti racers, KARE Johannesburg.



A stylised curated space, Urban Blend Interiors.



INSPIRED COLOURS AND MATERIALS

Bright and bold colours stand out when creating a maximalist space and for Sandrine Fanchette, co-owner of Roche Bobois (South Africa and Mauritius), mixing styles, shapes and textures is a must. "Opt for bright, bold and shiny colours but don't hesitate to combine them with more neutral hues to balance the space." Johann De Waal, marketing manager at KARE Johannesburg, says there is a resurgence of jewel tones, velvets, high-gloss lacquers and playful patterns clashing – floral with animal prints, stripes with baroque. "Brass and gold accents are making a big comeback, adding a touch of glamour and warmth. Organic shapes, surrealist motifs and bold graphic art are also trending," explains De Waal. 📌

With thanks to Giava Interiors, GLE Interiors, House of Interiors, Jennifer Jones Interiors, KARE Johannesburg, Maldini, Olala Interiors, Roche Bobois, Styleast Design and Décor, Urban Blend Interiors, and Véreluxe Interior Design & Décor

GOOD TO KNOW

"Taking a nod from fashion and 'dopamine dressing', maximalism should be all about saying who you are and what you like in a very immersive, loud and bold way," – **Bridget Meier, Styleast Design and Décor**

GET THE LOOK

Like with every trend, there are no hard and fast rules, but these tips shared by our industry professionals will help you get a curated maximalist look.

DO

- Embrace bold colours and patterns and layer with intention.
- Start with what you love using your passions and collections as the foundation.
- Mix eras but keep a thread of consistency (material, tone, shape).
- Invest in quality pieces that last.
- Create a focal point to anchor the space.
- Leave some negative space so it does not become overwhelming.
- Use lighting for both mood and drama.
- Include playful and unique elements that spark conversation.

DON'T

- Confuse maximalism with clutter – curation is key.
- Ignore scale – keep your furniture and accessories in proportion.
- Forget functionality – beautiful spaces should still be livable.
- Overcrowd your space – the aim is to create harmony and a cohesive flow.
- Neglect visual hierarchy.
- Follow trends blindly – this style is deeply personal.
- Dive into maximalism without guidance – consulting a professional interior designer can make the difference between a curated haven and a cluttered mess.

Artwork is a great focal point in a maximalist space, GLE Interiors.



Statement stripes and geometrics offer a fresh spin on modern maximalism, Giava Interiors.



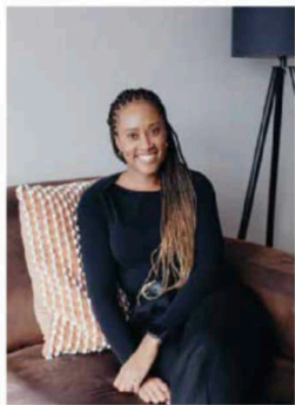
CELEBRATING WOMEN



HERE'S TO THE INSPIRING WOMEN IN HOME DÉCOR, DESIGN & BUILDING

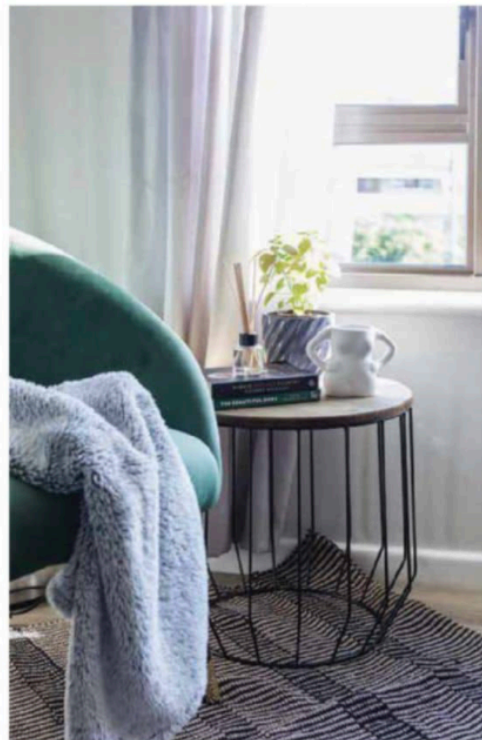
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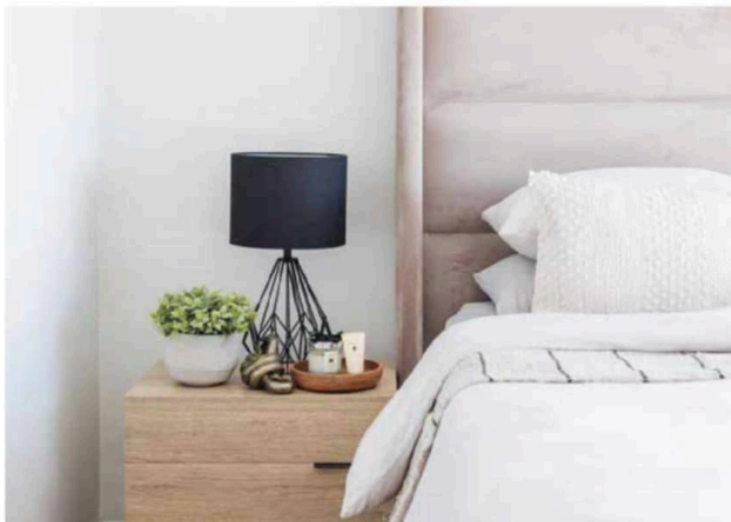
**BULELWA
JORDAN-TATI**
FOUNDER

Urban Blend Interiors offers a turnkey interior design service, managing everything from design concept, sourcing and installations to delivering fully furnished, functional and stylish spaces tailored to your lifestyle.



How do you celebrate other women in the home décor and design industry? I created a blog series called “Melanin Magic”, dedicated to fostering collaboration and celebration of (specifically) black women in the home décor and design industry. It featured incredible women working in mixed-medium art, bohemian interiors, biophilic design and sustainable home décor. We explored their stories, what inspired them and showcased their beautiful, often under-represented, work. It was all about celebrating creativity, collaboration and sisterhood.

What advice do you have for other women starting out in this industry? Find someone whose work inspires you, especially someone working in the style or niche you’re drawn to. Reach out, ask questions, soak up as much as you can. Then take that knowledge and refine your vision. Most importantly, put your work out there. It doesn’t need to be a grand project – start with a room you helped design for a family member, something from your studies or a passion project you styled just for fun. People need to see your aesthetic to connect with it. Don’t wait for perfection, start with what you have and grow from there.



How do you celebrate yourself? I am a big reader so I like to recharge and celebrate myself with alone time. This generally includes escaping into a book or spending time journaling at a coffee shop. Sometimes it’s a full pamper day! Other times, it’s a digital detox, a few days off the grid, just reconnecting with myself.

A woman to me is ... whoever she chooses to be. Bold, soft, fierce, gentle or all of the above, on her terms.

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