



Decorating guide

Let your installations shine

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The home improvement and decorating trend of recent years has shaped the way people — and not only the wealthy — view their homes. Creating a home interior that reflects your lifestyle has become an enjoyable hobby now within reach of all consumers.

Not convinced? Just visit your local DIY store and watch the weekend crowds comb the aisles for the clever ideas, materials, and supplies they need to transform their interiors.

Electrical fittings are rarely discussed on home decorating websites, and most interior decorators simply gloss over them. As an installer, you can take full advantage of this trend by helping your customers choose electrical fittings that complement their home décor.

All it takes is a few decorating basics.

Add style to your advice

This guide will help you understand the decorating basics you need to meet — and exceed — your customers' expectations. And you don't have to become a professional decorator to do it! When it comes to electrical fittings, your customers will welcome the advice you give them about a given product's convenience or energy-saving features. So why wouldn't they listen to your suggestions about which design or finish would best complement their decor?

In fact, who better to advise your customers on their electrical fittings than you, their installer? You know the ins and outs of each project and are familiar with your customers' tastes and budgets. And no one knows the multitude of features and finishes in the Odace range as well as you do!

When you help your customers put the finishing touch on their home decorating project with sophisticated, elegant electrical fittings, you deliver a value-added service that sets you — and your installations — apart from the competition.



A trend that is here to stay.

Home is where we go to feel safe and secure. It is where we relax, unwind, and share special moments with family and friends. While most home exteriors are relatively impersonal, a home's interior should reflect the people who live inside. By personalizing their home décor, your customers can express their unique histories and personalities. And when people feel good about their homes, they feel good about themselves.

Professional interior decorating is an art. However, with some basic knowledge about decorating styles, color, and lighting — and a little common sense — it is possible to turn most people's decorating dreams into reality. Don't hesitate to delve into the multitude of home decorating magazines, websites, and blogs, and browse your local furniture, decorating, and DIY stores for a goldmine of information — and inspiration!

Talking about home decorating with your customers

Once you learn a few general guidelines, remember that home decorating should be fun! Your customers decorate their homes because they enjoy it. For you, home decorating is a great opportunity to build a more personal relationship with your customers.

The right time

There are no hard and fast rules about when to talk to your customers about their decorating needs. It is up to you to determine the most appropriate time depending on your general impression, the kind of project — new construction or remodeling of a single room or an entire home — and your customer's needs.

But before you address the subject of decorating, take a close look at your customer's interior:

- Are the wall colors neutral or bright? What kind of wall coverings are used?
- Is the furniture made of wood, metal, glass, stone, or other materials?
- Are there any decorative objects that can tell you more about your customer's decorating style?

Often, the easiest way to raise the subject is to point out a feature of your customer's décor that caught your eye. It could be a color, a material, or a texture. Next, ask your customer if he or she knows that there are electrical fittings that complement the wall covering, wood furniture, or slate flooring, for instance.

This is the perfect way to lead in to a brief presentation of the many different options in the Odace range.

If you are not at the actual job site with your customers, try to get them talking about the decorating style they would like to create in their home. What kind of wall and floor coverings are they considering? What existing furniture and decorative objects are they planning to reuse? Then you can present the Odace range, showing your customers some of the ways in which Odace's multitude of colors and finishes can complement their chosen style.

The right advice

How do you know what — and how much — advice to give? Listen to your customer and follow your instincts.

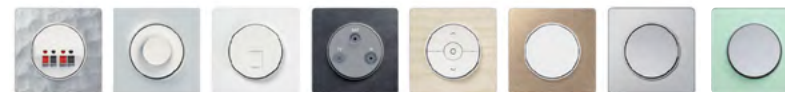
One option is to give simple advice by suggesting two ways in which your customers can use Odace to put the final touch on their decor:

- Harmony: Choose an Odace finish in the same shades or materials as those used in the room (for example, an Odace Styl fitting in white for a living room with light colors and furniture)
- Contrast: Choose an Odace finish that will stand out against the room's main color (such as an Odace Touch brushed-aluminum fitting for a kitchen with high-gloss red walls)

If you would like to take your decorating advice further, the second part of this guide will give you all the tips you need.

Seeing and touching

Whatever advice you give, remember to give your customer the opportunity to see and touch the products. This is the best way to appreciate the high-quality details and noble materials. Hold the fitting up against the wall and ask for your customer's opinion. Or you can even install the fitting. If the project permits, offer to leave it in place for a few days to give your customer time to live with the product and make his or her final choice.



Style, a matter of taste

What is your customer's decorating style? Large, open, sparsely furnished rooms or small, cozy spaces with comforting furniture and objects? Does your customer prefer the warm, enveloping feel of country-style furniture or the modern feel of sleeker, more geometric contemporary pieces? Perhaps your customer likes all of these things! Decorating is highly personal, so there are almost as many styles as there are individuals. In practice, most people start with items they already own, adding and taking away according to their personality, appetite for change, and budget.



For each of the decorating styles in this guide, we have selected two Odace finishes that complement the photograph shown. However, these are suggestions only — it is up to you to use your imagination and inspiration to help your customers choose the right Odace finish for their unique décor!



Styl stone



You Evolutive white

Eclectic

The eclectic style gives you the freedom to mix and match elements like 70s-style flowered wallpaper, traditional furniture, luxurious draperies, and raw industrial materials. However, if you go overboard, the result can be kitschy or over-decorated. With the eclectic style, balance and restraint are the keys to achieving harmony.

1900/1930



The early 20th century saw two major design movements: Art Nouveau and Art Deco. Inspired by nature, the Art Nouveau movement coincided with the arrival of electricity in homes, spurring the creation of iconic lamps by design houses like Daum et Gallé. The organic forms of Art Nouveau gave way to the geometry of Art Deco in the 1920s. Contrasting colors — black and white — became pervasive on walls, floors, and upholstery fabrics. The simple, functional furniture mass-produced during this period is still found in today's contemporary interiors.



Styl white



You white black



Retro

Inspired by 1960s, when young people pushed back the limits of freedom and rebelled against convention, the retro-modern style introduced geometric shapes — the circle — and colors like orange, mustard, and brown. Formica is the style's emblematic material, embellishing every room in the house, starting with the kitchen. Think Andy Warhol and Pop Art and you've got the retro-modern style nailed down!



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