



The Inglenook Decor

Dear Reader,

American decorating icon Dorothy Draper inspired a generation of decorators and designers with her work, book and quotes, one of which is my favorite:

"It is just as disastrous to use the wrong accessories in your home as it is to wear sports shoes with an evening dress."

It may sound frivolous to some people but to me it is true, and I hope you will agree. Our home surroundings matter, and small details give it life, personality and beauty. This quote, among others, inspired me to launch an online shop – The Inglenook Décor.

To create the perfect union of old and new, we sought items that evoke the charm of a cottage and the fresh feel of an urban loft. Urban cottage is how I would describe it. It is minimalist without being cold, it has cottage chic without being frou frou. Much like the modern woman, she is creative and bohemian, classy and sophisticated without being too out of reach {and yes, her fashion décor doesn't break the bank}, plus she can be sweet and romantic, too!

I look forward to hearing from you. When you have a chance, please peruse the site. I am available anytime at info@theinglenookdecor.com or at 512.364.4835.

Be Creatively Chic,
Maureen Stevens/Founder
The Inglenook Décor
www.theinglenookdecor.com





ABOUT

At The Inglenook Décor, we believe that accents and accessories are the heart, soul and personality of your home bringing it to life while helping to tell a story about you.

THRILL-SEEKER? Think bold, daring colors and patterns that speak of adventure.

ROMANTIC? Whimsical designs and delicate touches speak to you.

AVANT-GARDE? Then fresh, crisp, sleek lines call your name.

Whether it is a one-of-a-kind flea market find to accent your space or something modern to create your own contemporary loft, our store is stocked with all the essential items you need and of course, the ones you just have to have! We carry products with both an urban and cottage feel. Where “sophisticated and stylish meets hip and cool.” Where “drab turns to fab.” And where “clean lines meet intricate styles.” Our goal at The Inglenook Décor is to help you design a space that is as appealing and breathtaking as you!

We categorized the Shop’s styles in the following:

Modern Vintage, French Country, Shabby Chic and Rococo. Aside from these unique offerings, all our product descriptions have a “Color and Décor Tip,” we offer “Inspiration Collages”, a “Decorating Tip of the Week” and a “Decorating Tips and Ideas” section full of informative articles. Whether it’s our concepts, tips, articles or our specific home décor items, we hope you and your readers find something unique and inspiring for your home at our website.

WHY CALL IT “THE INGLENOOK DÉCOR?”

Ever been in an old-fashioned cottage? An inglenook is a built-in alcove centered on a fireplace where families & friends gather. This is considered the heart & center of a home. Just like a built-in alcove, The Inglenook Decor knows our home should provide warmth & is a place to find refuge from the outside world. It should also be a reflection of our own personal style & taste.

"What is Urban Cottage Décor
& Urban Cottage Decorating?"
Instead of defining it, here are...

10 Signs you're into Urban Cottage Style

1. You absolutely despise going to the mall & prefer going to small, quaint shops for unique finds.
2. You think industrial looking lofts should have white wooden floors.
3. You're not into cookie-cutter houses & neighborhoods.
4. Your new space looks "lived-in."
5. Your space always has something personal: pictures, a memento from a trip, a framed postcard... little things that mean so much!
6. You love muted wall colors like soft grays but your wall décor of choice is definitely in "bold" hues.
7. When it comes to putting stuff together, you believe in mixing & matching old & new stuff {and you think, is there really any other way?}.
8. Your midcentury modern table is lovingly adorned by a Baroque vase.
9. Friends describe your home as being cozy & warm but also hip & cool.
10. Just like your fashion style, your decorating groove is all about accessorizing!



1



2

{ Grandma's pic
lovingly displayed
on your nightstand... }



5



7

{ Your flea market finds
will look adorable in
that modern mantle. }



10



SHABBY CHIC

♥ this?

You're utterly sweet & a romantic at heart.



FRENCH COUNTRY

♥ this?

You are laid back, friendly & welcoming.



ROCOCO

♥ this?

You are flamboyant yet charming & approachable.



MODERN VINTAGE

♥ this?

You're a true eclectic with a Bohemian side.

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SHABBY CHIC

Quaint, charming accents with a distressed and weathered look and feel.

.....

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FRENCH COUNTRY

A timeless look that is welcoming and inviting with the elegance of the French Countryside.

.....

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ROCOCO

Baroque forms, ornate pieces and items with playful themes.

.....

.....

MODERN VINTAGE

Combining elements of vintage with modern pieces.

.....

FEATURES



Our one-line weekly "Decorating Tip of the Week" is from our own decorating experiences.

The screenshot shows the website's layout with a search bar at the top, a navigation menu, and a main content area. The main content area features a product listing for 'French Planter Cakes (Set of Two)' with a price of \$25.00. Below the product, there is a 'Color Tip' section with a 'Color Tip' button. The page also includes a 'Country Chic' sidebar and a 'NEW at Inglenook' badge.

We share tips & ideas on our unique take on how to decorate an urban cottage home.

Color Tip: We present each of our products with a color tip to help customers with incorporating these items into their homes to ensure a unified space & color rhythm.

Décor Tip & Your Personality: We encourage our customers creativity when styling their own space but sometimes a little décor advice goes a long way & even gives a clue to their personality!

CONTACT

Please feel free to contact us if any of our products or our website is a good fit with any of your upcoming publications & topics {or just perfect for your lovely home!}

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THE INGLENOOK DÉCOR

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PRESS



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