

DESIGNING SOLUTIONS



Why is it important to be driven by market forces beyond looks?

Market research is key," says Instyle textile designer Carol Debono. For Instyle, it's all about "being in touch with what is going on in order to provide solutions that are based on sound research."

We all know that the design market is a competitive one, and post-GFC clients are making choices based on far more than how pretty something looks. So how do you balance a design-driven approach to give people solutions to their problems?

Like any, Instyle's design approach largely depends on the product area. As well as developing sophisticated, design-driven and high quality products, their collections are often designed to meet a brief, that can come from a range of factors including a product for a specific market such as healthcare fabrics, price-driven to provide a solution for a specific price point or performance-driven to meet a specific abrasion, fire or acoustic result.

The key here is a design team who stay up-to-date with current and future trends through international trade shows, design magazines, the Internet and market feedback. It also comes from broadening their perspective through collaboration with external designers such as Michael Young, Adam Cornish, Ilias and Lori Roop, to create new products for any number of sectors. Inspiration can come from anywhere, and this approach allows the team to deliver design solutions – regardless of price – to an increasingly discerning market.

Ecoustic and Wovin product designer Demetre Tryfiatis notes that: "Working closely with the industry and our team in the field helps evaluate and sort one idea from the other. Personally, being exceptionally hands on in the design process with site visits, test installations, working in our studio and dealing with local manufacturers not only keeps inspiration up, it's also another way to keep an eye out for an area of development. Combined, these all provide different channels to see where we can improve and what we can do next. Luckily (and thankfully) the company is willing to take a venture into new territory if we can see there is a need."

Having established Instyle in 1987, Instyle has evolved from a textile design company to specialising in five key product areas; Textiles + Vinyls, Contemporary Leathers, Wallcoverings, Ecoustic and Wovin Modular Systems, that are represented throughout Australia and internationally. Today, the Instyle brief-driven approach has created a flexible design studio, who source, design, create and curate a unique and ever growing, diverse collection of interior finishes. Quality, best-of-breed products, sustainable thinking and local manufacture are just a few reasons to keep authentic players like Instyle on the radar.

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