

LUXURY LIVING

The subtle trend of quiet luxury

BY JESSICA CINNAMON

A new trend has been gaining traction in this era of outward opulence, and despite its quiet approach, it's making quite a splash. I'm referring to the concept of "quiet luxury." You've surely seen it without even recognizing it outright – it is quiet, after all.

This growing movement started as a way for the upper-crust to indulge in life's pleasures while keeping family fortunes quiet, and has subsequently spilled into the world and fashion and yes, interior design.

According to the principals of quiet luxury, true luxury need not be flaunted. Forget brands and labels, this trend prefers a discreet, even humble approach, while still exuding luxury in its purest form – if you know what to look for.

So, what does "quiet luxury" look like? Here's how to spot this subtle trend.

Broadly speaking, quiet luxury, also known as "stealth wealth," prescribes to the less-is-more mentality. In terms of interiors, the trend emphasizes clean lines, functional layouts, and uncluttered spaces with plenty of breathing room.

I'm not necessarily referring to the size of a space, but rather what's contained within. Each piece of furniture and décor must rightfully earn its place in the home, thoughtfully considered for its both beauty and function, offering a practical and aesthetic purpose that contributes to the overall design. In every regard,



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overcrowding and clutter is avoided at all costs, in items of pieces and in details alike.

When faced with choices, quality trumps quantity every time. This is intended to both maintain the character of this minimalist aesthetic, while also indulging in the very best. Furniture and finishes are timeless and well-crafted, and stand the test of time and trends.

Avoid the ornate, and instead seek out the flawless and the finest. Consider solid materials, exquisite craftsmanship and durability – wood furniture, artisanal ceramics and handwoven textiles that add authenticity, dimension and tactile indulgence to a room.

Instead of loud logos, layer in a cashmere throw, a handwoven silk pillow, or a well-crafted leather armchair – all examples of how you can embrace luxury without exuding overt opulence.

Vintage and antique pieces can help underpin

the idea of "old money," without being overly obvious. The right furnishings always have great stories to tell, which brings a unique sense of history to a home. Incorporate a vintage sideboard, an antique mirror, or heirloom textiles into your décor to infuse your space with a sense of heritage and refinement.

Given the trend's strong affinity for a minimalistic aesthetic, muted, understated colour palettes and neutral tones work well, such as soft greys, warm beiges and earth-tones. These colours create a serene and sophisticated atmosphere that transcends fleeting trends, creating an air of timeless elegance.

Monochromatic palettes employing subtle variations of a single hue can add depth and richness to your space, making it visually appealing without resorting to gaudy colour schemes.

In alignment with the organic colour palette, outdoor influences play a key role in the look of quiet

luxury. Incorporate natural materials like wood, stone, and plants to create a connection with nature. Large windows that let in ample natural light and offer picturesque views can enhance the sense of tranquility and luxury throughout your home.

Despite its preference for simplicity, quiet luxury thrives on the appreciation of details that might go unnoticed at first glance. Incorporate subtle embellishments and intricate textures that add layers of complexity to your home's design.

Whether it's the delicate trim on a curtain, the pattern of a rug, or the subtle sheen of metallic accents, these nuanced elements contribute to the overall richness of the space without overwhelming it.

In a world that often celebrates excess, the "quiet luxury" can be a breath of fresh air, and what I consider to be a very sustainable approach to everyday elegance.

By embracing quality, simplicity and authenticity, you can transform your home into a sanctuary of quiet luxury that stands the test of time.

Remember, it's not about how much you put on display, but rather how tastefully you curate your surroundings, to truly define the art of quiet luxury.

Jessica Cinnamon is the principal designer and founder of Toronto-based Jessica Cinnamon Design Inc, a multi-disciplinary design company known for creating stylish and well-curated interiors.

Ask a designer

Personalizing your luxury space

BY MARTIN SLOFSTRA

Q: What would you consider to be a great way (or ways) to bring in or add a personal touch to a luxury space?



Bren Petrunick
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A: Creating a space that reflects your style and personality is really the essence of good design. The very best way to achieve this is by curating a collection of furnishing and décor items that tell a story about who you are, where you've been and what's important to you.

Customizing furniture and heirlooms is one of my favourite ways to create a signature style. One way to elevate and personalize furniture is to custom the finishing fabrics.

I often like to use multiple fabrics on a single armchair or sofa and experiment by mixing patterns to deliver a truly tailored, one-of-a-kind product to clients.

A vibrant print on your grandfather's foot stool, pillows made from fabrics and garments handed down through gen-

erations, or a fresh coat of an eye-catching paint colour on a sideboard are all simple yet impactful ways to breathe new life into treasured pieces while evoking an emotional response and contributing to your own unique sense of style.

Bren Petrunick is the creative founder of award-winning Simply White Interiors, a Niagara-area design firm sought after for providing stylish and uniquely personal interiors. Visit simplywhiteinteriors.ca



Jessica Cinnamon
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A: Custom designed cabinets are a staple and perfect luxury element to include when we personalize interior spaces for our clients.

I like to ensure that within the design there is the right kind of display shelving for our clients' sentimental collections or for personal everyday functionality.

Also, integrated lighting is such an important component to bring into this custom cabinetry. The lighting lets clients change the feel of

a space with the flip of a switch, whether it is task lighting for a workspace or ambient lighting for entertaining.

Jessica Cinnamon is the principal designer and founder of Toronto-based Jessica Cinnamon Design Inc., a multi-disciplinary design company that has become known for creating stylish and well-curated interiors. Follow her on Instagram at [@jessica_cinnamon_design](https://www.instagram.com/jessica_cinnamon_design)



Amanda Shields
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A: Bringing a personal touch of luxury to your living space through design is like creating your own story. It's where every carefully chosen piece reflects your unique style. When it comes to sprucing up your bookshelves, that's where the fun begins.

Start by picking books that match your passions, whether it's design ideas that get your creative juices flowing or art books that speak to your artistic side. These books aren't just for reading; they're a part of your décor, proudly displayed as both interesting reads

and stylish décor.

Mix things up by adding eye-catching art pieces, whether they're beautiful works from famous artists or cool pieces from local talent. And of course, don't forget those family heirlooms – they bring a sense of history and sentimental value to your displays.

In addition, add some travel memories – collected unique items from your travels – like that handmade Moroccan lamp or that colourful Japanese kimono, to give your space a global vibe.

By blending these elements together, your bookshelves go beyond storage; they become a canvas for your style and personality. Each time you look at them, they tell the story of your unique journey through life, making every part of your home a testament to the luxury of being yourself."

Amanda Shields is the creative director and principal designer for Amanda Shields Interiors, and is known for and focused on creating stylish approachable family focused interiors. Visit www.amandashieldsinteriors.com



Customizing furniture and heirlooms is one of Bren Petrunick's favourite ways to create a signature style. SUPPLIED

On par with the very best

Canadian Open champ Nick Taylor shares his thoughts on the advantages of golf simulators and living near a golf course



2023 RBC Canadian Open winner Nick Taylor talks to a group of prospective condo owners. GEORGE PIMENTEL

BY MARTIN SLOFSTRA

As far as condo amenities go, having access to a golf simulator room, a nearby golf course and an 18-hole mini-putt would probably rank near the top of the list.

So much so, the Gupta Group recently hosted pro golfer and 2023 RBC Canadian Open winner Nick Taylor at an event to celebrate the upcoming development of its Yonge City Square at 4050 Yonge St. in Toronto.

This luxury resort-like community, backing onto the Don Valley Golf Course, will feature two residential towers at 28 and 14 storeys, 647 suites ranging from approximately 350 to 1,850 sq. ft., and more than 30,000 sq. ft. of amenity space. Occupancy is scheduled for April 2027.

The golf simulator room and mini-putt are only part of what will be a resort-like experience, says Steve Gupta, CEO, Gupta Group.

"We have the bar, so we shoot some balls and have a drink and have fun. But we also have a pool, cabanas, a fire pit, reading area, (and on another floor) is a huge fitness center, weights, bicycles and yoga."

At the event, Nick Taylor was on hand to meet and greet with guests, offer golf tips and share his thoughts on the advantages of living adjacent to a golf course and having access to a golf simulator.

He also sat down with Luxury Living to answer a few questions.

Q: It's been close to four months since you sank that 72-foot eagle putt to win the Canadian Open. Has life settled down yet?

A: Yes and no, a lot of people are still coming up and saying nice stuff, that hasn't changed a bit. Over time, I think I am grasping the significance of how people felt about it and slowly processing it.

Q: So, what will be your winter routine?

A: I'll be in Scottsdale for the winter working on things, in practice mode, trying to stay sharp. I also

have two tournaments, one in Vegas and one in Japan, and then I'm pretty much off until January.

Q: How did this partnership with Gupta come about?

A: They approached me with an idea to promote this (golf simulator) amenity, and with the condo being right next to a golf course, there is a good fit. Simulators are blowing up in demand because people don't have as much time as they used to and can't play a round of golf for five hours. But also, it's fun and it gets more people into the game. Simulator golf is becoming huge.

Q: Do you use a golf simulator yourself?

A: I have one in my basement. I put it in a year-and-a-half ago and it's been significant for me. I have a young family and going to practice for four or five hours isn't always realistic, so having a driving range in your basement is a big deal. I can pop in there, any time day or night, and hit balls for 30 or 40 minutes. I can get a lot done.

Q: Do you think golf simulators are good for your game?

A: Going through the motions of swinging your club regularly can only help your game.

Plus, I can make videos, send it to coaches when I need to and so it keeps me sharp especially in the winter months.

The only adjustment that needs to be made is in the area of my alignment – the screen is only 10 feet away and it's different (approach) when outdoors.

Q: Would you say a condo amenity like this can help with the growth of the game?

A: Golf has never been more popular. COVID was a big reason for that. Even just going out for nine holes at 6:30 in the evening, and having a place like this where you can literally walk and carry your clubs to a golf course backing on to it. I grew up five minutes from a golf course, we literally lived across the street from one and just having that, I can relate.