

The Coastal Lookbook

Style ideas for the beach-inspired home



COLOURS, DESIGN DETAILS, ROOMS

Including Sussex weekender

• Norfolk studio • Kent bolthole



• Shingle ridges, such as the one at Pagham in West Sussex, are home to a unique mix of plants including sea kale (*Crambe maritima*) and its frothy white flowers.

Sussex weekender

Capture the laid-back spirit
of the shingle beach holiday
homes overlooking
the South Coast's
English Channel





OUTSIDE SPACE HEAD TO THE DECK

Let hardwearing natural fibres take centre stage. Relax with casual furniture – a bamboo recliner topped with squashy cushions for a lazy afternoon; a rattan pouffe and rush mat for lounging, and don't forget to arrange a well-stocked wicker drinks table close to hand. Echo the tones of the weathered deckboards with soft grey clapboard, and shed some light when the sun goes down with a stylish fisherman's lamp.



COASTAL COLOURS

Pale palette

Bring indoors the relaxed informality that's an integral part of beach life with a palette of signature soft, pale shades. Understated tones, from shingle shades of golden flint to pebble greys, are key to maximising the light, while delicate shell tones and bleached and darker woods give warmth. Add into the mix the brilliant whites of the chalk cliffs on a summer's day in Sussex.



PEBBLE COLOURS

NATURAL FIBRES

SEA-SMOOTHED GLASS

LOOSE-COVERED SOFAS

SUN-BLEACHED SHELLS

FISHERMAN’S LAMPS

ROOM INSPIRATION

KEEP IT AIRY

This cool coastal holiday home is all about effortless, laid-back style – it’s somewhere that you can happily kick off your shoes.

Pure white linen loose sofa covers reflect the sunlight (washable ones are essential after days on the beach), while airy bamboo chairs, billowy voiles and delicate bamboo blinds accentuate the breezy, light-filled feel. As a nod to the nearby Downs, add a rustic edge with a vintage rush coffee table and a woven mat, while handblown glass provides an artisan touch.



**BROWSE
COASTAL
LIVING
ROOMS**

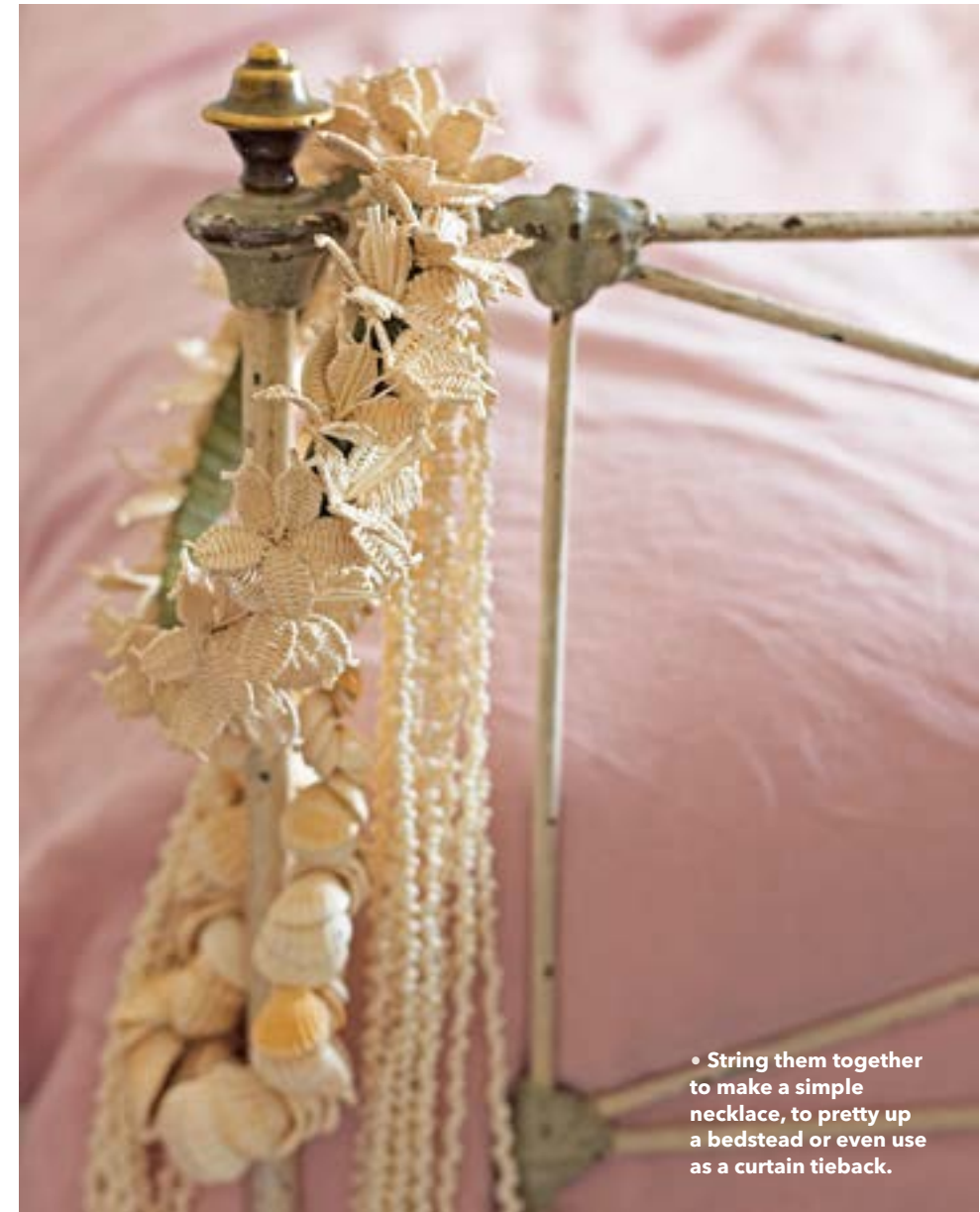
COASTAL COOKBOOK

Fresh scallops

Sussex is well known for its succulent scallops – Rye has its own scallop festival each year where you can feast on these seafood delights.

To taste them at their very best, buy fresh and don't cook for long. Choose a simple recipe so as not to overpower their subtle sweet richness. Try pan frying in a little olive oil or butter to seal in the juices and texture, and add a couple of cloves of crushed garlic, plus a twist of black pepper and sea salt.

Coastal hero... Seashells



• String them together to make a simple necklace, to pretty up a bedstead or even use as a curtain tieback.



Style idea
Look to shell tones for bathroom inspiration - paint walls to dado height in soft pink shades and add texture with beautiful handmade terracotta tiles.

ROOM INSPIRATION REVISIT THE PAST

Search out period ironwork and marble washstands for the bathroom. Oriental bowls can be adapted as basins and matched with vintage taps. Maximise light with an oversized wave-inspired mirror.



DESIGN DETAIL

Seaglass artwork

The watery shades of sea-smoothed, frosted glass is so alluring - from subtle aquas through to intense greens and vivid blues. Use seaglass to create beautiful things for your home. Glue pieces onto card, then frame to turn them into individual artwork, fashion a mobile by attaching bell caps to each piece of seaglass and stringing together, or fill jars or hurricane lanterns and display on a shelf or mantelpiece.



Style idea

Wide, open shelving at a high level is a real storage winner and instantly makes a room feel bigger.

ROOM INSPIRATION

MAKE SLEEPTIME SOOTHING

Pretty soft shell pink, partnered with pebble tones, is the perfect choice for creating a calm and relaxing seaside bedroom.

Emphasise the coastal theme with driftwood-inspired bleached wood furniture and prepare for storms at sea by layering up with cosy blankets and throws. Choose a woven carpet and a nubby rug and savour the different textures underfoot when you spring out of bed in the morning.



COASTAL TEXTURES

Wood grain

Wood, whether new or reclaimed, has a timeless beauty that connects your home to nature and adds layers of character.

1 Use its rich tones to bring warmth to an interior by adding accessories such as wooden bowls and candleholders, choosing weathered boards for flooring and even creating a log-effect feature wall with trompe l'oeil paper.

2 Furnish with timeworn wood to create instant beach-house style – team a scrubbed wooden desk with a vintage slatted chair and soften with a floaty sheer at the window.

3 Choose weatherbeaten wooden cladding with lots of characterful knots to create a rustic backdrop. Decorate with a quirky faded coastal-themed sign.

- The vast sandy beach at Wells-next-the-Sea is fringed by grass-crowned sand dunes and dense pine woods.

Norfolk studio

Get the creative vibe from the
North Sea coastline and its
artistic communities drawn by
the alluring big blue skies



Coastal hero...

The canvas of artists and sailors



- Use it as a simple backdrop, as a tablecloth or for cushions.



BROWSE
DESIGN
IDEAS

COASTAL TEXTILES

Graphic designs

Artists are often drawn to the rawness and light of the coastal landscape.

Simple, pared-back working spaces are given life with splashes of bold pattern inspired by artists such as Mondrian.

Make a contemporary sofa welcoming by layering fabrics – team warm wool upholstery with cool linen cushions and choose abstract designs that incorporate different fabrics in beach-hut brights.

Style idea

A good way of warming up floorboards is with a bobbly woollen rug that acts as a visual foil to smooth surfaces.





COASTAL TEXTURES

Flotsam & jetsam

Scour the beach for sea-caressed shells, sculptural twigs and driftwood, feathery sea-marsh grasses and coarser textures such as snippets of twine and coils of rope. Then weave together into a beach wreath.



Norfolk studio

Style idea

Range cookers sit perfectly in period fireplaces. Create contrast and make it the focal point of a room by picking one in deep blue.

ROOM INSPIRATION

GIVE A KITCHEN THE LIVED-IN LOOK

Create a space with heart by displaying nostalgic finds and objets d'art.

Coastal-themed vintage plates, sculptural seashells and pretty turquoise glassware bring shelves to life. Add in natural texture with balls of string, wicker planters and an eye-catching twig heart. The relaxed setting demands a casual table with slubby white linens, scrubbed pine chairs, and – of course – a pot of Norfolk lavender.



ROOM INSPIRATION

MAKE A STATEMENT

Create a contemporary coastal look with the clean-lined, angular furniture that's at the core of a minimalist scheme.

Add dramatic large-scale accessories such as oversized artist's brushes, an eye-catching floor lamp and artwork that emphasise the studio feel.

Norfolk studio

DESIGN DETAIL

Keep it personal

Even in simple spaces, small touches give your home depth of character and say something about who you are.

1 Soften a bathroom basin with a fabric skirt made from a whimsical coastal cottage fabric. It's a great way to add interest and colour, as well as hiding away cleaning products.

2 Make your own piece of art with pretty pebbles – stack three stones and tie together with strong twine to make a sculptural doorstop.

3 Combine vases and hurricane lights of different heights, themed in deep blues and whites, to add interest to a shelf or table top.



AT THE ♥ OF THIS LOOK

UNCLUTTERED SPACES

CLEAN CONTEMPORARY LINES

PARED-BACK STYLE

COLLECTED NATURAL FINDS

ARTIST'S ACCESSORIES

SEA AND SKY BLUES

• Take a boat from Morston Quay and explore the mudflats and saltmarshes that shape the Blakeney National Nature Reserve.

COASTAL COOKBOOK

Spicy seafood stew

Mussels are plump, tender and silky sweet, and work perfectly in this taste-of-the-sea one-pot.

SERVES 4
1kg mussels
25g butter
4 tbsp olive oil
2 small fennel bulbs,
finely chopped
1 red chilli, thinly sliced
1 tsp each cumin seeds
and fennel seeds, all
lightly crushed
¼ tsp ground turmeric
2 garlic cloves, crushed
300g prepared squid,
cut into rings
300ml fish stock
100ml crème fraîche
Handful of parsley, chopped
Salt and freshly ground
black pepper

1 Scrub the mussels, discarding any damaged or open shells that don't close when tapped against the side of the sink.
2 Melt the butter with the oil in a large saucepan. Add the fennel and fry for about 5 minutes until softened. Stir in the chilli, crushed seeds, turmeric, garlic and squid and cook, stirring for a few minutes. Stir in the stock and bring to the boil. Once bubbling, tip in the mussels and cover. Cook for about 5 minutes, shaking the pan frequently until the shells have opened.
3 Pile the mussels on to warmed serving plates, discarding any that remain closed. Add the crème fraîche and parsley to the pan and heat through. Season to taste and spoon the sauce over the mussels to serve.



COASTAL COLOURS

Pebble & sky

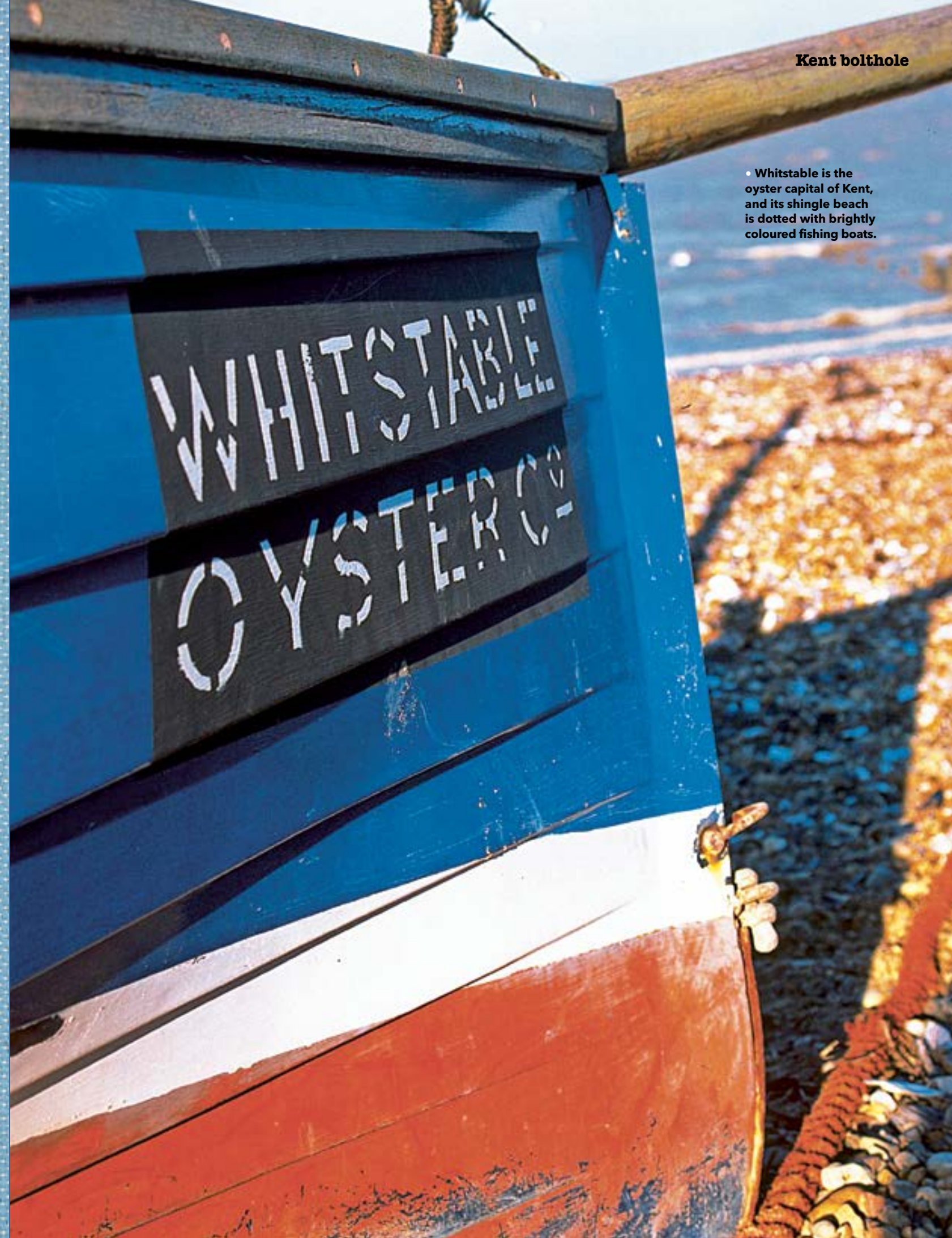
Take inspiration from the inherent character of the Norfolk coast – the shades of the fishing nets, quirky coastal village signs and painted wooden boats, and juxtapose the bright sea and sky blues with the pebble tones of the natural palette.

Kent bolthole

Follow the style of the harbour towns of the South East coast with their easygoing seaside houses and colourful fishermen's boats

Kent bolthole

• Whitstable is the oyster capital of Kent, and its shingle beach is dotted with brightly coloured fishing boats.



AT THE ♥ OF THIS LOOK

SOFT WATERY SHADES

HANDBLOCKED PRINTS

PAINTED WEATHERBOARD

HANDTHROWN CERAMICS

FLOATY WINDOW DRESSINGS

FRAYED WEAVES

OUTSIDE SPACE

LOVE A SHADY SPOT

Take pleasure in the delights of a simple seaside lunch on the deck and enjoy a breathtaking view. Arrange a parasol nearby to provide extra shelter when the sun moves round, and have a straw hat to hand, too. In true seashore style, keep the table top casual. Spread a distressed metal bistro table with crisp, cool linens and bring in watery blue accent pieces – a vintage glass soda siphon is perfect for serving refreshments. Beech-slatted chairs add to the breezy feel – comfy them up with soft seat cushions in pretty handblocked prints ready to while away the afternoon.



DESIGN DETAIL

Set the table

From family lunches to simple suppers, decorate an eating area on a terrace or patio with as much attention to detail as you would indoors.

1 Adirondack chairs are a great choice for alfresco entertaining as they are stylish, comfortable and suitable for outdoor use.

Soften them with pretty cushions.

2 Hang up a quirky sign to make beachlovers smile when they come round.

3 Create a coastal-themed table setting with wave-edged dinnerware in soft blues and aquas and bring in texture with a combination of rolled paper and pebble-design placemats. A meadow flower tucked under a dish makes a personal finishing touch.



• Sitting outside and enjoying a welcome breeze is the perfect way to end a blissful summer's day.

Coastal hero...
The end-of-the-day view
from the balcony



**BROWSE
SEASIDE
STYLE**

Style idea

If you have a large window, dress it with three roller blinds or fabric panels instead of one wide one so you can block out direct sunlight as the sun moves round.

ROOM INSPIRATION **TAKE IT EASY**

Create a living room where everyone wants to hang out and unwind.

Aim for a classic scheme with laid-back accommodating sofas and drapy curtains in airy natural textures of plain linen that set the tone. Small-scale prints on loose covers, blinds and cushions can be added in to lift the look. Layering of different fabrics gives a room character and a feeling of comfort, enhancing the experience of being at ease.

Kent bolthole

COASTAL TEXTURE

Rough & smooth

Keep this coastal look interesting by incorporating a variety of different surfaces.

Be inspired by the smooth finishes of glass floats and enamel buckets. Take it on a step with distressed finishes of wooden fishing floats. Then bring the gritty feel of sand-strewn rocks into the mix.





COASTAL COLOURS

Watery blues & greens

Choose the easy-on-the-eye soothing shades of this seascape palette.

- Introduce the palest tones of seaside blues for painted surfaces to bring a sense of calm into the home.
- Create a pretty backdrop to your beachcombing finds and ceramics with a dresser. Paint the doors, sides and shelves in a sea-foam white and draw the eye to your accessories by painting the back of the dresser in a soft blue.
- Choose wallpaper in sand-dune tones on a natural or white background for freshness. Use it on a screen to make a striking space divider.

ROOM INSPIRATION

INDULGE WITH ME-TIME

Wash the cares of the day away with a deep slipper bath that's perfect for a soothing soak.

Naturally textured fabrics such as linen and stonewashed cotton soften the hard edges of a bathroom – you could add tasselled towels and bathmats. Choose a wooden bathrack to store pampering essentials and, if you don't have a view of the sea, hang up a coastal canvas to get you in the mood.



Style idea

Roll-top baths work well in large bathrooms and lend a classic air. If you want to paint the exterior to match your decor, choose a cast-iron version with a primed exterior, but check floorboards and joists can support the weight. Otherwise, opt for a lightweight acrylic design.

COASTAL COOKBOOK

Oysters

Native oysters made Whitstable famous – and its oyster festival, a revival of one dating from Norman times, takes place at the end of July.

Although native oysters are only fished from September to April, rock oysters are available all year round. For a simple but delicious treat, eat oysters raw, seasoned with freshly ground pepper and a squeeze of lemon juice, or a drop of Tabasco sauce. Oysters make excellent canapés, and they can also be steamed, grilled or poached.



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COASTAL TEXTILES
Woven designs

Warp-and-weft patterns in woollen fabrics, straw and rattan are a great way of bringing interest to a scheme. Introduce frayed edges to enhance the relaxed feel.

Style idea
An instant way to introduce a subtle coastal theme is to use fish accessories - add humour with a sardine tin garland, hang wooden fish from doors and use a fish-themed cupboard to store keys.

