

Floral cushion, £185, Richard Quinn; matchesfashion.com. Screen in Indienne fabric, £3,295, and cockatoo bookends, £395; houseofhackney.com. A bedroom at Babington House. Tea set, £165, Royal Albert, from Harrods



From left Sweet Pea wallpaper, £100 a 10-metre roll, Cole & Son. Drinks trolley, £1,300; sohome.com. **Below** Osmunda Frond Ivy wallpaper, £456 a 10-metre roll, and fabric, £190 a metre; soane.com

It helps that Gucci gave chintz the nod in its AW18 advertising campaign — a celebration of curated clutter featuring backdrops laden with Old Masters, ceramic figurines and framed butterflies. Ever since Alessandro Michele took over as the brand's creative director in 2015, his more-is-more approach to detail and styling has imbued our wardrobes and now our homes with the vibe.

Barlow believes that this country-house style has subconsciously entered the urbanite's psyche, and the good news is that you don't need a mansion to pull it off. Victoria Ceraudo, co-founder of the online decorative antiques emporium Ceraudo.com, suggests using an occasional chair to add interest in a bedroom or bathroom, and a headboard covered in vintage fabric to chintzify a bed. She also raves about print scatter cushions "because they're not necessarily permanent, but they can liven things up a bit".

Ceraudo felt compelled to launch her site as an alternative to the dotcom furniture retailers all peddling the same genre of pared-back products. "We got really tired of the whole Scandi monochrome look. It doesn't reflect anyone's personality, when, actually, your home is another avenue for you to express yourself."

She notes that demand for midcentury furniture is dwindling, replaced with a greater appetite for more elaborate footstools, ottomans and drinks trays. "People want to create a more traditional sitting room. It's definitely turning towards what our parents liked," she says.

Matilda Goad, a creative consultant with her own line of home accessories, likes to layer chintzy details to tell a story. "It's the little pieces that give a home a personality," she says. "If we're all buying sofas from the same place, then these touches make your space totally original." She suggests using fabric to cover mirror frames and line the inside of shelves as a low-commitment and modern way to tap into the trend. Or lay a floral tablecloth with raffia place mats alongside napkins hemmed with vintage fabric.

Still, a word of warning: there's no need to wave goodbye to everything that's new. "Balance is key," says Goad. "Otherwise it's going to look like your grandmother's house." ■

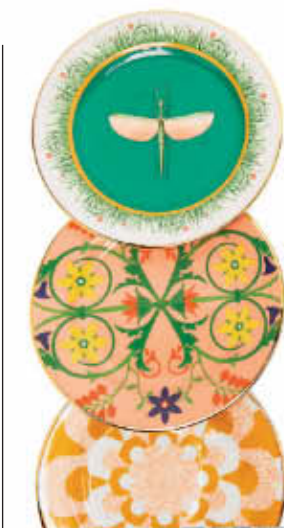
CHINTZ CHUCK IN YOUR

*It's time to bid farewell to minimal grey Scandi vibes – fussy prints and colour are back with a bang. Embrace it, says **Olivia Lidbury***

If you've just finished painting every wall in your house white and invested heavily in industrial-chic lighting, then this may be a bad time to learn that the English country-house look, in all its chintzy, antique-tinged glory, is back.

In upholstery terms, chintz refers to printed calico cotton glazed with a light silk sheen. It was originally imported from India in the 17th century and was still going strong in the 19th century, when the Victorians were mad for it. But "chintzy" is also a byword for interiors that lean towards the busy. It earned this status in the 1980s, when homes were decked in twee matchy-matchy prints across valances, curtains, pelmets, cushions and wallpapers. For some the look never went away, but for those whose Scandi-inspired decor now feels a little *froid*, there's a new generation of creatives whose fresh take on country-house style is perfect for injecting more character into your home.

"It's no coincidence that there's a host of designers the same age as me, such as Rachel Chudley and Octavia Dickinson, who are championing the look," says Lucy Barlow, 33, co-founder and creative director of the interior-design practice Barlow & Barlow. Clients are drawn to her maximalist and playful aesthetic. She is known for draping floral-print canopies over four-poster beds and wallpapering minuscule guest WCs with lively patterns. "Having grown up in the 1990s and Noughties with that sterile beige look, we've reacted against it, and the pendulum has swung back."



From top left Dessert plates, £220 for six, La Double J; matchesfashion.com. Hepplewhite sofa, £8,870, Ensemblier London. Bourlie Folie wallpaper, £105 a 10-metre roll, Cole & Son. Lampshade, £295; libertylondon.com



From far left Twiselton chair, £6,250, Ensemblier London; swan mirror, £2,640, Victoria Stainow. Table display by Matilda Goad. A bathroom at Soho Farmhouse. Jacquard chair, £4,370, and cushion, £1,250; gucci.com. Architectural designer Ben Pentreath's bathroom

