

Ask Chloe

The founder and director of interior design studio Matters + Made, Chloe Matters, answers all your design questions

How do I declutter when I want to keep all my stuff?

Decluttering brings immense mental freedom once it's done, even though the process itself can feel daunting. The first step is to focus on one area or room at a time, to avoid becoming overwhelmed. Next, I go through all the items and consider what I can live without. If it's hard to let go, I ask myself, "If I didn't already own this, would I buy it again?" or "When was the last time I used this?" If I'm still undecided, I'll put the item in a "maybe" box, and if I don't miss it in the next six months it's time to say goodbye. The final step is to organise the things I choose to keep into sub-sections and ensure each item has a designated home, to make everything easy to find going forward.

How should I approach colour?

I prefer to use tonal, calming colours in homes, starting with a timeless and simple palette of browns, tans, whites, and beiges, paired with natural materials such as timber, stone and metals. I bring colour into the space through elements that are easy to update over time, such as artwork and soft furnishings. This year, I'm drawn to shades such as chocolate brown, dusty sienna, brown ochre, muted khaki and steel blue. These colours feel warm and grounding, working beautifully within a neutral base while adding subtle depth.

How do I know if what I'm buying reflects my own taste rather than an interiors trend?

Start by reflecting on what you genuinely love – think about your wardrobe, favourite places, or pieces of art that resonate with you. Creating a mood board can help you to identify patterns and preferences in your personal style. Focus on pieces that

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feel timeless. Before committing to anything, I ask myself if an item sparks joy or if I'm just drawn to it because I've seen it everywhere. Social media can be a great source of inspiration, but it can also be overwhelming, so I always try experimenting with smaller pieces before investing in larger items.

What's one easy way I can transform a space?

One of the simplest ways is by changing the lighting. Swapping out light fixtures and adding table or floor lamps can instantly create a warmer, more inviting atmosphere. Installing dimmers or using smart lighting can help you to adjust the mood throughout the day. Lighting has a profound impact on how a room feels – making it cosier, brighter or more dramatic with very little effort. Key tips: use warm lighting at 2700K and put your lamps on automatic timers.

How do I approach texture in my home?

I use texture as a key design element to add depth, warmth and sensory richness to a room. By layering different materials – such as soft textiles, rough timber, smooth stone and metals – I create a tactile experience that engages the senses and brings a certain complexity. It's all about balance: pairing hard and soft surfaces, matte and glossy finishes, and natural and man-made elements.

What interiors trends are big right now?

I'm drawn to trends that embrace simplicity and depth, particularly those focusing on tonal design and texture. Natural materials like timber, stone and linen create calm, welcoming spaces, while muted tones such as soft beiges, warm browns and dusty neutrals bring a sense of harmony and tranquillity. I also love incorporating wabi-sabi principles, which celebrate imperfection and authenticity. My current favourite trend is barefoot luxury, a style that blends relaxed elegance with natural, tactile materials to create timeless, effortless interiors.

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