

**For immediate release
August 2009**

The Softer Side of Modern

*Today's Contemporary Decorating Styles
Offer Understated, Delicate Features for a Fresh and Comfortable Look*

North Olmsted, Ohio... The “modern” of the new millennium is taking a turn from the past. “Extremist modern decorating” – with angled edges, geometric shapes and cube-inspired items has evolved. Today’s soft-modern is welcoming and easy to live in – with delicate designs, flowing lines and understated details. Up-to-date and unfussy, this new modern look is fresh and comfortable.

“Soft modern decorating is really the wave of the future,” said Judy Riley, vice president of design, [Moen](#). “It bypasses all of the fleeting trends and features a comfortable, confident look that still manages to be fresh and current. Plus, its style is truly timeless – with clean, simple lines and a spacious, uncluttered feel – the soft modern approach will look as good in ten years as it does today.”

To begin integrating soft modern style cues in your home, try these tips:

- Light, fresh colors form the ideal backdrop for this decorating style. If you’re worried that neutral tones will show scuffs and dirt spots, don’t – paints like Porcelain from Pratt & Lambert ([prattandlambert.com](#)) are manufactured to be extremely durable. Porcelain actually allows you to scrub the walls without damaging the paint finish, so any accidental dirt marks or spills can easily be cleaned.
- If wallpaper is preferred, choose small patterns which will blend well with the muted paint scheme.
- Following the direction of the walls, flooring should be neutral, comfortable under foot and easy to maintain. Luxury vinyl tile (LVT), such as NAFCO by Tarkett ([nafco.com](#)), features attractive designs to fit any room of your house and closely mimics the classic, sophisticated looks of authentic tile, plank, stone, slate and other natural textures.
- When considering lighting, make the most of natural light from windows and skylights. For accent lighting, try small pendant lights and wall-mounted lights, which can disperse light throughout the room for a soft, romantic effect.

- Furniture should be relaxed and comfortable – think sectional, overstuffed couches and chairs. Another trademark look of the soft modern style is that everything doesn't have to match – an unmatched look is completely appropriate for this welcoming decorating trend.

Once you've initiated the overall soft modern décor style in your home, you can choose certain rooms in which to concentrate. A good rule of thumb is to start with the rooms you use most, such as the kitchen, bathroom and bedroom.

- In the kitchen, the focal point should be your dining table. Any shape will coordinate well with a soft modern flair; however a solid wood table is not only beautiful; but is also easy to care for and virtually lasts forever. Another nice option fitting of this design style is a glass-topped table. You can get the best of both worlds with Crate & Barrel's Halo table (crateandbarrel.com), which features a beautiful glass top that's perfectly flat on the surface but has a deep, light-refracting reverse bevel on the underside. A solid chestnut wood base echoes the halo with its own center top ring in a deep, rich cognac.
- In the bathroom, concentrate on the often-used sink area. Here, it's the faucet that should take center stage. For a clean, uncluttered look to complement a stylish sink, try the new [Fina™](#) single-handle lavatory faucet from [ShowHouse®](#) by Moen® (shfaucets.com). Featuring soft modern style cues, highlights of the faucet include its high-arc, marquise-shaped spout, lever handle and contemporary-shaped base. The beautifully designed faucet also features a flow-optimized aerator for water savings.

"We're finding that homeowners are looking for softer, modern styles featuring smooth lines, curved surfaces and rounded features," said Shawn Hardy, ShowHouse brand manager. "The Fina collection offers a unique combination of modern styling with graceful, elegant details – and now provides homeowners additional design options with the single-handle faucet."

Additionally, the Fina faucet has been certified to meet WaterSense® criteria, meaning the fixture meets the Environmental Protection Agency's (EPA) guidelines as an environmentally responsible and efficient product. The faucet flows at 1.5 gallons per minute (gpm), versus the traditional flow of 2.2 gpm -- providing consumers the sensational water experience they are accustomed to, while reducing water usage by up to 32 percent.

- Finally, in the bedroom, the center of attention should be the bed. Look for strong headboards which don't overwhelm the room and add your personal flair to the style. Pottery Barn (potterybarn.com) offers a number of styles which fit a soft modern design style; including the innovative Stratton Smart Technology™ headboard, which provides several built-in storage options as well as a centralized plug-in point for lamps, clocks, cell phones and more.

To add the finishing touch to your newly decorated home, place carefully selected accessories in each room. But don't ruin the soft modern style by cluttering things up with unnecessary accessories. A simple vase of flowers or bowl of fresh fruit might be all you need to add the perfect finishing touch to a room. Keep things relaxed, simple and comfortable – and you'll enjoy the soft modern style today and for years to come.

For more information on the Fina lavatory faucet from ShowHouse, visit shfaucets.com or call 1-877-MOEN-SH1 for product information.

About ShowHouse by Moen

ShowHouse is the preferred luxury faucet brand that provides premium products for the kitchen and bath. Designed to meet the needs of discerning homeowners, ShowHouse kitchen and bath products are elegantly expressive and offer extraordinary performance, superior quality and uncompromising attention to detail. ShowHouse luxury faucets and accessories are available in a broad range of styles and finishes and can be found in select, high-end showrooms.

Contact:

Shawn Hardy
ShowHouse Brand Manager
Moen Incorporated
(800) 321-8809, Ext. 2551
Shawn.hardy@moen.com

Jennifer Allanson or Kristi Stolarski
Falls Communications
(216) 696-0229
jallanson@fallscommunications.com or kstolarski@fallscommunications.com