

THE THINGS WE DO IN OUR LIVING ROOMS

(AND THE THINGS WE WISH WE DIDN'T)

INTRODUCTION



The living room is reclaiming its role as the communal heart of the home, and true to its name, it really is for living in. Over half of customers asked said they now spend most time in this room – nearly twice as many as those spending longest in their kitchens.

This report is compiled with fascinating insight from over 3,000 customers, as well as our Buying, Design and Home Design Stylist Partners. It analyses the changes in the way we are using this room, how we are decorating it and what we are shopping for (and also what we wish we did less of in this space).

Our living rooms are being impacted and influenced by the affordability of housing, changes in technology and alterations in the make up of households. House sharing and renting have become new lifetime norms for many, living rooms are often open plan and more of us are working from home.

As a result we're wanting more from our living rooms than ever before and the changes in how we live are strikingly visible in this space. From reflecting our personality, being a space to work, exercise, our desire to create a retreat or a hub of the home - our living rooms have never been quite so alive, flexible and unique.

Personalisation has become a key element of our homes – luxury no longer just means immaculate finishes and a minimalist aesthetic. But this sense of making a space individual isn't just about luxury, as family spaces become bolder with a new-found energy and vibrancy, while there's an increase in demand for the very opposite in style, as we incorporate wellbeing and mindfulness into our day-to-day lives.

We're being inspired by stunning photography on Instagram, and who doesn't enjoy seeing the sofa spaces of those 'Gogglebox' stars on our TV screens? Who doesn't peer through the windows of the homes on your street before the curtains are drawn, just to see how different a space looks compared to yours?

I hope you enjoy this fabulous insight into this much-loved room.

PHILLIPPA PRINSLOO

Partner & Head of Design, Home

WHAT WE'RE BUYING AND

WHAT WE'RE NOT

| | 2019 | 2014 |
|-----------------------|--|---|
| FURNITURE | <div>Sofa with accent chairs</div> <div>Velvet sofa</div> <div>Statement, stand-alone pieces</div> <div>Sleek walnut</div> <div>Upholstered footstool</div> <div>Films and music on demand</div> <div>Modular storage</div> <div>Bar trolley</div> <div></div> <div></div> | <div>Three-piece suite</div> <div>Chenille sofa</div> <div>Matching wooden pieces</div> <div>Chunky oak</div> <div>Coffee table trunk</div> <div>Media storage for DVDs and CDs</div> <div>Floating shelves</div> <div>Display cabinet</div> <div></div> <div></div> |
| STYLE | <div>Maximalism</div> <div>Simple Scandi</div> <div>Multi-functional</div> <div></div> | <div>Minimalism</div> <div>Scandi patterns</div> <div>Separate living room</div> <div></div> |
| LIGHTING & TECHNOLOGY | <div>Smart lighting</div> <div>Hero floor lamp</div> <div>Soundbar</div> <div>70 inch TV</div> <div></div> | <div>Crystal ceiling light</div> <div>Matching table lamps</div> <div>'At home' home cinema/surround sound system</div> <div>47 inch TV</div> <div></div> |
| WINDOWS & WALLS | <div>Smart Home blinds</div> <div>Wave headed curtains</div> <div>Wallpaper on the ceiling</div> <div></div> | <div>Curtain tie backs</div> <div>Pinch pleat headed curtains</div> <div>Wallpaper on a feature wall</div> <div></div> |
| ACCESSORIES | <div>Round mirrors</div> <div>Planters and house plants</div> <div>Gallery wall</div> <div>Individual 'hero' cushions</div> <div>Voice activated speaker</div> | <div>Traditional rectangular mirrors</div> <div>Vases of twisted willow</div> <div>Clip-style photo frames</div> <div>Matching sets of cushions</div> <div>Mantel clocks</div> |

IN OUR LIVING ROOMS TODAY

THINGS WE DO

We're changing how we use our living rooms. Nearly one third of the 3,409 customers surveyed said they now do things in their living rooms that they wouldn't have done five years ago.

Confirming the trend for eating in our living rooms, 19% said they had started eating in theirs, while 15% said they are now more likely to have a nap, and 5% said they would now bring a duvet into their living room to snuggle up on the sofa.

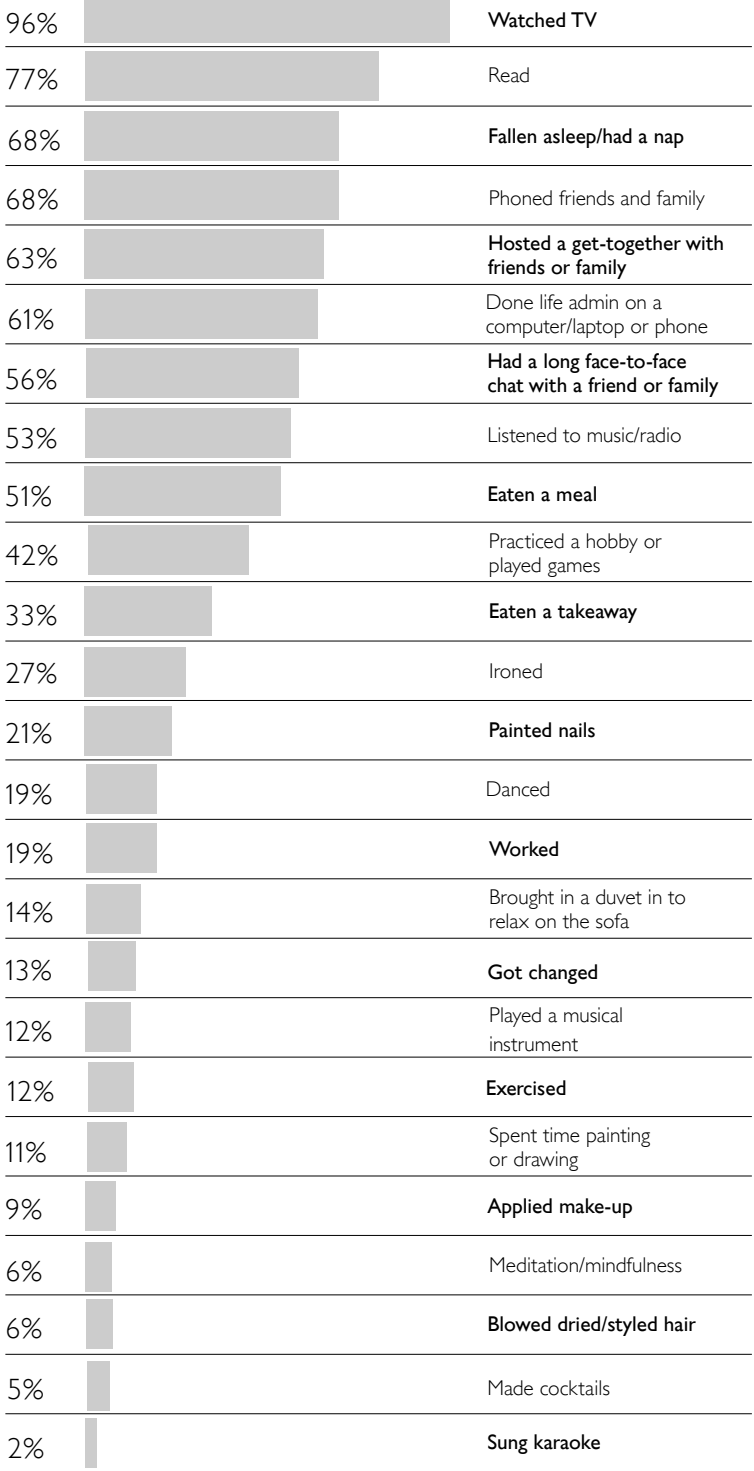
While nearly a fifth are working in their living rooms, it's great to know that just as many are dancing.

ON AVERAGE,
CUSTOMERS HAVE
USED THEIR
LIVING ROOMS FOR
SEVEN ACTIVITIES
IN THE PAST
MONTH



21%
PAINTED NAILS
in the comfort of
their living rooms
in the past month.

IN THE PAST MONTH, OUR CUSTOMERS HAVE...



THINGS WE WISH WE DIDN'T

Everyone wants to change at least one of their living room habits. Two-fifths want to eat less on their laps, or while watching TV. Nearly one fifth want to do less ironing in their living room and nearly as many want to get out of the habit of answering their phone while eating, or watching TV. One in seven want it to be used less as a playroom.

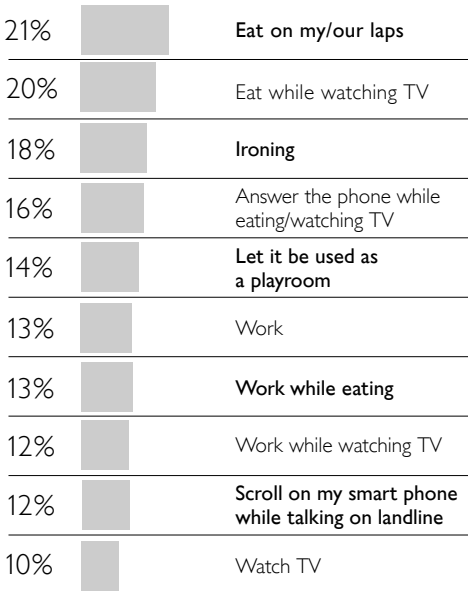
While watching TV is the number one activity in our living rooms, one in ten wish they did this less.

The 'rules' on what we should and shouldn't do in this space might be deep seated for some but they're not universal. While most (97%) said they had eaten in their living rooms in the past month nearly one third don't think this is the space for eating.

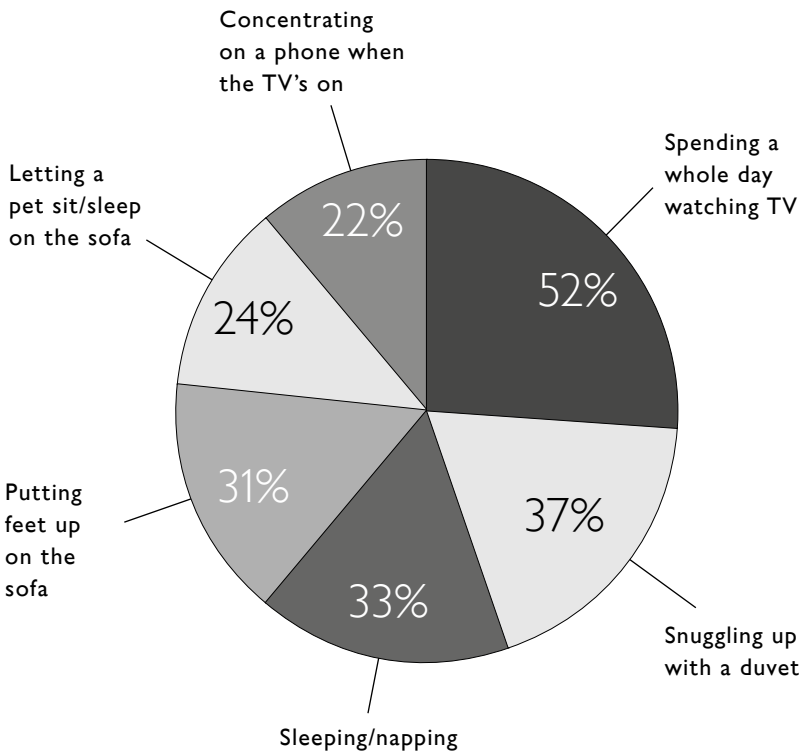
For over one third snuggling up with a duvet is a guilty pleasure and 14% have done so in the past month, but 7% don't think we should do this at all.

And we're torn over whether we should paint our nails and do our make-up in our living rooms as nearly one third (30%) have done it in the past month but two thirds don't think this is the room for that. And nearly half don't think this space should be treated as a hair salon. Nearly one in eight have changed their clothes in their living rooms in the past month but two thirds (41%) think this activity deserves a dressing down.

HABITS TO BREAK



GUILTY PLEASURES



52%
THINK A TV BINGE

that lasts a whole day is a guilty pleasure (just think how many box sets you could watch!).

A ROOM FOR LIVING

Providing a fascinating insight into how Britain lives today, **Room for Living** is an interactive installation curated in collaboration with industry experts.

Situated in John Lewis & Partners Oxford Street shop, **Room for Living** will showcase five different living room spaces - **Room for Expression, Room for Family, Room for Flexibility, Room for Wellbeing** and **Room for Entertaining**, each developed as a result of bespoke research commissioned by John Lewis & Partners, as well as customers shopping habits to show how the nation is living today.

We have also teamed up with five industry experts to add their own unique touch to each living room and show how they would live in the space. Each expert will be hosting an exciting series of events and workshops kicking off from Monday 18 March 2019.

We asked our industry experts their thoughts on their own living rooms and to share some of the things they wished they weren't doing in them...

ON AVERAGE, THOSE CUSTOMERS ASKED FELT THEIR LIVING ROOMS SHOULD BE SET UP FOR FOUR OF OUR FIVE ROOMS FOR LIVING.

DON'T MISS OUR FIVE EXPERTS LIVE IN JOHN LEWIS OXFORD STREET SHOP, FROM MONDAY 18 MARCH



"I use my open-plan living space to sketch my work, sew, dance and listen to music. I also use it to relax and chat to my partner Luke and play with our dog Elvis."

"I wish I spent less time eating off a tray in front of the TV."

MORAG MYERSCOUGH
Artist
Room for Expression



"Things I do in my living room... a lot of sitting on red velvet sofas eating 'Turkish Delight' and contemplating the cracks in the ceiling."

"I need to stop watching endless reruns of 'Inspector Morse' after everyone else has gone to bed."

SONIA SOLICARI
Director
The Geffrye Museum of the Home
Room for Family



"My living room is cosy and adaptable. It's where I work, doodle, pack newspapers, as well as it being a space I can relax, watch films and nap when it's all gets a bit much."

"I spend far too much time eating in front of the TV. I can't wait for our dining/kitchen space to be ready."

EMILY COXHEAD
Editor of 'Happy News'
Room for Flexibility



"My living room needs to be warm and welcoming and a place to relax and revive. It needs to be clutter-free and often a space just for me."

"Perhaps I should disclose my secret stash of favourite chocolate bars, which I've expertly hidden."

JACQUELINE DALGARNO
Partner & Home Design Stylist
Room for Wellbeing



"My living room is so important to me and needs to reflect my unique lifestyle. It has to be comfortable for family gatherings, cosy for when I catch up with mates, a space to listen to music and also where I snuggle up to read."

"Maybe I should stop waking up fully-clothed on the sofa, after accidentally conking out there after a night out."

AJ ODUDU
TV Presenter
Room for Entertaining

NAME THAT ROOM

It's a room with many purposes – and just as many names – as our customer survey shows...

If you live in Scotland, the North East or Yorkshire, then you'll very likely call it the living room.

While if you live in the South West, you're more likely to call it the sitting room. Head across to Wales, and more than one in three people said they refer to it as the lounge.

The younger you are, the more likely you are to call it the living room as two thirds of millennials do. The older you are, the more likely you are to call it the sitting room. Those who are middle-aged (35-54 years) are most likely to call it the lounge.

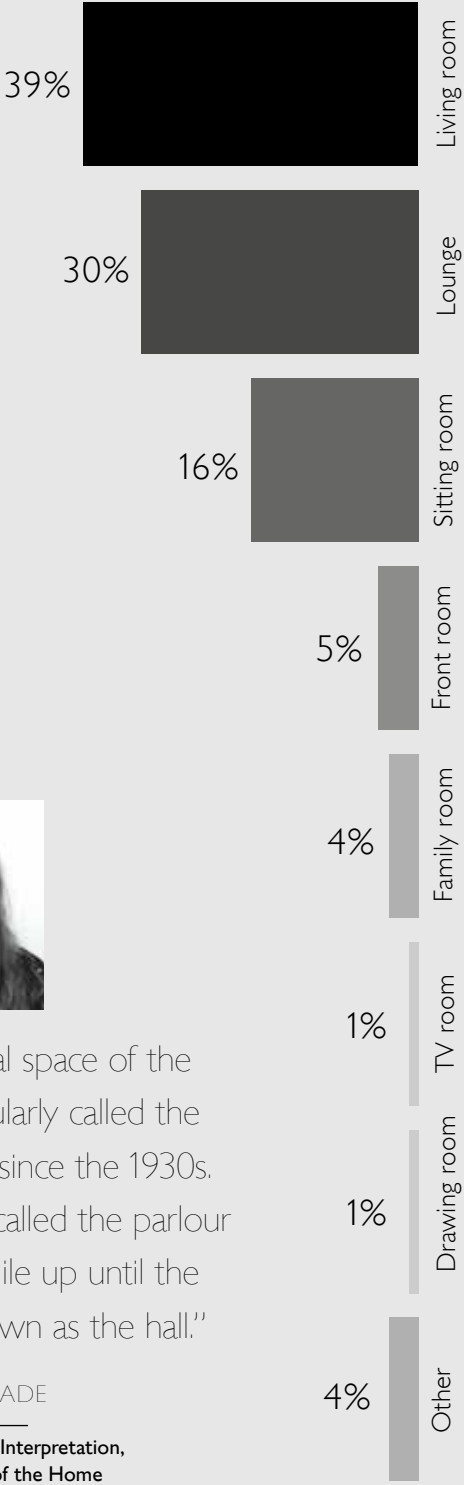
Despite watching TV being the activity nearly all of us do in this space, only 1% of those asked call it the TV room.

If you own your home you are more likely to refer to it as the lounge than someone who is renting, whereas if you rent your home you are much more likely to call it the living room.



"The main communal space of the home has been popularly called the living room or lounge since the 1930s. Previously it was often called the parlour or drawing room, while up until the mid-1600s, it was known as the hall."

VANESSA MEADE
Curator of Exhibitions & Interpretation,
The Geffrye Museum of the Home





A ROOM FOR EXPRESSION

NOW'S THE TIME TO BE BRAVE

When it comes to styling our living rooms, there's a newly-found confidence. We're getting bolder, adopting a 'more is more' philosophy, with maximalism a huge trend. There's a desire to be different and create a living room that expresses who we are.

Of our customers asked, 62% believe that a living room should reflect their personality, rising to 72% for those living alone. This is the room we want to show off like never before, with many of us considering the Instagram potential of our homes and hero buys; there are 7.5 million posts tagged #livingrooms and 27,200 tagged #velvetsofa currently on 'the gram'.

But while we shoppers are getting lots of inspiration from social media, we're not just following the crowd. Of our customers planning on decorating their living spaces this year, 48% of those asked are more likely to be bolder, using colour and pattern to stamp their mark, expressing their own sense of style.

We're making it easier for our customers to curate their own eclectic look too, with fabrics, materials and finishes previously seen as luxury now everyday. In the past 12 months, 30% of our customers asked have bought brass, copper, velvet or marble living room pieces.

This spring sees the launch of John Lewis & Partners + Swoon, with 20 exclusive pieces, designed by Swoon and produced by us; these fashion-led pieces demand attention – don't miss the Radley sofa available in four on-trend velvets or the Satre marble coffee table.

There's a big rise in the statement sofa too, as Sandra McCall, Home Design Stylist at John Lewis & Partners' Cambridge shop said; "It's not a case of adding a pop of colour to a scheme with an accent cushion anymore – customers are doing it with sofas as well."



HOW WE'RE EXPRESSING OUR STYLE

ACCENT CHAIRS

Small one-off chairs are giving our customers the chance to be braver. Sales of our patterned pieces (like our Parrot Print Audrey chair) are very popular, while chairs in teal and yellow fabrics are showing double-digit increases.

DARK WOODS

Classic oak furniture is less popular as shoppers embrace more design-led walnut. In our Grayson furniture range, walnut outsells oak by 25%.

STATEMENT WALLS

We're really embracing bold wallpaper, such as our Home Design Studio designs, like the Ipanema toucan themed wallpaper. Shoppers are also buying more abstract art, with sales up 97% YOY. Large wall canvases are also on the increase.

DESIGNER LIGHTING

Statement lighting continues to shine, with sales of our designer lights up 28% in the past five years. Metallic lights, like our Montserrat, are very much in demand.

FEATURE FLOORS

Our customers are using hero rugs to inject personality into their living spaces. This spring sees the launch of our exclusive Luke Irwin Diffusion rugs, which are made from recycled saris.

+400%
SOREN NEST

Homeowners are loving anything that combines materials. Our Soren nest of tables in marble, wood and brass is up 400% YOY.



"We are seeing dramatic, curated living rooms that really express the individuality of the owner. This space has plenty of luxurious materials combined with statement pieces."

FIONNUALA JOHNSTON

Partner & Senior Designer,
Home Design Studio

GET THE LOOK

1 AIM FOR BALANCE

Go for opposites, such as light and heavy furniture or dark and pale colours. Try our Belgrave sofa, £1,899, in a rich mustard, paired with a white marble-topped table for contrast.

2 MIX TEXTURES

Luxe velvet cushions sit stylishly next to fluffy woollen blankets, while ribbed cotton rugs lie alongside deep pile hand-tufted designs, like our Belsay rug in Brick, from £175.

3 GO LARGE

Living room essentials – sofas, rugs, lighting, sideboards and artwork – are becoming super-sized. Try our Gustav Klimt 'House in Attersee' framed canvas, £200.

4 CURATE DISPLAYS

Arrange collections where they can be appreciated – coloured glass to reflect the light from a window, or vases along a mantelpiece. Shop glassware pieces from our LSA selection.

5 PLAY WITH PATTERN

Mix and match prints with a care-free attitude, playing to those maximalist rules. We love Designers Guild The Rose wallpaper, £65 per roll.

+15%
VELVET SOFAS

Sales of velvet sofas have increased 15% since 2014, with the Belgrave sofa in Harriet Mustard proving our most popular. Sales of velvet cushions are up too, at 46% YOY.



A ROOM FOR FAMILY

DESIGNED FOR EVERYBODY

Today's family living space is far from boring; it's modern, with bold colours and patterns adding a sense of energy. Style combines cleverly with function, storage is smart and key buys are adaptable – we demand a lot from this room as the busy hub of a modern family home.

As a room, it has a huge emotional connection, with 82% of our customers asked responding that their living room is a space for spending time with family. That could mean watching TV together, eating supper on a tray, doing the kids' homework, taking part in an impromptu make-believe session or celebrating special occasions together – it's definitely a one-room-fits-all space.

And it seems we are creatures of habit in our living areas, with 72% of our customers asked having a special spot on the sofa or a favourite seat. The sofa is at the very heart of a family living room (where all of the action either happens on or centres around), and for 53% of our customers asked, buying new seating was a top priority to create their perfect living room.

Family living rooms often equate to open-plan spaces (over half of our customers asked said they have an open-plan living/dining/kitchen room), but they aren't easy to get right. Diane Deighton, Home Design Stylist at John Lewis & Partners' York shop said; "This newly-created space has been the biggest architectural change in the last five-ten years and provides the biggest interior design challenge; it's not just one room you are furnishing, but three or sometimes more.

"In the last five years, customers are getting braver with colour and more open to the idea of pattern in these family spaces, but they still want somewhere homely and practical."





HOW WE'RE CREATING FAMILY ROOMS

SMART FINISHES

Leather is no longer the only option for a practical sofa; sales of sofas in Aquaclean fabric, with its stain-resistant technology, have grown 23% in the past year.

SOFA SIDE TABLES

Whether it's for play or snack time or even a grown-up glass of wine once the kids are in bed, sofa side tables are up 5% YOY. They make for a great flexible space.

FAMILY ADDITION

There's a new household member popping up in our living rooms – the home assistant (AKA Google, Alexa or Siri). From playing music to organising lists, controlling heating to setting timers, customers love them. Sales of smart speakers are up 35% YOY.

GALLERY WALLS

We're adopting a love of gallery walls (a trend which has come over from the US, where they have large expanses of wall to fill). Whether used in big or small spaces in the UK, frames are in demand. Recently, our House by John Lewis multi-frame pack was up 164% in just one week. Clipframes, on the other hand, are out.

SOFA RECYCLING

In 2017/18 charities reused around 2,000 of our sofas, which we collected from customers' homes when no longer needed.

+23%
FUSION BASKETS

One of our best-selling storage solutions, baskets are becoming more statement in their design. Our Fusion range is up 23% YOY, with its brightly woven pieces.



"As more people live in blended families or multi-generational households, living rooms need to keep up. This space brings style and function together."

CHARLOTTE ARCHER

Partner & Buyer,
Furnishings Accessories

GET THE LOOK

1 GO FOR COLOUR

Move over neutrals; in a family room, confident colour works best. Start with a coloured sofa, like our Tokyo corner sofa in Orange Blake, £3,499, then accessorise.

2 BE CLEVER

Furniture needs to be flexible – from String shelving that can be adapted as needs change, to our Duplet sofa bed in Maria Marmalade, £999 – it's all about future-proofing this space.

3 CREATE ZONES

A family living room often means a dining space too. Keep it casual, with our Estate eight-seater dining table in Natural, £799, with the matching bench, £299.

4 WORK IN LAYERS

Colourful cushions made for lounging, throws just right for snuggling under and rugs perfect for playing on (like our Fusion Souk Kelim rug, £300)... it's time to style.

5 MAKE IT HAPPY

From pictures by the kids to a collection of shapely vases (which must include our Serax Catcus vase, from £75), this space needs plenty of feel-good things.

+10%
CORNER SOFAS

Sales of corner sofas and modular units have more than doubled since 2014 and are up 10% YOY. Nearly half of our customers asked, have one in their living room.



A ROOM FOR FLEXIBILITY

A SMARTER SPACE

Creating a flexible space is all about balancing work and downtime and planning the room to accommodate everything we want to do, without compromising on design integrity, modern style or stylish use of colour.

Working from home is perhaps the biggest new demand on our living spaces today. As technology has evolved and office space has become more expensive, more of us are working from home – half of the UK workforce is set to work remotely by 2020.

Well over half of our customers asked said they already do life admin in the living room, while 19% are using their living rooms for work (increasing to 30% for those with children). This is a living room that's under a lot of pressure to perform. But just as it works hard, it plays hard too, becoming our dining and TV-watching space once the laptop is turned off.

"If you want a room to work hard then keep it simple; the more clean lines, the easier it is to live with," said Fionnuala Johnston, Partner & Senior Designer, Home Design Studio.

'Furniture' is a new buzzword that sees furniture and architecture working together to create zones – our customers are already using different patterned rugs to the same effect in these multi-functional spaces.

Everything in a flexible living room should be adaptable, ready for the next stage in our lives – whether that's renting, moving or downsizing. Customers are looking for storage that doubles up as seating, shelving that looks super-stylish and new-look desk furniture that's far from office-like in style – so yes, we can forget about work when we're done (even if it remains in the same room).



HOW WE'RE PLANNING CLEVER SPACES

DESK CHAIRS

There's been huge growth in office chairs with a softer more homely feel rather than the more 'technical'. Chrome legs have been replaced by wood, and plastic and mesh replaced with fabric upholstery. This style of desk chair is up 125% YOY.

SOFABEDS

Living spaces are often used to accommodate guests – sales of sofas continue to grow, with 20 designs now available with a seven-day delivery. Two designs even have integrated storage space to store your bedding – yes, we've thought of everything!

FLEXIBLE LIGHTS

In a multi-functional space, lighting is crucial in helping to define those zones. We've seen sales of portable table and floor lamps up 10% since 2014.

CASUAL DINING

Just as this room works hard, it plays hard too, becoming the eating space. Sales of casual dining pieces are up, with bowls surpassing sales of plates.

+80% STYLE-LED DESKS

There's been a shift in the style of desk our customers are buying, with a move away from traditional ones with lots of storage to more fashion-led pieces, which are up 80% YOY. We're not buying as many wide desks (over 140cm) either, with sales down 30% YOY.



"This room reflects a new norm, one of smaller homes, house-shares and renting. We're moving more often, changing jobs frequently and leading more nomadic lifestyles."

ELIZABETH SLADEN

Partner & Buyer,
Upholstery

GET THE LOOK

1 CHOOSE COMPACT

Furniture that's been especially designed for spatially-challenged spaces is a must in a flexible living space. Try our House by John Lewis Arlo sofa in Erin Navy, from £499.

2 ESTABLISH ZONES

A space to sit and read (on one of our Vitra Eames RAR rocking chairs, £505); a work space with a desk, a sofa area and a table to eat – zoning is key to this room's success.

3 THINK LONG-TERM

Our upholstery has a 15-year-guarantee, while freestanding storage, like our House by John Lewis Dice range, will happily slot into any future home.

4 WORK A LOOK

In a hard-working room, it's crucial to keep the style consistent. Stick to one style of furniture, such as pieces with a mid-century feel, like our Grayson range.

5 GO LIGHTWEIGHT

Introduce furniture that's light enough to be moved around, like our Whitby dining chairs in white, £79, which double as smart desk chairs too.

+140% BEANBAGS

Flexible yet affordable, the beanbag (remembered fondly by millennials) has made it downstairs to our living rooms (and it now comes in faux fur). Sales are up 140% YOY.



A ROOM FOR WELLBEING

CALM IN THE CHAOS

With an abundance of natural light, plants and texture, this space makes us feel nurtured and grounded – somewhere for a little ‘me time’. Of our customers asked, 52% believe that the living room should be a space for calm and quiet reflection; a place to escape to from the hustle and bustle of our busy lives.

Reading emerged as the second most common activity in the living room after watching TV, with 77% of customers asked doing so in the past month (so much for reading in bed), while 53% had listened to music or the radio.

With 18% of those asked using their living rooms for exercise/yoga or to practice mindfulness in the past month, this room is getting a workout of its own too.

The choice of colour scheme helps to create this sense of calm and tranquillity. Fionnuala Johnstone, Partner & Senior Designer, Home Design Studio, said; “This is a liveable, layered look with beautiful materials and textures inspired by nature. We’ve seen so much grey, but this space is moving towards those warmer neutrals, such as soft pink.”

But there’s also a shift in what we choose to furnish this space with, not just the colours and textures we use. We’ve seen a rise in the demand for products made from more sustainable sources, with customers shopping for FSC woods and recycled materials. Two-thirds of our upholstery is made in the UK, while in our living and dining ranges, you’ll find companies like Sitting Firm, who name their chairs after the British forests where the timber was sourced. Provenance and the stories behind each piece are becoming increasingly popular with our customers.



HOW WE'RE MAKING CALM RETREATS

LUXE MATERIALS

This is a space made for layering and evoking the senses. It seems shoppers are willing to embrace more luxury materials when creating their at-home sanctuaries, with sales of lambswool and cashmere throws up 50% YOY.

SIMPLE DISPLAY

Sales of contemporary bookcases (those combining wood and metal for instance) are up 30% YOY, while display units are up 40% YOY, as we look for ways to display things that are important to us.

SCENTED CANDLES

With an abundance of texture, this room also plays to our sense of smell. Scented candles are up 6% YOY, with lavender and jasmine proving to be our best-sellers.

SMART LIGHTS

Sales of smart lighting have soared with more and more customers incorporating invisible technology into their homes. We have collaborated with Philips Hue to produce a global first, which offers the function and benefits of Philips Hue but with the quality and beautiful aesthetic of our own brand designs. Prices from £145.

+23%

FAKE PLANTS

Indoor planters launched as a new category in spring 2019 to meet the demand for houseplants and adding 'greenery' to our homes. Look out for our Little Botanical range of house plants. And for those not green-fingered, we've plenty of fake plants too, which are up 23% YOY.



"People are creating living spaces that are just for them. There's a big shift happening as we think of how to integrate mindfulness into our homes."

SARAH O'SULLIVAN

Partner & Designer,
Home Design Studio



GET THE LOOK

1 KEEP COLOUR SOFT

Soft pink (or Plaster as we like to call it) is the neutral to use, and it works brilliantly in a calm living room scheme alongside grey. Try our Cape large sofa in Edie Pink, £1,149.

2 ADD TEXTURE

Natural woven furniture enhances the sense of tranquillity. Our Jute pouffe, £79, is ideal for extra seating or somewhere to pop your feet on for a little 'down' time.

3 SCREEN OFF AREAS

Lightweight voiles are great for dressing the windows, but they also can be used to create privacy or shield off communal spaces. Try our Basic Voiles in white, from £9.

4 FLEX FURNITURE

Dual-purpose furniture – like our Duplet sofa bed in Grey, £899 – helps keep the space flexible. Use as a low bench in place of a coffee table or for a quiet reading spot.

5 STYLE IT SIMPLE

Neatly folded throws, simple cushions and self-patterned rugs mean there's little to distract in this space. Try our Idrissa rug in Cream, from £100, which has a gorgeous bobble texture.

+300%

HANGING PODS & SWING CHAIRS

Increasingly popular outdoors, portable hanging pods and swing chairs saw an increase of 300% YOY, as Instagrammers showed just how well they worked indoors too, being used to create that all-important personal retreat.

A ROOM FOR ENTERTAINING

A modern living room interior. In the foreground, a light blue sofa with vertical stitching and two patterned pillows sits on a light-colored rug. A dark wood coffee table with a live-edge top holds a lit candle and some books. To the right, a tall, thin floor lamp with a brass-colored shade stands next to a dark wood sideboard with a textured front. In the background, a dark wood dining table with a cross-shaped base is set with a candelabra and glassware. The room is lit with warm, ambient light from the candles and the floor lamp. Large blue curtains frame the background.

BRING THE PARTY HOME

Send out the invitations, light the candles and wheel out the drinks trolley as our living rooms become the new party destination. With 70% of those asked saying that their living rooms are spaces for entertaining, staying in is definitely the new going out.

In the past month alone, 63% of our customers surveyed had hosted a get-together in their living rooms for friends or family. It seems we're getting more sociable in our living room spaces and we want them to impress too.

Our new-look entertaining spaces bring together eclectic finds, reflective surfaces, luxe finishes, sumptuous velvets and plenty of atmospheric lighting. Seating is arranged to encourage conversation (there's pouffes and cocktail chairs alongside smart sofas), while drinks and nibbles are close to hand on stylish side tables. For more formal soirées, upholstered chairs are arranged around a statement dining table, influenced by private dining rooms found in top hotels and restaurants.

Statement lighting not only makes a great talking point, it helps create mood. Of our shoppers asked, 27% had bought hero lighting in the past year, which teamed with an abundance of candles, candlesticks and votives, makes for a very decadent entertaining space.

This living room is smart not just in look though – smart speakers, thermostats and even video doorbells are all commonplace, helping us to be the perfect hosts. And it's concealed tech too. "As tech becomes smarter and the demand for 'invisible tech' increases, we've seen an uplift of 12% in soundbars," said Anna Forbes, Partner & Assistant Buyer, Vision. "There's fewer wires, they look prettier and you only need one product as opposed to the five speakers of five years ago."



HOW WE'RE STYLING TO ENTERTAIN

DINING BENCHES

In our dining furniture ranges, we've seen growth in the number of benches sold, up 25% YOY, making entertaining for many easy.

HERO PIECES

Our customers are no longer just shopping from a matching range, with our stand-alone Array cabinet our best-selling sideboard for AW18.

TABLE LINENS

Runners are up 8% YOY as opposed to tablecloths, which are down 5% as we're creating more restaurant-inspired tablescapes.

DRINKS TROLLEYS

Our Riya drinks trolley, which only launched at the beginning of AW18, sold out in November. Back in stock now, it's a stand-alone piece that commands attention – think 'The Marvellous Mrs Maisel' and you've got the look just right.

+153%
SERVING DISHES

With serving dishes up 153% YOY, we are not only entertaining more at home, we're going to lots more effort to impress our guests with how we present our dinner-party food.



"This is the room for the person who loves to be the host. Think cocktails and canapés; there's more than a touch of glamour here."

DAVID BARRETT

Partner & Buyer,
Living & Dining



GET THE LOOK

1 GO FOR DRAMA

Velvet is a must, with shades of plum, charcoal grey, millennial pink and inky blue combining to give a sumptuous look. Try our Meghan Petite sofa in Harriet Smoke, £1,199, as a hero sofa buy.

2 WORK IN WALNUT

Rich and dramatic, walnut is the wood of choice in an entertaining space. Go for an extending dining table, like our West Elm Mid-Century table, £799, to keep options open.

3 BE DRAMATIC

Group together statement vases and objects for a sideboard with serious style points. Look for embossed or stamped details, like our Stamped Metal vase in Gold, £50.

4 ADD SURPRISE

Introduce a talking point to your scheme, like an intricate rug hung on the wall rather than laid on the floor. Our beautiful Louis De Poortere collection of rugs is just perfect.

5 BRING OUT THE BLING

Metallics are just the thing for drama. Introduce one or two accessories to a side table for instant wow. Try brass pieces from our Skultuna collection.

+48%
GIN GLASSES

Bar trolleys and sideboards are being kitted out in style. Our John Lewis & Partners Connoisseur range, which features a glass designed to enhance specific grapes, is up 19% YOY, while gin glasses are up 48% YOY. We now sell bar tools all-year-round, not just at Christmas and New Year.

WANT TO KNOW MORE?

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