



Style guides to inspire

BY JACK MCGINN

Oswald Homes has introduced a series of eight comprehensive online style guides to help its clients hone in on the finer details of their future custom home.

Covering a range of styles to suit every prospective homebuilder, the guides are available on Oswald's new-look website and complemented by eight coordinating mood boards prepared by the company's interior designers.

The styles include Hamptons, coastal plantation, contemporary, mid-century modern, French provincial, Georgian, industrial and urban prairie, and each guide provides an overview of the style's origins and insights into Oswald's take on it.

Several concept home designs in a range of styles are also included to inspire people thinking of building a bespoke home, along with a gallery of custom-designed residences built by Oswald Homes over the years.

Also on the website are the Oswald whitepapers, which provide information on some of the more technical aspects of building a luxury custom home.

Oswald Principal Designer Brook Leber said the builder's clients appreciated in-depth information about architectural styles, design and interior design.

"As a custom builder, our first few meetings with clients are around their specific design requirements, along with discussion and debate about different

architectural styles," he said.

"More often than not people know what they don't like, but can sometime struggle to identify exactly what they do like in terms of a style.

"Our idea for the style guides came about as a way of enabling them to learn more so they can hone in on the look they are after.

"Refreshing our website presented us with an opportunity to provide a library of resources we hope will inspire people to fall in love with a particular style, which can then be translated into their new custom designed Oswald home."

Oswald plans to add to its style guide collection, which at present includes some of the strongest style drivers and a few styles the company expects to gather momentum over the next few years.

Mr Leber said mid-century modern style was particularly popular at the moment and coastal plantation was an emerging style representing a more relaxed interpretation of the traditional Hamptons home – itself very popular over the past few years.

"As a custom design and build company Oswald designs and specifies to each client's preference, not to what we think the current style should be," he said.

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