Z&CO
design group

August **2023** Newsletter

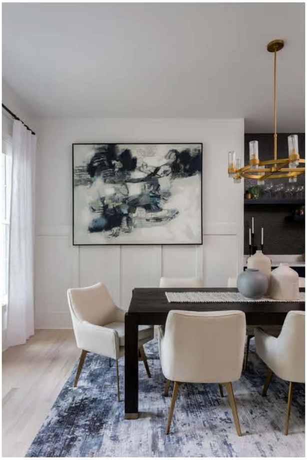
Hello, Friend!

Welcome to The Z & Co. Monthly, your source for all things home design. Get ready to dive into another edition of our newsletter, where we dish on the latest trends, answer your most pressing questions, and share what we’ve been up to lately!

This month, we’re talking kitchen lighting trends, the soft modern craze, and how to design a room from scratch.

Featured Project

The Brookhaven Modern | Atlanta, GA



This modern new build was in need of a finished main level. Our client wanted to furnish and style their living room, breakfast area, kitchen, and dining room to accentuate the home’s luxury minimalist interior design style while keeping the finishes warm and family-friendly…

View this project

Blog Alert

There’s a kitchen lighting trend on its way out in 2023. Can you guess what it is?

We reveal the answer to that, and more, in our latest blog on **kitchen lighting trends**! Discover what our clients have been asking for this year, what’s popular in chandeliers, and how to achieve a balance between trendy and timeless!

Read our blog

What's Trending?

Have you ever heard of soft modern design? The demand for modern designs is growing, and this subgenre has become a way to avoid the sterile, stiff, and impersonal feel often associated with traditional modernism. Soft modern design retains the clean lines, simplicity, and functionality that are hallmarks of modern design, but it infuses warmth, comfort, and a sense of approachability. You can achieve this by opting for color palettes that are more neutral and soothing and incorporating natural woods, plush upholstery and pillows, and more natural light.

Insider Tips

Wondering where to start when styling a room from scratch? If you have a small or oddly shaped room, start with furniture placement to determine the sizes and shapes needed. If you're aiming for a certain ambiance, such as cozy or energetic, start with a color that evokes that feeling and build your space around it. We also often start with the biggest or most eye-catching piece in a space, such as vibrant matching chairs, an art piece, or an antique dresser.

Q&A: How long should pendant lights be?

A: Hanging pendants over a kitchen island are usually 32 - 36 inches above the counter. The same rule applies for a kitchen table fixture, but sometimes there are exceptions to the rule. For example, if you're hanging a pendant above a kitchen sink, this may be installed as high as 40” above counter height to avoid obstructing a window view. If you have shorter ceilings, you may consider a different type of fixture and/or consider the scale of the fixture so that the pendant is at least 12-18 inches off the ceiling. Some pendants include fixed rods that hook together in specific lengths, so it’s important to check for that before buying.

Submit a question for a chance to have it answered here, in our newsletter!

Submit question

Z & Co. Design Group, 3105 Willow Wisp Way, Cumming, GA 30040
Unsubscribe Manage preferences