

EmilyHenderson2015Style2.0NewTakeNeutrals_9.2.15-MPEG4_CaptionMax

Funky music plays.

Various decorative items gather together on a gray wood plank surface and pull apart, revealing dark gray text beside a red Target Bullseye logo. Then hands place a spiral sketchbook with a brown cover down on the surface and open it, revealing hand-drawn text on the first page.

ON SCREEN TEXT: Emily Henderson,
TargetStyle

ON SCREEN TEXT: A New Take
on Neutrals

Emily Henderson looks down at the sketchbook, turning the page to reveal swatches of patterned fabric taped down, accompanied by handwritten notes. Emily attaches a strip of black and white fabric to the edge of the page with a paper clip.

EMILY HENDERSON: Neutrals don't have to be boring. While bright, vibrant colors certainly infuse a room with energy, high-contrast hues can actually do the exact same thing.

The camera moves forward through an entryway into a room filled with a variety of furniture and decorations while Emily enters the room through another entryway and places pillows on a chair and sofa. Then Emily stands in the room and interviews.

EMILY: Plus, they make your room feel a little bit more chic. When designing your room, think about a high-impact thing you can do to create a conversation, even if it's just with a can of paint.

Emily stands in front of a fireplace. Gray paint covers a large section of the wall around and above the fireplace, distinguishing it from the white walls of the room. Emily raises her arms and points her thumbs over her shoulders. She hangs small porcelain heads of a ram and antelope near the top of the gray accent wall. Then she taps the nose of the antelope with her right index finger before walking away.

EMILY: Painting an accent wall--in this case, the fireplace--gives the room a focal point and instant drama while also tying the color palette together.

Emily taps her right index finger in her left palm as she speaks. She positions a small vase with flowers in a metal-ringed tray on a gray coffee table.

EMILY: Cooler tones like whites, blacks, and grays can be warmed up with woods, metallics, and a lot of neutrals.

Emily gestures as she speaks. She places a metal-framed dodecahedron candleholder and a tall glass jar on a round, slate-colored end table. Then she sets a gold-colored sphere made of metal rings on a gray and white marble surface among geometric candleholders, a large hammered brass vase, and a stack of books.

EMILY: Mixing metals can seem like a big no-no, but brass, copper, and gold can look really good together as long as you do it consistently throughout your space so it looks intentional.

Emily waves and gestures with her right hand as she speaks.

EMILY: For that perfectly lit room, the one that everybody wants to hang out in and you feel really flattered in, you want a combination of overhead, table, and floor lamps.

A hanging light with a black shade casts warm light over the various decorations on one end of the marble surface. On the other end, an abstract black and white image in a frame leans against the wall behind the candles and a black, circular decoration sitting on a stand.

EMILY: A hanging pendant light pulls your eye into a darker area of the room, thus creating depth and making your space feel even bigger.

Emily leans down and turns on a table lamp with a black and white flannel-patterned shade positioned on an end table beside a gray armchair. Then she adjusts the brass domes and extensions of a large gooseneck floor lamp.

EMILY: Table and floor lamps should be peppered throughout the space evenly to create a nice mix of heights and brightness.

Emily places a metallic candleholder on a black bookcase. She adjusts various decorations on a higher shelf. Then she sets a small spinning globe on the top of the bookcase beside a large geometric decoration placed in front of a tall black-and-white image in a black frame leaning against the wall.

EMILY: Bookshelves aren't just for books. They're for memories, inspiration, and showing your personal style. Don't feel confined to just the interior. The top is prime real estate for a large statement piece, and it draws your eye upward to make the ceiling appear higher.

Emily gestures with her left hand as she speaks. Various framed images and decorations fill three black shelves mounted on a white wall. Black and white flannel-patterned material frames the image of a woman holding a small boy as he reaches his arms up to the sky.

EMILY: For a new take on the gallery wall, use existing shelves or mount inexpensive wood planks with pretty brackets to your wall. Three shelves is a great number to work with because it gives you plenty of room to play. Use wallpaper or gift wrap to create custom mats for your family photos, prints, or artwork.

Emily gestures with both hands and smiles as she speaks. Then she walks away.

EMILY: Black, white, and neutral--totally low-risk yet always high-end style.

The camera pulls out from the room, back through the entryway. A red Target Bullseye logo appears.