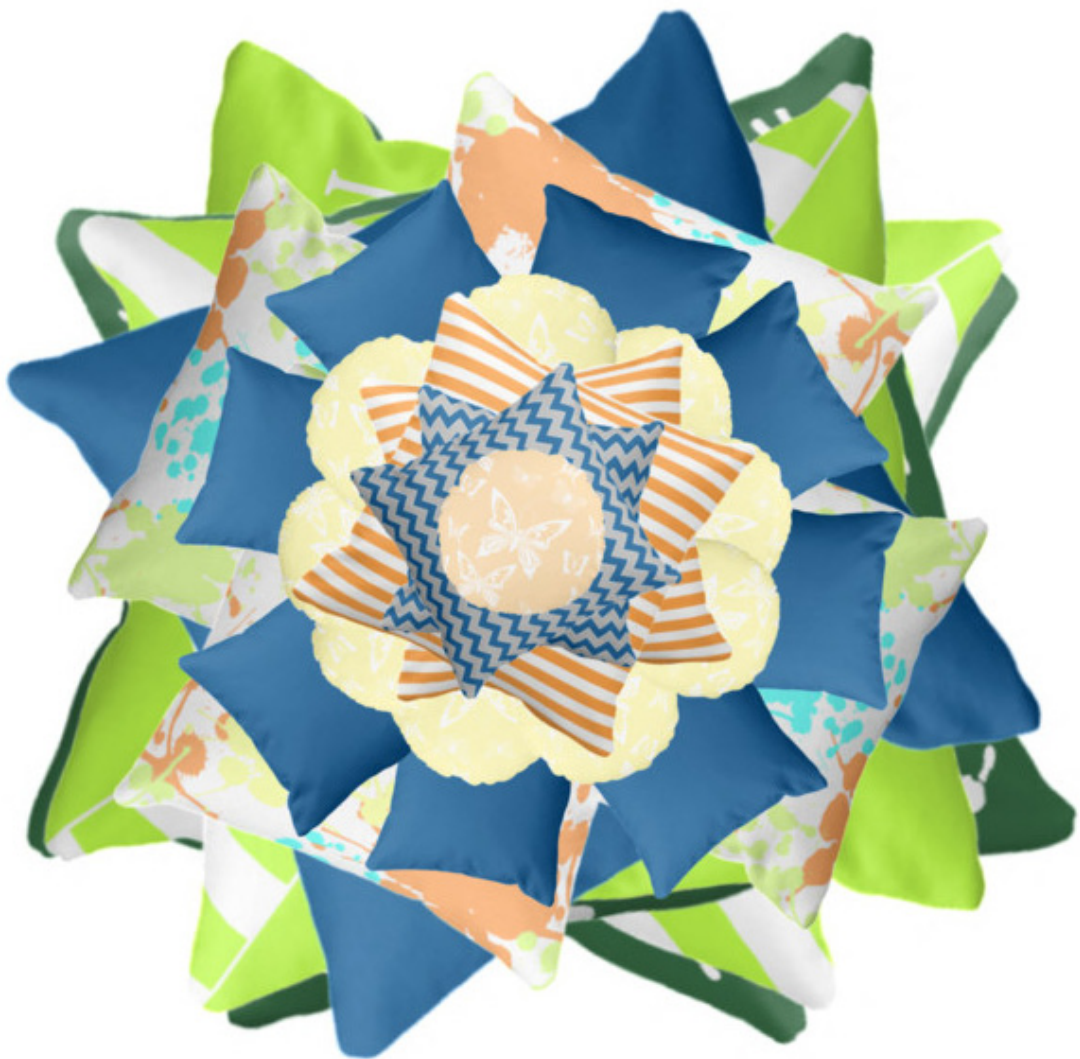


The Secret Life of Throw Pillows



KBM
D3signs

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1. What Is It About?

The following eight segments offer a mix of ideas on how to utilise throw pillows for more than comfort. The idea is to have fun decorating with pillows, to express personal style, change accents or strengthen existing home decorations or balance existing decorations and colour palettes in personal living spaces.

A selection of images created with the use of www.Polyvore.com. This is an online social networking space for all fashion and design enthusiasts. An elaborate gallery allows anyone to get creative by composing digital fashion, art or design collages called sets.

All throw pillows displayed are designed by KBM D3signs and are available through the print on demand marketplace on www.Zazzle.com. Find more information about that in the afterword. Content and images are under copyright. If you wish to use any content or image of it, please give reference to www.KBMD3signs.com.

2. Practical Use

Throw pillows on sofa or bed have some important practical uses to fulfil.

Kids like to use them as important accessories in their indoor tent building joys to make their created spaces cosy and comfortable. At other times, pillows play a significant role in pillow fights, better than any other fight since no one gets hurt. Everyone likes the comforting support a pillow provides on a family evening at home while gaming or having a lazy film night.

The materials, sizes, shapes, colours and pattern they come in on the other hand have an important styling aspect within our personal space. Throw pillows can become focal point by setting an accent the eye gets caught up on. By following the triangle rule, the eye explores a room guided by the strategic placements of accents or focal points in form of an invisible triangle. Thus, throw pillows can strengthen an existing focal point.



3. Material

What material to choose?

This is an important question and depends very much on the primary use of pillows.

Are the pillows for decoration only?

Then a material like leather, delicate lace, extravagant ruffles or petals as well as pillows that are one with their filling or those that allow dry cleaning only, work fine.

Do you use the pillows actively for comfort, encourage child's play or a pet is part of the family?

The key criterion might be then:

- ◇ Zip to take off the pillowcase
- ◇ Washable
- ◇ Wrinkle free
- ◇ Keeping shape and brilliance

This assures the filling stays nice and in form. It saves from felt heartache when a favourite pillow comes misshaped, possibly wrinkled and faded, out of the washing and then still takes ages to reach a dry condition. Often all joy is lost by that time.

Our print designs are on:

Polyester

Simplex Knit fabric of 100% polyester provides a great colour definition, is soft and wrinkle free. Carrying the label machine washable a hidden zipper encloses a synthetic filled insert.

Cotton

A woven and soft fabric made of 100% grade A cotton is the natural alternative, which may show irregularities because it is a natural fibre. It carries the label machine washable and features a hidden zip that encloses a synthetic filled insert.

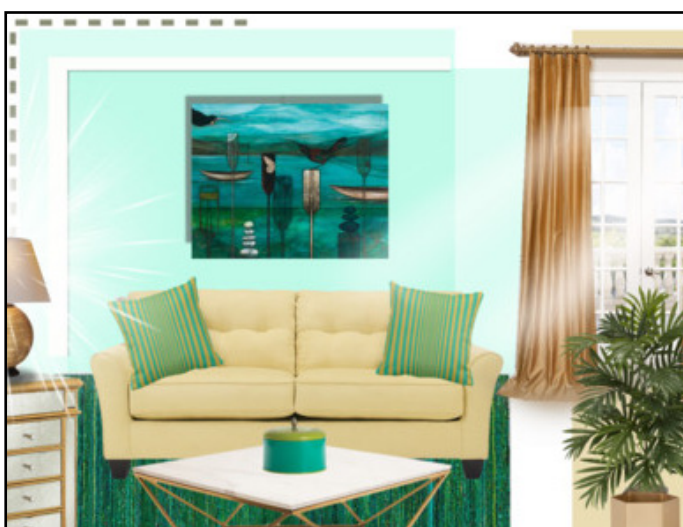
4. Size, Shape & Amount

Square accent pillows are the most common. They come in different sizes from. The right size to use depends on their purpose. Large ones are comfortable to sit on the floor directly. For accent purposes on the sofa the size of the sofa and its back, give a hint what is suitable.

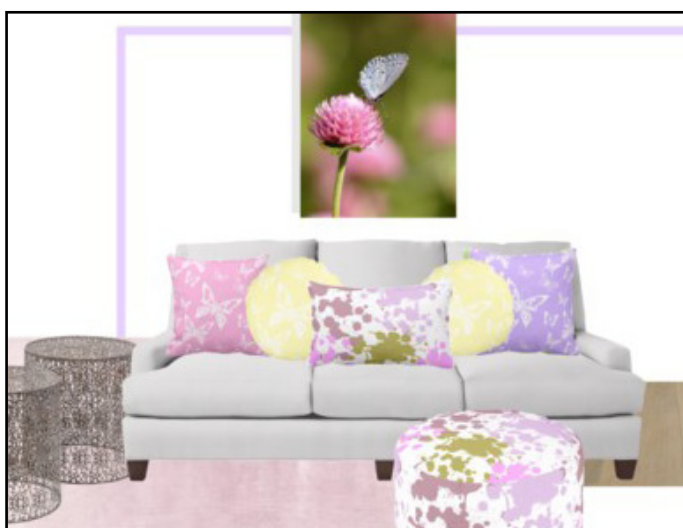
One Pillow Looks Forlorn



Balance With Two Equal Pillows



Mixed Shapes in Harmony





Mix Between Solid and Pattern



Solid on Patterned Sofa



Odd One Out - shape



Pattern Ideas



5. Print Styles

There is almost no limit to what is possible to print on a throw pillow. Here are just some ideas we used to design a small stock of products.

- ◇ Solid coloured
- ◇ Graphics, two or more colours
- ◇ Illustrations
- ◇ Abstract designs
- ◇ Text and number designs
 - ◇ Abstract
 - ◇ Quotes
 - ◇ Affirmations
- ◇ Symbols
- ◇ Memory, Photographic prints
- ◇ Monogram or names

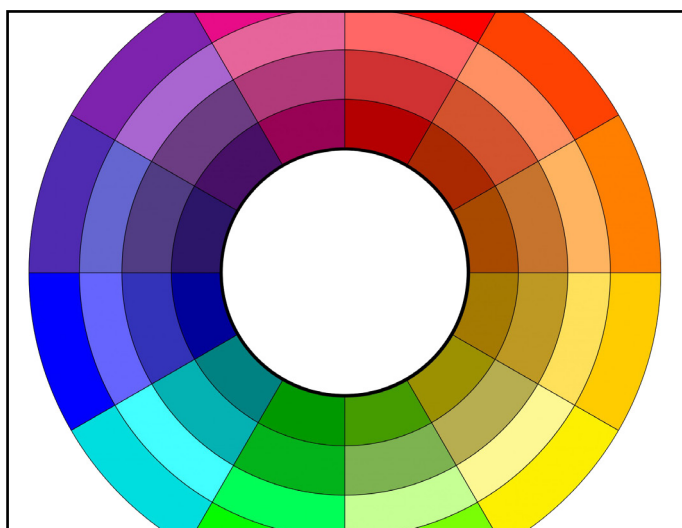
6. Colour


The right colour to choose for home decor items is one of the harder decisions but also one of the more important decisions.

Colours are powerful and influence people consciously and subconsciously on the physical and mental level. That is one why certain characteristics are associated with each colour.

Red is a colour that demands attention, therefore it is no wonder that warning signs have often a bright red. The col-

Colour Wheel





our has also a stimulating and activating affect. Its symbolic meaning is love, honour and luck.

Blue in its darker shades is a colour of trust and has a calming effect. In its lighter shades it is associated with longing.

Yellow, the colour of the sun brightens a day emotionally and therefore stands for joy and is a fabulous antidepressant.

Green, the colour of nature, symbolizes communication, growth and harmony. Is the green dark with a high part of blue it has a more calming effect.

Violet is the colour of change, does it become too dark it can cause a depressing reaction.

Orange is strongly related to joy of life.

White, tan, camel, gold or brown are categorized as neutral colours.

Three methods to achieve results are common practise. First, select colours that are exactly opposite of each other

on the colour wheel to get attractive combinations. Second, a more casual choice is made by selecting colours aside of each other. Third, a harmonious result is also achieved by choosing three colours forming a regular triangle on the colour wheel.

For a pleasing result in the art of colour distribution the 60/30/10 rule is common practise. This means 60 percent belong to a dominant colour, 30 percent to a secondary colour and 10 percent to a third colour. Overall decorating your home should be fun and result in a place you feel comfortable in.

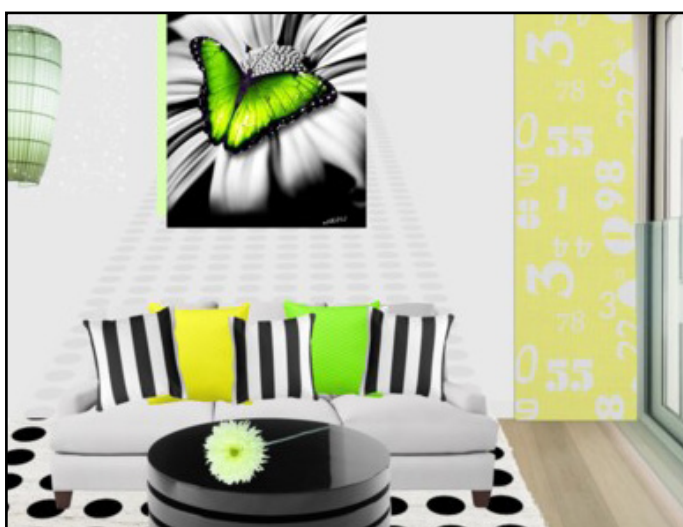
7. Examples

The following home sets give a brief impression on different decoration or design objectives, which are referred to in the title description.

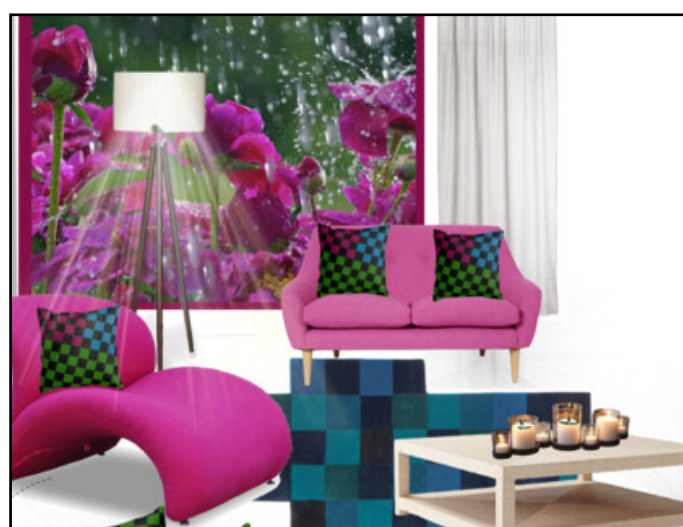
Collective Colour Scheme to Create Unity And Harmony



Rhythm Through Repetitive Pattern



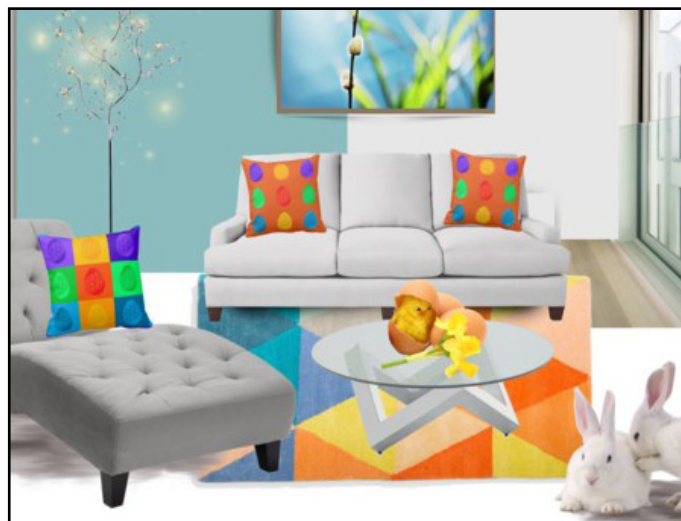
Distribute visual weight equally to achieve balance



Spring, Welcome Each Season



Easter, Decorate for Holidays



New Zealand Travel Gift, Memories



Text or Numbers



8. About KBM D3signs:

KBM D3signs work with the online print on demand platforms.

What does that mean?

We design the print for polyester or cotton throw pillows. Clients choose of the existing assortment or communicates their print ideas with us. When the customer is happy with the design He/she places an order for as many throw pillows as needed. Anyone can order as many pillows as required. On request one off designs can be arranged for.

Sizes to choose from:

- ◇ Small square, 16x16 inch
- ◇ Large square, 20x20 inch
- ◇ Lumbar, 13x21 inch
- ◇ Body, 21x54 inch
- ◇ Round, 16 inch in diameter

What we need:

- ◇ Colour palette

- ◇ Desired pattern or design
- ◇ Accessories requested
- ◇ Photo material (optional)
- ◇ Quote or affirmation
- ◇ One off's are designed for an additional fee

Additional Advantages:

More than 200 products can be embellished with the same design and can be included into the process to make them available for the decided on design.

More information please visit:

www.KBMD3signs.com
or e-mail info@KBMD3signs.com

9. Credits

1. The showcasing sets were created with www.polyvore.com
2. Decorating art prints are by these artists: Fane Flaws, Raoul Dufy, Kathrin Furniss, Barry Ross Smith, Keith Haring, Banksy

3. Used furnishing items:

- ◇ 2modern.com
- ◇ alexanderandpearl.co.uk
- ◇ allmodern.com
- ◇ bloomingdales.com
- ◇ bluefly.com
- ◇ connox.com
- ◇ dwell.co.uk
- ◇ dwr.com
- ◇ halfpricedrapes.com
- ◇ highfashionhome.com
- ◇ highstreetmarket.com
- ◇ hivemodern.com
- ◇ hm.com
- ◇ hauslondon.com
- ◇ jossandmain.com
- ◇ kathykuohome.com
- ◇ lafurniturestore.com
- ◇ lampsplus.com
- ◇ landryandarcari.com
- ◇ lillianaugust.com
- ◇ livingspaces.com
- ◇ luxdeco.com
- ◇ modernmiami.com
- ◇ noirfurniturela.com
- ◇ olighting.com
- ◇ oliverbonas.com
- ◇ onekingslane.com
- ◇ overstock.com
- ◇ potterybarn.com
- ◇ rugcouture.com
- ◇ serenaandlily.com
- ◇ smartfurniture.com
- ◇ sweetpeaandwillow.com
- ◇ vastudc.com
- ◇ vivalagoon.com
- ◇ wayfair.com
- ◇ wegotlites.net
- ◇ yoox.com
- ◇ zgallerie.com