



The *Ultimate* Interiors Report

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So fussy?
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Foreword

Our homes are our personal sanctuaries – spaces where we can truly be ourselves. No longer just places to eat or sleep, they’ve become the backdrop to our entire lives: where we work, relax, connect, and express who we are.

And because our surroundings have such a powerful impact on our mood, wellbeing, and happiness, getting the details right really matters. At Sofology, we’re obsessed with the little details - you could even say we’re proudly fussy. We believe that being particular about your space is a good thing, and that everyone deserves to feel empowered to create a home that’s perfectly theirs.

But with this passion for getting things right comes a challenge: does the nation feel equipped to make it happen? Are we confident in our choices, or are we held back from creating the home of our dreams?

To find out, we surveyed 2,000 people across the UK about everything from their interior style to their redecorating plans. The results were fascinating. Clearly, we’re a country that cares deeply about our homes, brimming with décor ideas - yet, many of us face barriers to fully realising those dreams.

This report is our answer to those challenges. Inside, we deep-dive into the detail - you’ll find tangible tips, expert guidance from our Sofologists, and inspiration to help turn your vision into a reality. Think of it as your personal guide to creating a home that not only looks beautiful but feels unmistakably, wonderfully you.

“Aspirational style isn’t about achieving a ‘perfect’ home; it’s about having the confidence to create a space that’s perfectly you.”

Laurenne Bailey
Senior Buyer, Sofology



01

Changing Rooms

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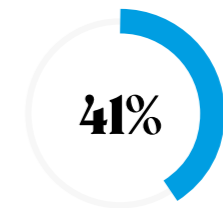
The strengths & weaknesses of our homes

Our survey revealed that there's a lot we're getting right in our interiors.

In particular, perfecting that cosy comfort is something of a trademark for Brits, with 41% believing that this is what our homes do best. This was closely followed by designing a home that's functional for our needs (36%), having the right colour scheme (31%) and soft furnishings (30%). It looks like we have a special talent for creating spaces that feel warm, inviting, and practical.

We're also honest about our weaknesses. The most common challenge we face is maximising space, with 1 in 5 Brits admitting they struggle with this. Similarly, 19% of respondents have difficulties creating a cohesive design for their space. We've got all the pieces, we're just not quite sure how they all fit together.

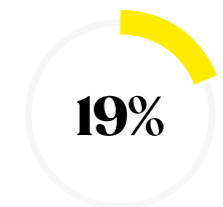
Our survey shows that...



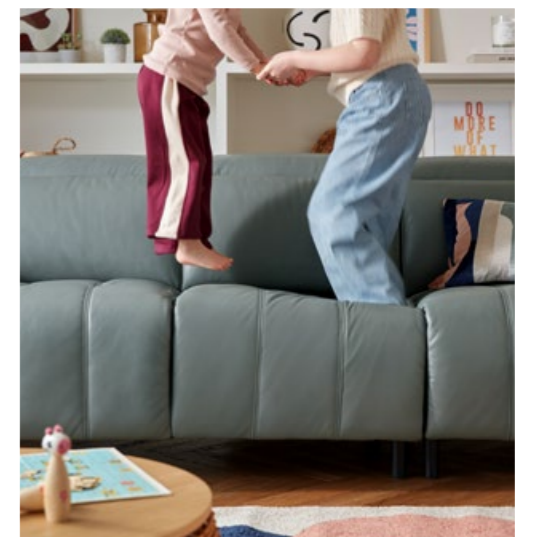
of Brits believe cosiness and comfort are the strengths of their interior design



of Brits struggle to maximise space in their home



of Brits face difficulties in finding that truly cohesive design



OUR STYLE TIPS:

How to maximise your space

01

Function first

Before you even think about styling or decorating, take a moment to define exactly how you need the space to work. Is it for relaxing, entertaining, working, or all three? By establishing its purpose, you can choose furniture and create a layout that truly serves you. In open-plan rooms, use rugs, lighting, or clever furniture arrangements to create distinct zones for different activities.



02

Scale matters

Choosing furniture and décor that's in proportion to your room is key. Avoid oversized pieces in small spaces, which can feel cramped; instead, look for slim profiles or modular designs that offer flexibility. In larger rooms, don't be afraid to go bigger. A generous sofa or clusters of smaller items will anchor the space and prevent furniture from feeling like it's 'floating'.



03

Declutter with intent

A clear space creates a clear mind. Keep surfaces as clear as possible and use smart storage to keep everyday clutter out of sight. The secret isn't to have nothing on display, but to be intentional. Choose a few bold or beautiful items that you love to let them stand out, rather than overwhelming the eye with lots of smaller trinkets.



A balancing act

Our expert insight:
Style meets substance

Here at Sofology, we absolutely adore the little details and finishing touches that truly make a house a home. We're a little bit fussy, but in the best possible way. And, as it turns out, many of you are too.

For starters, our survey revealed that 41% of Brits care deeply about how their home looks – and they make a real effort to keep it that way. In fact, 10% of us feel so strongly about it that we put a huge amount of energy into the design and style of our homes. This mindset is more than twice as likely among 25-34-year-olds, who are especially passionate about their interior's design.

However, the majority of Brits agree that the design details shouldn't stand in the way of liveability. Our survey revealed that 51% of us care equally about our home's appearance and its functionality and practicality.

"The key to balancing style and function is to choose gorgeous items that also work hard for you. Multifunctional furniture is essential for unlocking the potential of any home, big or small. From storage sofas and footstools to ottoman beds, you can minimise the number of furniture pieces you need while maximising the opportunity to stow things neatly away. Footstools with built-in storage, for example, are a fussy favourite of ours - they're perfect for keeping toys, books, or papers out of sight, helping to create that wonderfully ordered, calm feeling we all deserve in our homes."

Julia Bilotta
Creative Stylist, Sofology



Time for a change?

It's crystal clear that Brits have an overwhelming desire to make changes to their homes. A massive 72% of Brits have tweaks they'd like to make to their interiors, with 17% currently planning a major overhaul.

So, what's driving this desire for change?

Well, the most common reason is simply feeling like the space has become outdated or tired (40%). Interestingly, 32% of Brits cited finally having the funds to make those changes happens as a key motivator, while 23% pointed to a shift in personal style.

However, wanting to make changes and actually being able to are two different things. When we asked about the biggest barriers, cost and confidence stood out as the most common challenges.

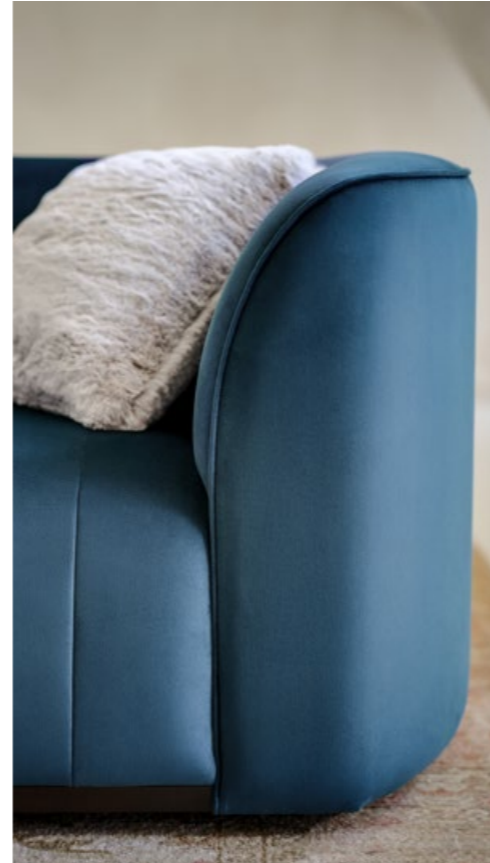
The cost of materials and labour (51%) and the price of furniture (40%) are the top concerns, followed by the time required (33%) and a lack of confidence in our own DIY skills (25%) or interior design choices (21%).

Our survey shows that...

72% of Brits have changes they want to make to their interior design

40% want to update their interior because their space feels tired or outdated

51% of people cite the cost of materials and labour as a blocker to making interior changes



OUR STYLE TIPS:

Small changes, big impact

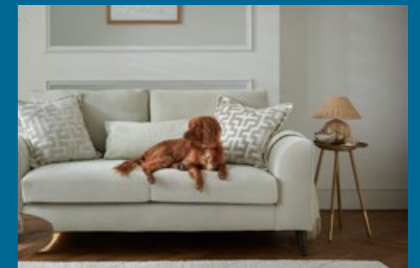
Make a statement with one key piece

You don't need to replace everything. Choose one standout item to anchor the room, like a beautifully made sofa in a bold fabric or colour. It will completely redefine your space, becoming the visual and functional heart of the room that you can build your style around.



Repaint, reframe, refresh

Paint is one of the most powerful and affordable tools in design. A single feature wall in a deep, moody tone or a fresh pastel can instantly shift the atmosphere. Pair it with updated wall art or new frames for a considered, cohesive feel.



Switch up your soft furnishings

Never underestimate the power of cushions, throws, and rugs. Mixing textures like linen, velvet, and chunky knits, or playing with new colours and patterns, creates immediate visual interest. It's the easiest way to signal a new season or mood.



Rethink your layout

Sometimes, the best refresh costs nothing at all. Try rearranging your furniture to open up the room or create a new focal point. Simply shifting your sofa to face a different direction can make your space feel brand new.



Let lighting lead the way

Instantly elevate the atmosphere by swapping out a lampshade, adding a stylish floor lamp, or using warm, layered lighting. Good lighting makes even the simplest of interiors feel intentional, cosy, and incredibly inviting.



02

The Style Diaries



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Attitudes towards interior style

So that's how Brits feel about their homes, but what about their sense of interior style?

Our research revealed that, as a nation, our design identity is budding and full of potential. Many of us know what we like, but we sometimes lack the confidence to make it a reality.

24%

of Brits don't have a specific style, they make decisions based on what catches their eye

20%

of Brits have a clear sense of style, knowing exactly what they like and how to create it

42%

of 18-24-year-olds feel like they have a strong sense of style

Our expert insight: The social media effect

“Young adults are growing up in a world where interior design inspiration is always just a swipe away. Social media platforms like TikTok, Instagram, and Pinterest are full of bite-sized design tips, home tours, mood boards, and DIY hacks, all encouraging people to hone their style and show off their particular tastes. With 53% of 18-24-year-olds using TikTok for design inspiration, compared to a national average of just 13%, it's clear this digital fluency is shaping a generation that's more confident (and a little fussier) about style from the very start.”

Laurenne Bailey
Senior Buyer,
Sofology



Interestingly, this confidence shifts dramatically with age. Young adults are twice as likely to have a strong sense of interior style, with 42% of 18–24-year-olds feeling this way, whereas basing choices on what simply catches the eye is more common among those over 65.

Whether or not we currently have a defined look, one thing is certain: our tastes evolve. 62% of us say our interior design style has changed since we first moved into our homes, with 21% describing it as 'very different'.





Creating confidence & cohesion with interior design

When it comes to developing and nurturing that personal interior style, confidence is the key ingredient.

Our survey found that 32% of us want to learn how to confidently mix and match different furniture, styles, and textures, while another 32% want to feel more self-assured when shopping for furniture to avoid costly mistakes.

This desire for confidence brings us to another common challenge: the cohesive conundrum.

Our study found that over one-quarter of Brits want to create a more unified aesthetic throughout their home, with a further 19% describing it as one of their biggest interior weaknesses.

For younger households, this lack of cohesion is often the result of conflicting style preferences; more than 1 in 5 of 25-34-year-olds cite disagreements with their partner over interior design as a barrier.

32%

of Brits want to learn how to confidently mix and match different furniture, styles, and textures



Our expert insight:

Embracing your evolving style

"It's completely natural for your style to change over time. Our homes aren't meant to stand still - they should evolve with us, reflecting our new experiences, tastes, and needs. This craving for confidence often comes from a desire to create a home that feels harmonious without being rigid. The secret? Don't lock yourself into one look forever, but instead focus on the details you're proudly particular about - the colours, textures, and moods that feel very 'you'."

Julia Bilotta
Creative Stylist, Sofology



Unlocking your signature style

When it comes to creating a cohesive space that feels truly like "you", it can be helpful to focus less on individual pieces of furniture and more on the overall feeling you want your home to evoke.

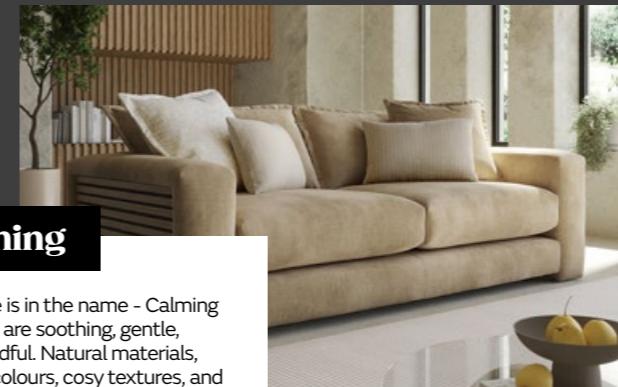
Once you have identified the core feeling, or style, that you want in your home, it can guide the furniture pieces, paint shades, and accessories you choose - almost acting as your design anchor.

Our Sofologists have shared five key signature styles that can help you unlock an interior style that feels intuitive and authentic:



Vibrant

This style is all about joy, energy, and creating an uplifting space. Think bold colours and playful patterns, for an eclectic interior that has plenty of personality.



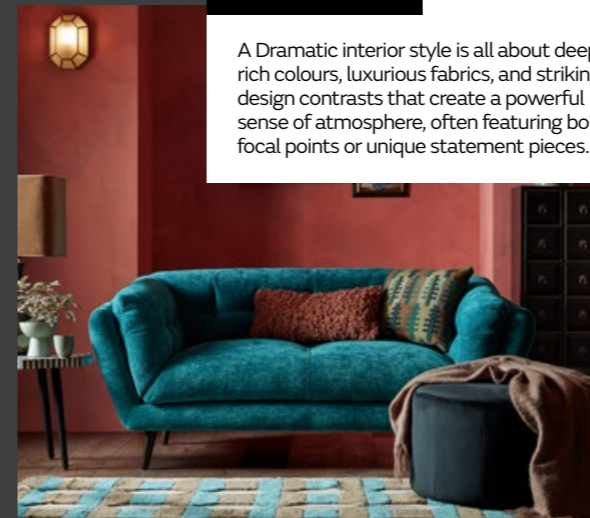
Calming

The clue is in the name - Calming interiors are soothing, gentle, and mindful. Natural materials, muted colours, cosy textures, and uncluttered spaces will help create a sense of harmony at home.



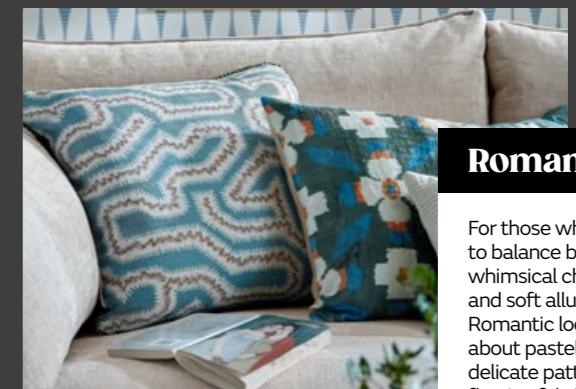
Classic

Classic style is rooted in sophistication and enduring appeal. Think symmetrical designs, neutral colour schemes, and timeless furniture pieces that exude style and a subtle sense of luxury.



Dramatic

A Dramatic interior style is all about deep, rich colours, luxurious fabrics, and striking design contrasts that create a powerful sense of atmosphere, often featuring bold focal points or unique statement pieces.



Romantic

For those who want to balance between whimsical charm and soft allure, the Romantic look is all about pastel hues, delicate patterns, and flowing fabrics that create a dreamy and intimate space.

03

To Trend or Not to Trend

P15 **Inspiration corner**

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Inspiration corner

First, let's look at where we turn for ideas. When it comes to interior inspiration, it seems nothing beats an in-person mooch, with visiting and browsing stores (29%) being the most popular source.

Our social circles also play a key role, with friends and family (25%) coming in second. We're also heavily influenced by what we see on screen, with interior TV shows (24%) and Instagram (24%) tying for third place. Instagram's influence is particularly powerful for the 18-24 age group, with almost two-thirds (65%) using it for inspiration.

Rounding out the top sources are interior magazines (23%) and Pinterest (22%), with the latter's popularity doubling to 44% for those aged 25-34.



29%

of Brits get their interior inspiration from visiting and browsing stores

25%

of Brits look to friends and family for their décor ideas

65%

of 18-24-year-olds turn to Instagram for interior advice



Midimalism: The *trend* on the rise

To find out which trends are truly capturing our attention, we surveyed the public on ten popular interior styles.

While the timeless appeal of Scandi style came out on top (22%), it was followed very closely by midimalism (20%).

This emerging trend is the perfect middle ground between sparse and statement. Think muted shades, which subtly add colour, and timeless furniture pieces paired with modern, playful accents, such as quirky prints, fun accessories, and contemporary shapes.

Our expert insight: Why we love midimalism

“You’ve heard of minimalism and maximalism, but there’s a new trend that finds its own place right between them: ‘midimalism’. It keeps the calming clarity of minimalism but invites warmth and personality through thoughtfully chosen layers of colour, pattern, texture, and playful detail. As a buyer, I see a real appetite for interiors that feel intentional but never overdone. Midimalism is perfect for people who want to create a home that’s stylish, contemporary, and feels lived-in, welcoming, and personal.”

Camron Luvate
Buying Assistant,
Sofology



OUR STYLE TIPS:

How to *master* midimalism

Start with clean foundations

Keep the base of your space calm and clutter-free. Think neutral upholstery, streamlined furniture, and natural materials. This creates a grounded canvas for you to build upon.



Add colour with restraint

Use muted or dusty shades - like sage green, soft terracotta, or pale ochre - to add personality without overwhelming the space. These tones subtly lift the room while maintaining a sense of calm.



Layer in playful accents

This is where you bring in the joy. Add character through cushions, prints, or sculptural accessories. Think abstract shapes, modern art, or a quirky patterned throw to create contrast and interest.



Mix classic forms with fresh finishes

Combine timeless silhouettes with contemporary materials. A mid-century-inspired sofa upholstered in a soft, modern-textured fabric is the perfect example of a look that feels both familiar and fresh.



Let negative space do the talking

Don't feel the need to fill every inch. Midimalism celebrates room to breathe. A few well-placed pieces will always say more than a room packed with items.



Our expert insight:
Making it yours

“We find that many of our customers know what they like when they see it - they're a little fussy after all - but they don't always feel confident putting it all together. That's completely normal - perfection takes time - and that's where we come in. We're here to help people connect the dots between inspiration and reality, so they can create a home that feels unmistakably theirs.”

Laurenne Bailey
Senior Buyer, Sofology

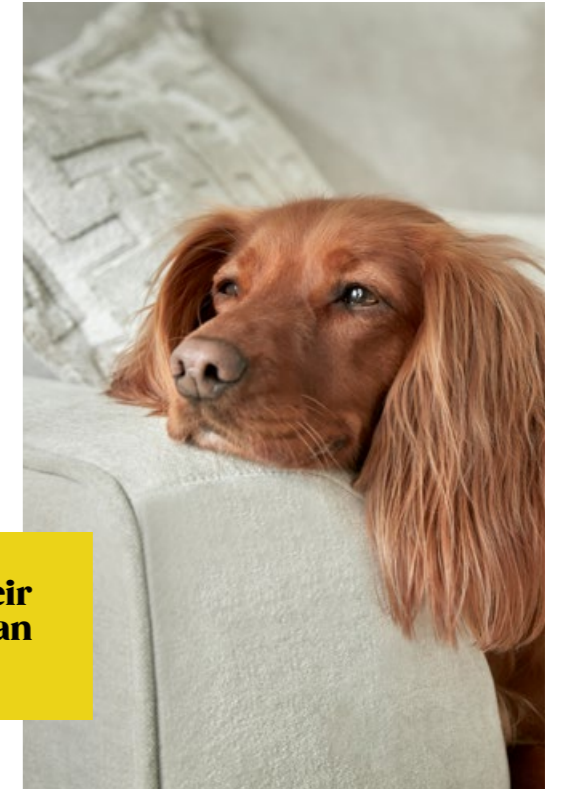


A space that feels *just right* for me

While it's fun to keep up with the latest trends, our research shows that they aren't the main driver for redecorating.

In fact, only 7% of us say being inspired by a popular trend is the most likely reason we'd refresh our interior.

Ultimately, a huge 69% of Brits want their home to feel more like “me”, rather than just a collection of different trends.



OUR STYLE TIPS:

How to create a personal home



01

Start with a mood board, not a shopping list

Before you buy anything, gather what inspires you. Collect colours, textures, interiors you love - even outfits or artworks. A simple mood board helps clarify your style and gives you a visual anchor. Once you know the vibe, it's much easier to find a sofa, and everything around it, that fits.



02

Design for real life

A personal home reflects how you actually live. Love to host? Choose a sofa that gives everyone a seat. Prefer solo lounging with a book? Go for deep, comfy cushions with plenty of space to sprawl. Our sofas are designed to fit your life—not the other way around.

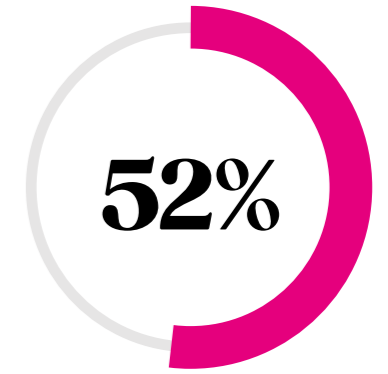
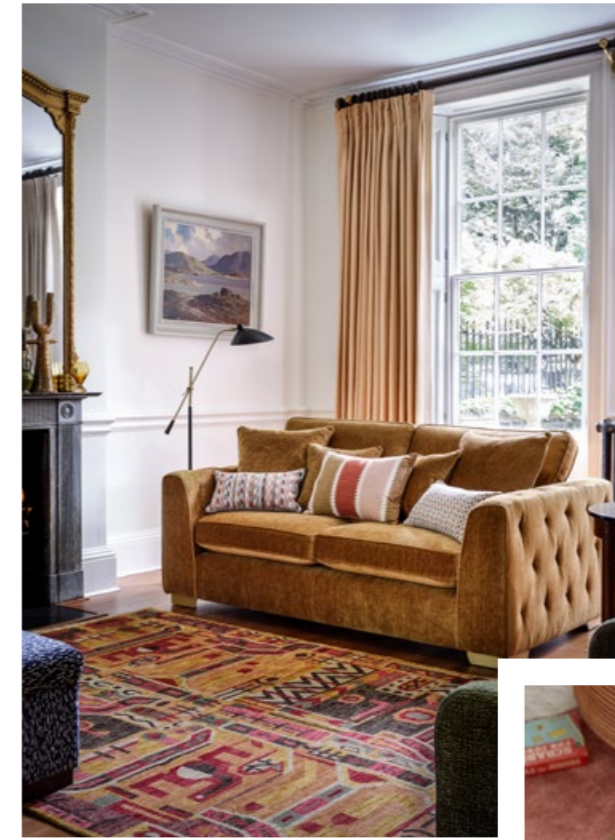


03

Add layers that tell your story

The finishing touches are where the magic happens. Once your main furniture is in place, layer in your personality with cushions, throws, books, art, and lived-in objects you love. It doesn't have to be perfectly styled; it just has to feel like home. Think character over coordination - and meaning over matching.

04 A Love For Lounging



of Brits are most particular about their living room



Our expert insight: The living room evolution

“The living room has always been the heart of the home, but its role has become more dynamic than ever. These days, more than half of us are entertaining at home at least once a month, and nearly always in the living room rather than a formal dining room. This reflects a more relaxed, lived-in approach to hosting, as well as the reality of modern, multi-purpose layouts that have to work harder than ever.

“The real beauty of this shift is the relaxed, social atmosphere it creates. With carefully arranged sofas, occasional chairs, and side tables, every detail works to make conversation flow and keep your guests comfy. It becomes a space that’s designed not just for living, but for connecting - down to the last cushion and throw.”

Camron Luvate
Buying Assistant, Sofology



The heart of the home – and our design dreams

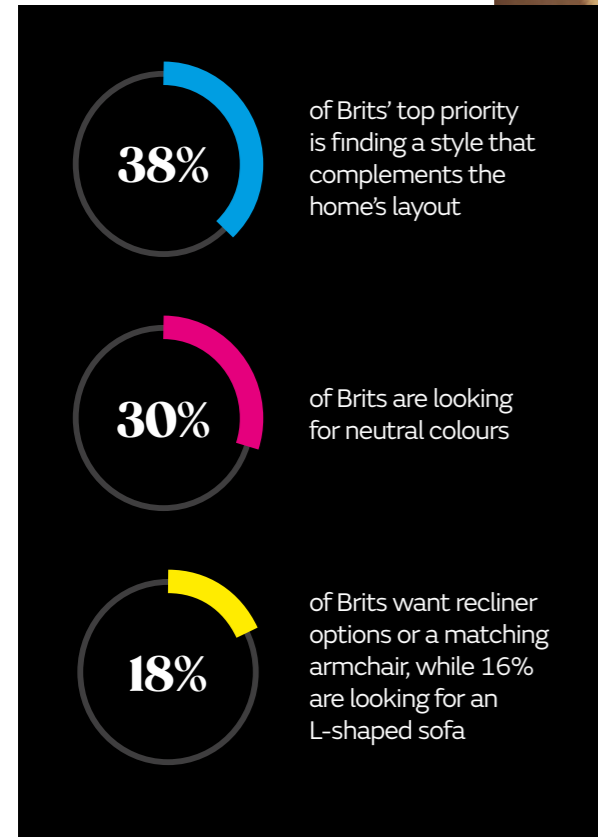
We know that Brits care deeply about their homes, but which room tops the list?

Well, when we asked the nation which part of their home they were most particular about, the answer was overwhelming. More than half of us (52%) said the living room, a figure significantly higher than any other space in the home, with the bedroom coming in a distant second (12%).

P21 The heart of the home – and our design dreams

P22 How to shop for the right sofa

Our survey shows that...



How to shop for the *right* sofa

If the living room is the heart of the home, then the sofa is certainly the heart of the living room. The right sofa can be the anchor of our design, as well as where we relax and unwind.

And, unsurprisingly, it's a décor decision that the nation takes very seriously.

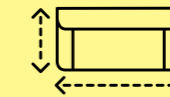
When asked about shopping for a new sofa, 39% of Brits said they would take their time to find the right one, while 33% are prepared to spend a long time searching to get it just right.

The question is, what are we looking for when we spend so much time searching for a sofa?



OUR STYLE TIPS:

How to find your *perfect* sofa



Start with your space

Before you fall in love with a style, measure up. Think about the size of your room, how the sofa will be used, and whether you need extra seating, storage, or a modular setup. Our website has handy guides to help you plan, and our in-store teams can always walk you through layout and sizing options.



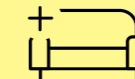
Match (or make) your style

Are you redecorating from scratch or fitting a new sofa into an existing look? Either way, we've got you. From timeless neutrals to bold statement pieces, our made-to-order sofas come in a wide range of fabrics and colours to suit your space.



Choose your comfort

Some like it squishy, some like it structured. We offer a variety of comfort levels so you can choose the seat that suits you best, whether it's for laid-back lounging or upright elegance. You'll find detailed comfort info on every product page - or better still, try them for yourself in one of our nationwide stores.



Customise with confidence

With our made-to-order service, your sofa is crafted just for you - right down to the fabric, filling, and feet. That means no compromises and no settling. If you're a little fussy (like us), that's a good thing.



Do your homework

From inspiration to information, our website is a great place to start. You'll find style tips, buying guides, and even the option to order free fabric swatches to see how they'll look at home. And when you're ready, pop into a store for expert help and friendly advice.

Our homes are more important to us than ever. They are our personal sanctuaries, our social hubs, and the ultimate form of self-expression.

However, while this report has highlighted that we are a nation brimming with design ideas, many of us still feel unsure about how to bring them to life.

From mastering the art of maximising space to finding your unique, particular 'style season', we hope this report has given you the tools and inspiration to make design decisions with confidence.

We've seen that creating a cohesive look, balancing style with function, and making a space feel truly personal are the challenges that matter most.

Here at Sofology, we obsess over the details so you can achieve your interior dreams. Finding 'the one' takes time when choosing a sofa, and we're here for you every step of the way on your design journey.

Ready to start your new sofa *search*?

Explore our complete range of made-to-order styles at Sofology.co.uk or pop into your nearest store for a closer look.

For daily inspiration, behind-the-scenes looks, and styling tips, join us on:



Sofology.co.uk

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