

# Design Alchemy<sup>TM</sup> 2025

INTERIORS FOR BLISSFUL LIVING

**Dwell  
& Well**  
*design co.*





# Welcome

***At Dwell Well Design Company, we believe more deeply than ever, in the transformative power of home. It's where you feel most restful, surrounded by the things that make you feel grounded, inspired, and alive.***

The past year has been a whirlwind of creativity and connection as we've had the honor of working in so many of your homes. Every project, every space, has reinforced our belief that home is the cornerstone of comfort, joy, and personal expression.

Inspiration is all around and design is constantly evolving. As we look ahead to 2025, we're thrilled to bring you a style guide that's both forward-thinking and enduring. After immersing ourselves in the latest trends, cultural shifts, and evolving tastes, we've curated a collection of ideas that we believe are not only innovative but also practical for real-world use. This guide is more than just a trend report — it's a toolkit to help you shape your home with pieces that feel both of the moment and timeless.

We're not here to follow trends but we are always in search of inspiration. We hope this guide will ignite your own creative journey. Whether you're planning a big redesign or simply adding a few thoughtful touches, we hope you find something that sparks new ideas and helps you create a home that feels uniquely yours.

Welcome to **Dwell Well Design Company: Design Alchemy, 2025.** Let's make this year one of inspiration, growth, and design that feels truly at home.

**dwell well** *design co.*  
INTERIORS FOR BLISSFUL LIVING



# About

---

Hi, I'm Jessica, the Founder and Principal of Dwell Well Design Co., a full-service interior design firm that creates highly personalized living spaces.

I'm a Type A, overachieving creative with a deep love for designing homes that tell authentic stories. My path started traditionally—I double majored in Finance and Management, and quickly grew my corporate career in Marketing and Loyalty Strategy. My experience in business strategy, client relations, and project management has shaped the way I run my design firm. Ensuring every project is executed with precision, clarity, and a deep understanding of my clients' needs.

Over the next 15 years, I renovated five homes, energizing my passion for creating spaces, that are completely unique to the people that live in them.

Feeling unfulfilled in the corporate world despite climbing "the ladder", I went back to school to pursue Interior Design. Since then, I've made it my mission to bring joy, beauty, and function into the homes of busy professionals, making the design process easy, stress-free, and yes, even fun!

My design philosophy is rooted in authenticity—I believe every home should reflect the lives lived within it. No cookie-cutter designs, and for sure no overly orchestrated "pop of color" designs here. I embrace bold details, personal touches, and a relaxed sense of elegance that makes home a haven.

I am thrilled that this approach has resonated with so many! In 2024 Dwell Well Design Co. has been featured in Columbus Monthly Magazine, The Interior Design with Kandrak & Kole Podcast, Northwest Columbus City Lifestyle magazine, Girl Next Door Wanting More Podcast, and more! I am so glad you are here!

Jessica

*I believe in livable,  
bespoke interiors.  
I believe in not taking life  
too seriously.  
I believe that wanting  
better is the first step in  
creating better.  
I believe in comfort;  
family and that home is  
your haven.  
I believe that every single  
detail matters.*

**dwell well** *design co.*  
INTERIORS FOR BLISSFUL LIVING

# Table of Contents

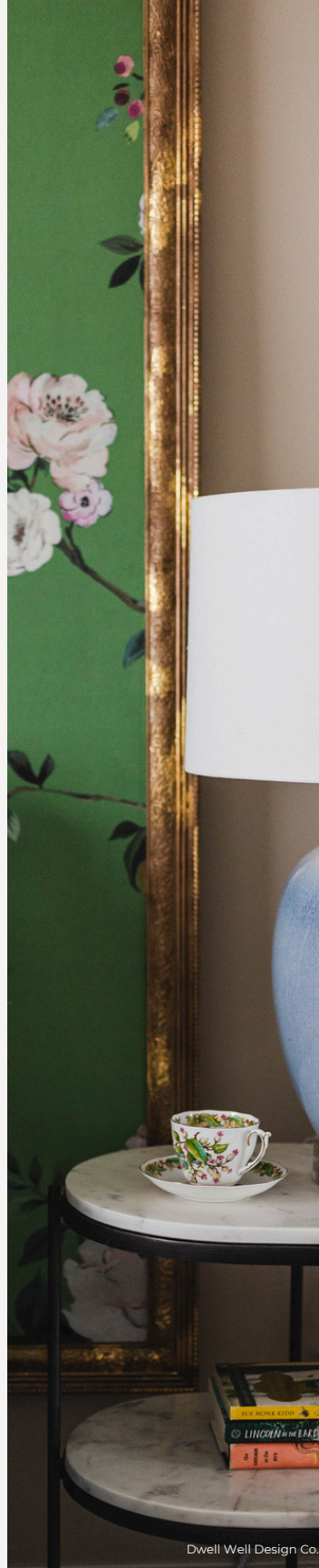
01 **Crafting with Purpose**

02 **The Classics are back**

03 **Natural & Organic**

04 **Individualistic Interiors**

05 **Design Toolkit**



# 01 Crafting with *Purpose*

---

When it comes to furniture, it's not just about what you buy, but how it's made. The story behind the piece — where it comes from, how it's crafted, and who creates it — can profoundly impact the quality of your home, your health, and the future of our planet.

Here are a few highlights of why we at Dwell Well Design Co. are ensuring we do as much as possible to create positive impact in meaningful ways when we source our clients furnishings.

## **Made with intention**

Now more than ever I encourage you to be as attentive to where, how and who manufactures items that come into your home as we have been how they visually impact your space.



Dwell Well Design Co.





Dwell Well Design Co.

# Crafting with purpose

---

Furniture crafted within the U.S. is often the product of artisans and skilled workers who are deeply committed to their craft. The materials are carefully selected, ensuring that they not only look beautiful but will also stand the test of time. When you choose U.S.-made furniture, you're supporting small businesses and individual craftspeople who pride themselves on producing durable, unique pieces that can last for generations. This commitment to quality and craftsmanship is what makes each piece feel personal — it tells a story of artistry and intention.

## **The Hidden Costs of Overseas Furniture**

Mass-produced furniture, especially from overseas, often relies on synthetic materials and toxic chemicals that harm both human health and the environment. VOCs in adhesives, paints, and finishes can off-gas for years, affecting indoor air quality and causing health issues like headaches and respiratory problems. Additionally, the carbon footprint of overseas manufacturing is enormous, with shipping and transportation contributing heavily to environmental damage. Choosing U.S.-made furniture not only supports local craftsmanship but also reduces this footprint by relying on regional supply chains, making it a more sustainable and responsible choice for your home and the planet.

[www.dwellwelldesignco.com](http://www.dwellwelldesignco.com)

# Crafting with purpose

---

## **Support Makers, Build a Unique Home**

Choosing locally crafted, U.S.-made furniture is a powerful way to create a home that's both beautiful and meaningful. By supporting skilled artisans, you're investing in quality, sustainability, and authenticity while helping to build a stronger economy.

Handcrafted pieces tell a story—whether it's the locally sourced wood, the expert craftsmanship, or the care in every stitch or joint. These aren't just furnishings; they're expressions of your values and personality, shaping a space that's uniquely yours.

The choices you make today have lasting impacts. Supporting local makers ensures your home is filled with durable, one-of-a-kind pieces while contributing to a healthier planet and a brighter future.



Dwell Well Design Co.

*The* **Classics**  
*are*  
**back**

INTERIORS FOR BLISSFUL LIVING  
**Dwell  
& Well**  
*design co.*

# 02 *the* Classics *are* back

---

Here's where the trends of the past few years have landed us- ***the classics are back.***

There's a resurgence happening in the world of interior design — a return to the timeless, elegant silhouettes and details that have long defined classic home furnishings. The classics are back, and they're making their way into our homes in a way that feels both nostalgic and refreshingly new.

From structured seating options to the return of slip covers, box pleats and fringe. It's about refined craftsmanship details and the quality of the pieces that you are bringing into your space.

However, don't confuse this revival with maximalism — the aesthetic is still focused on creating a cohesive, curated story within the home. It's not about clutter or excess; rather, it's about ***thoughtfully combining timeless elements in a way that feels modern and intentional.***



Dwell Well Design Co.



# *The* Classics

---

## **Classic Silhouettes & Structured Seating**

At the forefront of this classic revival are iconic, structured seating options. Think of beautifully tailored chairs and sofas with contrast piping, nail head trim, or a menswear inspired upholstery.

The shift away from overstuffed, oversized furniture has made room for pieces that feature more refined, architectural forms. **These designs bring to mind sense of elegance and warmth**, while still offering comfort and functionality.

The return of tufting and pleats on furniture is another key indicator that classic detailing is making a comeback. Where once these details might have felt overly traditional, today's interpretations are streamlined and less fussy.



Dwell Well Design Co.



Dwell Well Design Co.



# *The* Classics

---

## **The Power of Textures & Patterns**

As we look at how classic design elements are being reintroduced, the focus on textures is undeniable. Velvet, linen, and wool are making a major comeback, adding an inviting tactile quality to the home. These textiles bring a sense of luxury and warmth, balancing the structured furniture pieces with softness. But it's not just about fabric — textures in finishes, such as wall treatments (plaster, Clay treatments and lime wash), marble, and ceramics, continue to take center stage. The interplay of smooth and tactile surfaces helps to create a rich, dynamic environment that invites touch and engagement.

## **A Modern Take on Molding & Architectural Details**

When it comes to architectural details, **classic design is all about the finishing touches.** Picture frame moldings, crown moldings, and baseboards are back, bringing a sense of height and drama to a room. They help create a sense of proportion and architectural integrity that was often lost in more modern, minimalist spaces.

This updated approach to architectural details speaks to a broader trend in which old-world craftsmanship and detailing are applied in new ways, allowing us to enjoy the timeless elegance of these features while still creating a space that feels fresh and contemporary.



**The shift away from all marble everywhere is leaning into the warmth of the Nancy Meyers aesthetic. Creating layers that everyone is craving**

# *The* Classics

---

**A Balanced Revival:** Not minimalist nor maximalist.

So, what does this all mean? Classic design is back, but it's not about returning to the excesses of previous decades.

Gone are the days of over-decorated spaces filled with knick-knacks and clutter. Today's classic style is more refined and curated — it embraces restraint without sacrificing character. It's a balance between the understated elegance of classic furniture, the textural richness of fabrics and the thoughtful use of architectural details. This approach allows us to honor the past while looking forward to the future. Then create spaces that are both timeless and modern. The classics are back, and they're here to stay. They have a modern twist that makes them feel relevant to the lives we live today.



Dwell Well Design Co.

# *the* Classics

---



Chris loves Julia



Don Easterling and Nina Long of Mathews Design Group.



M + M Interior Design



Acompa Interiors

**dwell well** *design co.*  
INTERIORS FOR BLISSFUL LIVING



# Nature & *Organic*

INTERIORS FOR BLISSFUL LIVING

**Dwell  
Well**  
*design co.*

# 03 Nature & Organic

---

One of the most transformative trends shaping interiors now is the celebration of nature in all its forms. We're craving connection—to the earth, to authenticity, and to the spaces we inhabit. That's why plants, trees, and organic materials (and shapes!) are having their moment. They're not just beautiful additions; they're essential, helping to ground us in our homes in a very important way.



Dwell Well Design Co.



# Nature & Organic

---

In 2025 greenery is going nowhere! Greenery will be an even more integrated design element. The fiddle leaf fig had it's moment, but now we are exploring more diverse plant choices and truly integrating them purposefully into our homes.

If the color, organic shape and return to nature isn't enough of a draw to add an interesting plant or two- there's more. Often a room needs a height balance, or height in a sight line. A plant on a stand of some sort (think creatively on what that can be though!) or an indoor tree is often the perfect solution.



Lanz Home

# Nature & Organic

---

## Textures That Tell a Story

We are still very much in the wallpaper era, but we are expanding wall design. **This year we will see walls taking center stage with materials like clay, plaster and limewash treatments.** These finishes revel in their irregularities. Whether applied by brush or scraped on, each hand-applied layer creates movement, giving walls an organic, lived-in character that is so unique.

These natural textures extend to furniture and accessories, too. Think dining tables with raw, live-edge wood tops that celebrate the grain and knots of the tree they came from. Or clay vases and pottery with slightly uneven rims and surfaces, reminding us of the human hands that shaped them. These imperfections are the new definition of luxury—a rejection of mass-produced sameness in favor of authenticity.



# Nature & Organic

---

## Organic Shapes, Sculptural Statements

In the world of interiors, nature also speaks to shape. Arches and curves have been hot for a few years, which naturally has led to more irregular versions of these shapes. We'll continue to lean into organic forms—soft curves, asymmetry, and flowing lines add much needed softness to your space.



Dwell Well Design Co.

Natural elements are also being elevated as sculptural focal points. Don't be afraid to cut a branch from your back yard to use as a centerpiece. Oversized ceramic, or papermache bowls or vases, with their imperfect finishes and generous proportions, double as functional pieces and standalone statements. These details remind us that **beauty doesn't have to shout; it can whisper, too.**



# Nature & Organic

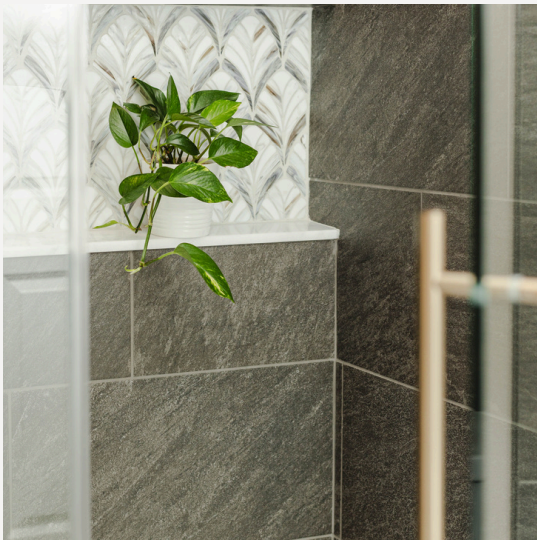
---



Dwell Well Design Co.



Dwell Well Design Co.



Dwell Well Design Co.



Dwell Well Design Co.

**dwell well** *design co.*  
INTERIORS FOR BLISSFUL LIVING

# Individualistic Interiors

INTERIORS FOR BLISSFUL LIVING

**Dwell  
'Well**  
*design co.*



# 04

# Individualistic Interiors

---

## Embracing Authenticity in Home Design

When it comes to designing a home, there's a subtle art in making a space feel uniquely yours. Gone are the days of cookie-cutter decor and furniture suites. **Today's interiors are all about celebrating individuality and creating a deeply personal environment.** Enter the world of "Individualistic Interiors," where bold choices and thoughtful curation make a home as unique as the people who inhabit it.



Addison's Wonderland



Marianne Simon Design



Anthropologie

# Individualistic Interiors

## **Bold Color & Pattern Mixing**

Bold hues are not going anywhere soon. Color drenching is here to stay. Saturated color is (very) in and dominating the market over the neutrals of years past. Think sapphire blue velvet chairs or an emerald green accent wall paired with unexpected pops of marigold or raspberry.

Pattern mixing can be tricky, but is such a great way to infuse personality into your room. Combine vintage floral motifs with bold geometric prints, or layer a striped rug beneath a tapestry-inspired throw. The key here is balance—choosing a unifying color palette or scale to tie it all together.

# Individualistic Interiors

---

## Surfaces & Decor

Rich wood tones are all the rage, creating a classic elevated feeling in your spaces. Additionally, the patina on wood, or even metal surfaces lends the often needed “crunch” to a space that is just a bit too polished. Vintage is happening in a big way, for the warmth, soul and character it brings to your space.

## It's the anti-match

If you are redecorating don't opt for a suite of any sort. The art is in the mix. The custom look and elevated feel comes from integrating different shapes and tones, and a suite just feels too standard. Consider the shapes you are creating and visual weight with your furnishings, mixing it up will give you the curated feeling you want. We are going for thoughtfully unmatched pieces, **creating a space that feels good, and goes together.**



# Individualistic Interiors

---

## Layering Comfort

Textiles play a starring role in individualistic interiors, creating warmth and inviting touch. Layering is key—think a Moroccan rug over natural jute, velvet throw pillows on a linen sofa, or gauzy drapes paired with chunky knit throws. Different textures and materials can coexist beautifully to create a lived-in, cozy aesthetic. In spaces heavy with textiles, comfort reigns supreme, and every piece invites you to completely settle in.



Dwell Well Design Co.

## Vintage Floral Motifs:

Nostalgia meets modernity and florals are having a major comeback, but with a twist. Gone are the saccharine prints of the past; today's vintage-inspired florals feel fresh and sophisticated. Think large-scale botanical wallpapers, richly embroidered cushions, and upholstery that nods to the past. These motifs bring a sense of nostalgia and romance while adding visual interest. When paired with contemporary pieces, they strike a perfect balance.



Stoffer Home



# Individualistic Interiors

---

## This is the best part.

If there is one take away for 2025, I hope this is it.



Studio McGee



Studio Dearborn



Erin Kestenbaum

The magic of individualistic interiors lies in the ability to reflect who you are. Every choice, from the boldest statement piece to the tiniest accent, works together to tell your story. These spaces are unapologetically personal, celebrating creativity, authenticity, and imperfection. They remind us that a home isn't just a place to live—it's a *your place*, your place to tell your story.

So, as you think about your own space, ask yourself: What speaks to me? What do I love? What colors, textures, and stories do I want to surround myself with? Trust your instincts, take risks, and above all, have fun. ***Because when it comes to individualistic interiors, there's no right or wrong—only what feels like home to you.***



# Individualistic Interiors

---



Blessed House



Dwell Well Design Co.



Dwell Well Design Co.



Etsy

**dwell well** design co.  
INTERIORS FOR BLISSFUL LIVING

# Looking Forward

At Dwell Well Design Co. we have so many projects, plans, and new introductions to come. I never forget what a privilege it is to collaborate with my clients to create their individual space, one that truly feels like home.

Thank you for reading, engaging, and joining me on this journey. Let's continue to celebrate what makes each home special. I encourage you to take a leap this year—experiment with bold patterns, invest in meaningful pieces, and most importantly, **make your home unmistakably yours**. Here's to a year of inspired design and heartfelt living!



**Every space has a  
story to tell —  
your style isn't just  
a trend or a look;**

*it's who you are.*

**Craft a home that  
not only reflects  
your life but  
elevates the way  
you live it every  
single day.**

**dwell well** *design co.*  
INTERIORS FOR BLISSFUL LIVING



# Design Toolkit

INTERIORS FOR BLISSFUL LIVING

**Dwell  
Well**  
*design co.*



# Toolkit

We created Dwell Well Design Co. because we fell in love with creating home — through renovation, reimagining, refurnishing, and more. What's better? We found so many of you love creating home too!

What's better than talking about inspiring interiors? Well, not much, if you ask us. However, creating home isn't easy, and we sure know! We created a toolkit in our inaugural edition of Design Alchemy, and were thrilled it resonated with do many of you. The Tool Kit gives you some very functional tips to help you in your home.

Special thanks to Sherwin Williams for their inspiration on this years Color Box!™

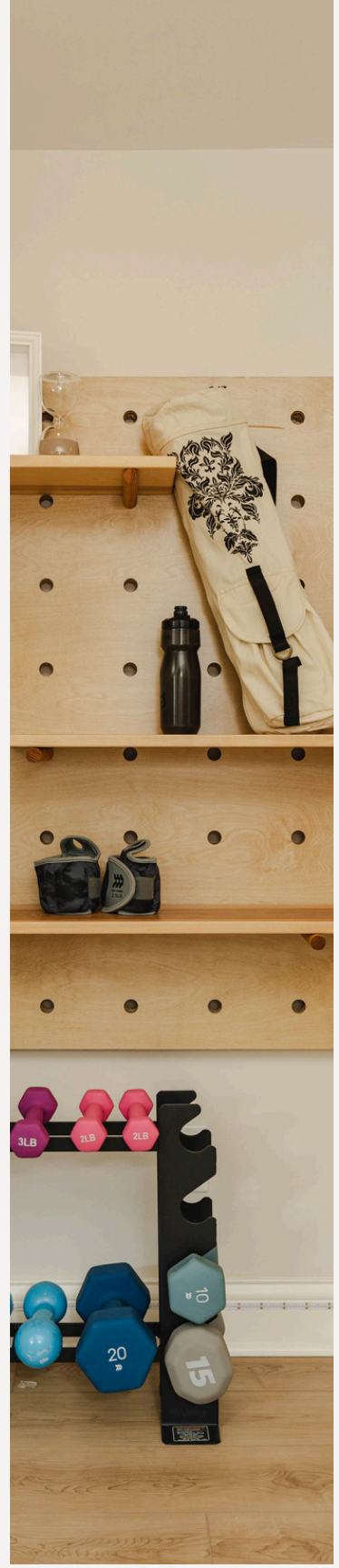
The Toolkit was built to help you create your best version of home. This is where we share some of our tools, tips and more information about what we do. We hope you are inspired and you take a few things away and put them into action in your space!

Jessica



# Design Toolkit

- 01 Color Box 2025<sup>TM</sup>
- 02 Our Must-Have's
- 03 Everything Lighting
- 04 Integrating Plant
- 05 Meet the Team
- 06 Project Process
- 07 Contact



# Dwell Well Design Co. Color Box<sup>™</sup>

In cooperation with Sherwin Williams Paints

---

From versatile neutrals that let your furnishings shine to rich, moody hues perfect for color  
drenching—these are the ***shades defining our year.***



*Westhighland White*

SW 7566



*Matted Milk*

SW 6057



*Dusted Truffle*

SW 9083



*Softer Tan*

SW 6141



*Contented*

SW 6191



*Alaea*

SW 7579



*Natural Linen*

SW 9109



*Retreat*

SW 6207



*Foxhall Green*

SW 9184

# Dwell Well Design Co. Color Box™

In cooperation with Sherwin William Paints

---



*Westhighland White*

SW 7566

**Westhighland White:** The ultimate go-to white for walls and trim. It strikes the perfect balance between crisp and creamy, offering a soft warmth that effortlessly complements almost any color palette.



*Softer Tan*

SW 6141

**Softer Tan:** A wildly versatile neutral with just a hint of green undertone—meaning no unwanted pink or yellow hues creeping in. It stays warm and inviting without ever feeling overdone.



*Natural Linen*

SW 9109

**Natural Linen:** A beautifully light and airy shade with a subtle cool undertone that helps balance and neutralize any overly pink or yellow tones in light woods. Timeless, effortless, and endlessly versatile.



# Dwell Well Design Co. Color Box™

In cooperation with Sherwin William Paints

---



*Malted Milk*

SW 6057

**Malted Milk:** A refined neutral with a touch of red, giving it the perfect beige-meets-soft-pink vibe. Incredibly versatile yet always elevated, this shade adds warmth and sophistication wherever it goes.



*Contented*

SW 6191

**Contented:** A longtime favorite in my color palette. With a subtle blue undertone, it sits just above neutral—present but never overpowering. Warm, understated, and effortlessly sophisticated.



*Retreat*

SW 6207

**Retreat:** My newest green obsession—and it's a strong one. With plenty of black in the mix, this shade stays grounded and versatile, bringing a fresh yet sophisticated feel to any space. Whether bold or subtle, it just works.

# Dwell Well Design Co. Color Box™

In cooperation with Sherwin William Paints

---



*Dusty Truffle*

SW 9083

**Dusty Truffle:** A gorgeous mid-tone brown with no yellow undertones, so it avoids feeling muddy or harsh. It's the perfect balance—elegant, refined, and effortlessly chic. Let's do brown, but make it sophisticated.



*Alaea*

SW 7579

**Alaea:** A little red, a little purple, and a lot of personality. If Alexis from Schitt's Creek were a color, this would be it—confident, timeless, and effortlessly bold.



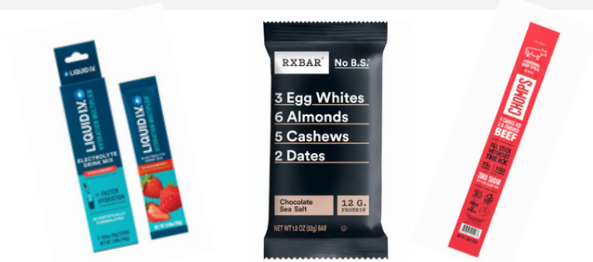
*Foxhall Green*

SW 9184

**Foxhall Green:** Another green obsession of mine—this one is a true beauty. It strikes the perfect balance between serene and sophisticated, with a subtle yellow undertone that gives it that timeless, Ralph Lauren elegance.

# Our Must Have's

Rarely are we in one spot, these are the items that travel with us



These are my necessities. I have them stashed everywhere to make sure I have them at all times!



A digital laser distance measure. I do a ton of measuring, this is worth every cent.



I use this constantly to mark and map things out. It's the best to assess walkways and scale



I have to have tried every hand lotion on the earth. Luxe, scented, natural, all of them. This is not sexy, but it is the best.



It's small enough to just hold my phone, tape measure, nails and a hammer- the stuff I am constantly losing on install days.



A compact drill! My newest add, and a gift for Christmas. I am in love with being able to have a drill be in my day to day toolbox!



Sherwin Williams Fan Deck, not just for paint conversations, but for depth of shade, downplaying a wood undertone, assessing the tone of something existing (and staying) in a clients home, and more. I do wish it weighed less....

# Keys to Lighting

Layers of light, kelvins, optimal positioning

---

**Lighting can completely transform how your home feels and functions.**

## 01

Layers of lighting are a must — overhead lights usually don't provide warmth in a living space, so avoid using them if possible. Focus on three main kinds of lighting: task lighting for focused work, ambient lighting for a soft glow, and accent lighting to highlight your favorite features.



**Task**



**Ambient & Accent**



**Ambient**



**Accent**



# Keys to Lighting

Layers of light, kelvins, optimal positioning

Lighting can completely transform how your home feels and functions.

## 02

Lumens & Watts measure the energy output of the light. Kelvins measure the color temperature of the light. Both are equally important for each fixture and room.

The lower the Kelvin temperature, the "warmer" or more red the light, the higher the Kelvin temperature, the "cooler" or more white and blue the light.

At DWDC we do not recommend a Kelvin rating over 3000. It looks and feels anything but warm and homey.



### Keys to Kelvin

<b>2000K</b>	very warm, candle light, vintage feel
<b>2700K</b>	warm white, cozy <b>*DWDC recommends*</b>
<b>3000K</b>	neutral white, <b>*We do not install above 3K*</b>
<b>4000K</b>	Neutral/cool white refreshing
<b>5000K</b>	Stop. Stop right now.

**Dwell Well**  
DESIGN CO.

# Keys to Lighting

Layers of light, kelvins, optimal positioning

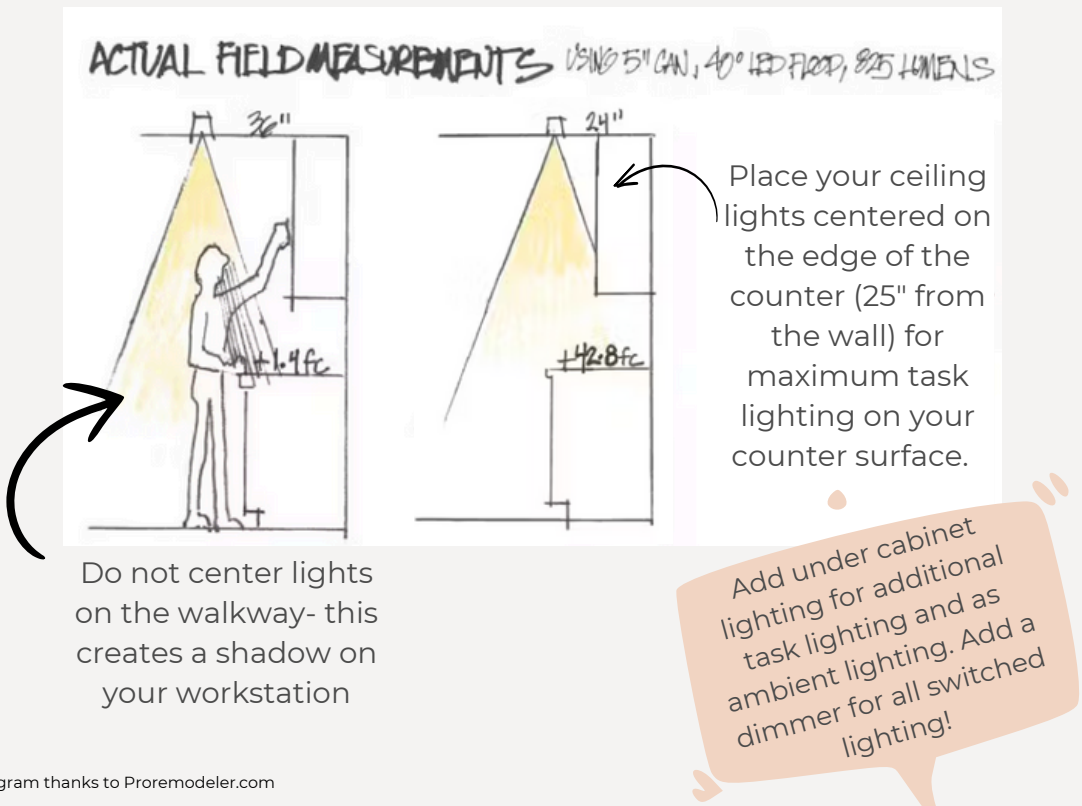
**Lighting can completely transform how your home feels and functions.**

## 03

Kitchen lighting is crucial — I'm always amazed at how often kitchen lights are placed in all the wrong spots!

### 1. **Ceiling lights are the task lights in the kitchen.**

Some believe undercabinet lights are, and they help, but ceiling lights are the main task lighting in your kitchen.



# Meet the Team

---



## **Jessica Brugger**

***Owner & Principal***

[jessica@dwellwelldesignco.com](mailto:jessica@dwellwelldesignco.com)

As the lead designer, I will be your primary point of contact throughout the project.

## **Jan Syverson**

***Design Consultant***

Jan is my right hand in gut-checking looks and function of spaces. She is also the second-in-command on installation days.



## **Kristi Slevin**

***Design Consultant***

Kristi shines in sourcing for our designs, but she is also a vintage lover.

## **Stephanie Stoflinsky**

***Design Consultant***

Steph assists with sourcing for design projects as needed, and is a lover of coastal style.



## **Sean Brugger**

***Jack of all trades***

Sean does a bit of everything. He is mostly our handyman, but also is our go-to for anything electronic or needing assembled.



# Project Process

## Step 1: Discovery

A 15-minute call to discuss your project needs, share our process and answer any and all of your questions.

## Step 2: Consultation

We dive in and walk your spaces. We'll talk about what is working for you and what is not. We'll talk at length about what you'd like to accomplish with the project and best of all, we'll discuss design style and visual inspiration. Finally, we will discuss your timing and budget goals to understand what we can accomplish together.

## Step 3: Design Concept

We will take everything we discussed in our discovery call, design consultation and questionnaire and create a vision for your spaces. The first step within the design phase is reviewing Mood Boards, so you can see the look and feel of each space.

## Step 4: Design Creation

Once we have the look and feel solidified, I'll source all the elements to bring that vision to life. This includes paint, wall treatments, built-in elements, furnishings, fixtures, hardware, and key accessories. We will review all of this as well as the 2D and 3D renderings in the comprehensive design presentation. Finally we will share the financial investment, including any trade or construction work.





# Project Process

## Step 5: Procurement & Project Management

When all the sourced items are signed off we begin the procurement of each item. This involves not just ordering, but coordinating delivery to our warehouse inspection of each item as it is received and managing any returns or exchange.

This is also the time we work with any manufacturers to create our custom items, as well as build or manage any work by our trade partners in your space.

## Step 5: Installation & Styling

We manage everything! We'll stay out of your way while we order, receive, inspect, deal with any damages or issues and store your pieces. We'll continue our weekly progress emails during this time, so you have full transparency in each step of the execution.

In the end, we swoop in, deliver, position and style your space so it looks like it's been this way all along. All you have to do is arrive later that day and live in your new custom space!





INTERIORS FOR BLISSFUL LIVING

**Dwell  
Well**  
*design co.*