

CHARLOTTE **URBAN**

# HOME

SUMMER 2007

Designs | Lifestyles | Investments | Improvements

Complimentary

WHY REMODELING  
HAS **BIG PAYOFFS**

GREEN BUILDING  
TRENDS  
**RAINWATER  
HARVESTING**

Japanese  
Inspired Tile

Photo courtesy of Tile Collection and Original Style



## TRENDS IN TILE: *Style with Simplicity*

“Go with what you love.” That’s the advice product manager Daphne Friday of Tile Collection Inc., gives to homeowners in the market for upgrades and overwhelmed by choices. Whether you’re just looking to spice up your space with a new granite countertop or tackling a major remodel by turning your bath into a spa, it’s important to remember trends come and go, she says.

“Recently there’s been a shift from more intricate designs to clean lines,” says Friday. “We’re still seeing a European flare but with a little more contemporary style.” While homeowners like to reflect an Old-World style, the popularity of simple lines with metallic accents has grown.

But how do you choose with all of those options? While some companies offer services that can help from initial design concepts to installation, “At Tile Collection we have 12 designers who can walk you through the entire process step-by-step,” says Friday. Incorporating your ideas is key to make your new design fit in with your existing décor.

In addition to achieving your look, it’s important to consider your lifestyle, advises Friday. While some products are virtually maintenance-free, others need more care. Homeowners appreciate ceramic tile and porcelain for their scratch resistant properties. However, with any tile, regular grout cleaning is a must and porous material like granite and natural stone should

be sealed once or twice a year.

“In addition to tile and porcelain, we have natural stone products that can be used throughout the home,” suggests Friday. From kitchens to baths, natural stone gives a European feel with a modern twist. Everything from slate to limestone, marble and travertine, natural stone can be used for flooring or even to dress up a fireplace. Some homeowners bring the style to exterior applications with pavers or roof tiles.

After considering personal style and maintenance preferences, homeowners still have a variety of options. So how do you choose? Being prepared before you enter a showroom is key, says Friday. “When the customer brings in photos and fabric and paint samples, it helps the designer get a feel for what the homeowner wants.”

Making an investment in your home can bring immediate satisfaction and future financial rewards. If your interest is in building equity or creating your ideal home for a lifetime, consulting with professionals can be an asset. “We try to be full-service at Tile Collection,” Friday says. “Asking the right questions combined with quality products means a satisfied customer.” ♦

To get ideas for your next tile or natural stone remodeling project see Tile Collection’s gallery of kitchens, bathrooms and flooring at [www.tilecollection.com](http://www.tilecollection.com) or call 704-541-8453.