

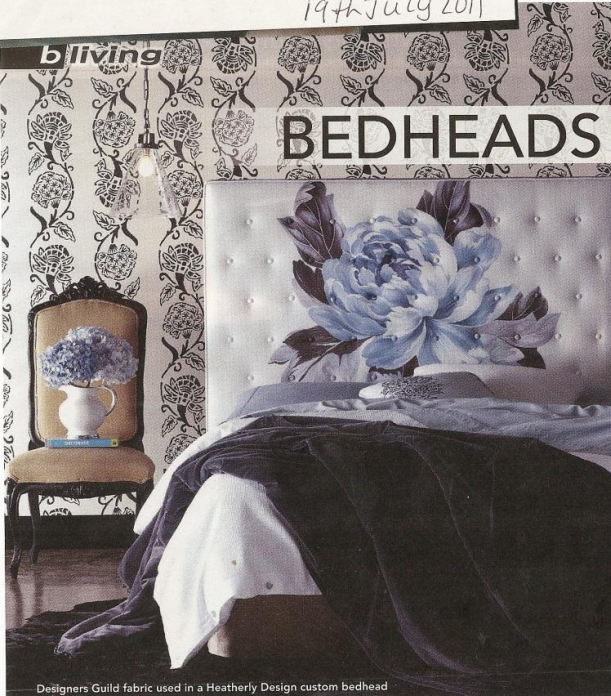
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19th July 2011

b|living

BEDHEADS *with designer flair*

Rest easy in a beautiful bedroom setting with a custom-made bedhead. Story by Margaret de Silva



Designers Guild fabric used in a Heatherly Design custom bedhead

The average adult should have eight hours sleep each night but recent research from health insurance provider MBF shows that more than half of all Australians don't get enough shut-eye. Create a peaceful and welcoming sleeping environment and you could soon be snoozing more soundly. Of course, the bed is the key but the mood and ambience of the room also plays a part and bedheads are increasingly being given the customised designer treatment.

Emily Lochrane established her business, The Fabric Frame in Graceville East, last year after becoming frustrated by the lack of custom bedheads available in Brisbane. Lochrane wanted to bring a touch of hotel glamour to her own bedroom but found many stores did not allow for alterations to frames and headboards.

She was soon sourcing fabric and looking for the right upholsterer to create her dream design – and realised others may require the same service. She now has a team of five working with her to create custom bedheads for clients across Australia.

Each product is made from scratch and designs can be altered to suit a customer's specifications. Skirting boards, ensemble height and preferred bedhead height are factored in to each design.

Styles range from children's beds to traditional diamond button bedheads and timber-framed creations. All bedheads are upholstered in fabric and Lochrane's most popular designs, "Manhattan" and "Soho Wing", are inspired by international hotels and even films – for example, the bed in Tina Fey's recent comedy *Date Night* influenced the detailed buttoning on the Manhattan.

Lochrane uses fabrics from local and international suppliers including Unique Fabrics, Warwick Fabrics and Ralph Lauren. Bedheads cost between \$840 and \$1240 for a queen size and fabrics cost an extra \$36 to \$150 per metre. Some imported fabrics may cost even more – a rare fabric Lochrane once sourced for a client was a whopping \$450 per metre.

Bedheads don't just look pretty – they also can be used for storage in smaller bedrooms, according to Andy Hemming from Sunshine



Metallic bedhead and vase from Hemming



Heatherly Design bedhead inspired by The Sea and the City 2



Coast upholstery and interior design firm Sparaplanets. Hemming and his wife Belinda have been upholstering bedheads, ottomans and furniture across the South East for more than 25 years. All bedheads are made to order and can include brass frames such as hidden plug sockets, lights and custom shelving.

Bedheads can be built into walls to create a sleek and modern look and customers can modify styles by adding piping, buttons and padded contrast panels. "Designs are only limited by a customer's imagination," Hemming says.

The advent of the internet has given interior design lovers even more options.

Online business Heatherly Design is based in eastern Victoria and ships custom bedheads to Brisbane for a freight cost of \$95. Director George Leykei trained as an interior designer before specialising in bedheads four years ago, and now she also creates fully upholstered beds and ottomans. Her designs range from plush-upholstered bedheads to contemporary designs.

Like Emily Lochrane at The Fabric Frame, Leykei is often inspired by the silver screen – the wingbacked "Hampton" was inspired by Carrie Bradshaw's bed in *Sex and the City 2*, while the sweeping curves of the "Vellano" is the Diane Keaton's bed in *Annie Hall*.

Leykei says Queenslanders tend to prefer a "jared back" look and linen is the most popular fabric, followed by velvet and then leather. Prices range from \$900 to \$3400, including fabric. The bedheads are freestanding and each design has a steel I-shaped leg, which screws into the back of the bed so the bedhead doesn't need to be mounted to a wall.

Not everyone has the time to wait for a custom-made creation and contemporary bedheads are available ready-made through stores such as Dreamtime and Spare Furniture. Dreamtime's Fiona Tedesco says she more stocks a range of timber and fabric bed frames and bedheads, while a smaller

selection is available in a polyurethane finish. Most bed frames are available complete with bedheads although steel alone bedheads can be provided separately on request.

Tedesco says although timber frames are still popular, the latest trend is towards fabric beds and metallic fabrics, in particular, suit the contemporary style found in many modern Queensland homes. "That mirrored, metallic, industrial look is carrying through in all of our furnishings," she says. If you're not too adventurous, Tedesco suggests choosing a bedhead in a neutral colour and styling with colourful quilt covers and cushions. "It's a more economical way of changing the look of the bedroom regularly."