

The Growing Popularity of Children's Décor

Custom Framing Allows Kids to Personalize Their Space

The market for youth furnishings and décor has recently experienced a surge in popularity and profitability. Barbara Schmidt, a nationally recognized interior style consultant whose work has appeared in "In Style," "Elle Décor," "Architectural Digest" and "Metropolitan Home," attributes the rise in popularity to children's increased awareness of interior design and their resulting desire to play an active role in the look of their rooms.

"Because of the Internet and channels like HGTV, kids are more design-savvy now," says Schmidt. "They want to create their own spaces."

Parents are also influencing the market's increased popularity. "A child's bedroom is another space parents can have fun with, revisiting their own childhoods," says Schmidt. "You can use dramatic colors you wouldn't be able to use in everyday décor."

A prominent trend in youth décor is personalization - through throw pillows, monograms and framed art. "In addition to displaying a child's own works of art, personalized wall hangings can teach children about the world around them, build anticipation for future events and preserve memories and milestones," says Schmidt. She offers several suggestions for using framed art, photography and more to add personality to a child's bedroom.

- A child's own artwork is the most unique and personal piece you can frame. "It's also a great way to keep those memorable works of art from getting lost in the shuffle," says Schmidt.
- "Let your child be a part of the design process by giving them a job to do," she adds. "Something like allowing them to pick



out the colors of custom matboard can make them feel like they're taking part in designing their own personal space."

- "Frame pictures of places visited and maps to teach kids about the world around them," suggests Schmidt. "Not only is it exciting for them - it will open up a whole new place in their imagination."
- "Combine three-dimensional mementos, such as a first homerun ball, team jerseys, medals and certificates with photos to commemorate important youth sporting events," says Schmidt. "With their creative eye and professional products, custom framers can help create a well-organized and stylish grouping."

When it comes to preserving a special memory for your child, make sure you pick custom framing materials you can count on to protect those cherished pieces, like Crescent's 100 percent cotton RagMat matboard. It's guaranteed safe next to any artwork, so you know that special keepsake, whether it's a first place ribbon or your child's art class masterpiece, will last forever.

It's also a good idea to incorporate color trends. "For girls, the classic pinks and purples are mixed with white this year, and for boys, brown and green have replaced the standard navy and red," Schmidt says. She also suggests picking neutral frames, such as woods and whites, to avoid having to replace them if the room's design changes. "Adding new artwork and getting more creative with what you frame is the perfect way to let the room grow with the child."

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