

ELKAY®



RESIDENTIAL DESIGN GUIDE



DESIGNS FOR THE WAY WE LIVE

At Elkay®, we believe interior design reflects the way we live. Design is self-expressive and constantly evolving to match your family's style and needs. Your home is where life happens; the good, the bad, and everything in between.

We partnered with some of our favorite influencers, including Sarah Sherman Samuel who shares her insights on today's trends. You'll see how these influencers bring life into the homes they design for clients and their own families. Whether you're starting a renovation, or just looking for easy ways to elevate the style of your home, this guide will walk you through some of the biggest trends we're seeing in home design.

About

Sarah Sherman Samuel

@sarahshermansamuel

A Los Angeles-based interior and product designer and color and pattern expert, Sarah is known for effortlessly combining styles to create distinctive spaces, coveted products, and drool-worthy images that have been shared and repinned by millions of Pinterest users. Her 'Stories by Sarah Sherman Samuel' blog showcases her collaborations, styling, and custom content creation for well-known clients in home décor.



@sarahshermansamuel

OUR FAMILY OF CONTRIBUTORS

Here's a look at the other contributors we have partnered with for this design guide.

Jamie and Morgan Molitor
@construction2style



Jamie and Morgan are a husband and wife with an eye for home remodeling and interior styling. They started their blog to document their DIY journey. It has grown into a full-service design and build business. Jamie and Morgan have a long-standing relationship with Elkay, dating back to 2017.

Mallory Nikolaus and Savannah Kokalaires
@classyclutter



Mallory and Savannah are the best friend duo and DIY mavens behind Classy Clutter. Always down to take on a new design project, Mallory and Savannah have been renovating their homes with Elkay by their side since 2017.

Ashley Petrone
@arrowsandbow



Ashley Petrone started her blog, Arrows and Bow, as an outlet for her creative energy, it grew into a way for her to document her RV and Airstream trailer renovations. She partnered with Elkay to incorporate a Quartz Classic® undermount sink into the 'tiny' kitchen of her dreams in 2018.

Alexi Politis Parry
@seekingalexi



Alexi is a Utah-based DIYer, who isn't afraid of using a power tool when she needs to! Since starting her blog in 2015, she's conquered various exciting projects. This past August, she revealed her new kitchen, featuring an Elkay Quartz® sink and Avado® faucet.

Cathy Poshusta
@thegritandpolish



Cathy and Garrett, the couple behind The Grit and Polish, are Washington-based DIY renovators with an obsession for old homes! They're currently renovating the kitchen in their 1912 farmhouse, and partnered with Elkay to install the Explore™ bridge faucet, and fireclay farmhouse sink.

Charlotte Evans Russell
@charlotteshappyhome



Alabama native, Charlotte Evans Russell has a love for all things home décor, lifestyle and DIY. Charlotte has a strong affinity for the farmhouse style, shiplap and self-expression. Her décor prowess shines through every room of her home.

Sarah Wagner
@dreamingofhomemaking



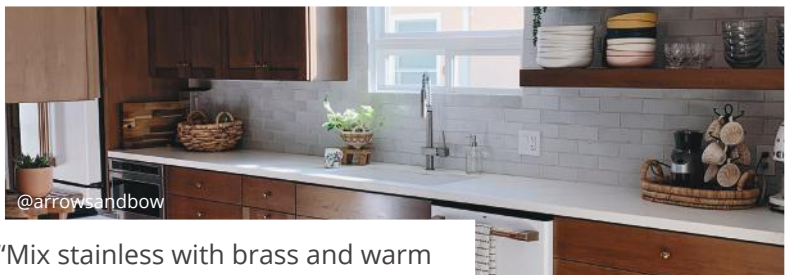
Mom, interior design blogger and two-year Better Homes & Gardens Stylemaker, Sarah Wagner covers all things lifestyle, home and DIY on her site, Dreaming of Homemaking. Sarah renovated her dream laundry room this year and topped it off with an Elkay Quartz sink.

MIXING METALS

“Mixing metals in the kitchen has just started taking off and I think it will be **a trend with staying power.**”

—Sarah Sherman Samuel

“Introducing more than one metal finish into a kitchen can take it from looking too matchy-matchy, like a showroom, and create a more personalized space.”



“Mix stainless with brass and warm metals like copper and bronze.”

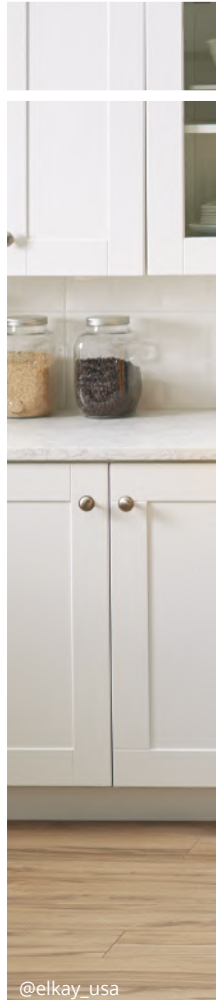
“Be sure to balance it out by choosing a dominant metal, like the stainless steel **Elkay Lustertone Iconix™** sink.”



EASY TRANSFORMATIONS

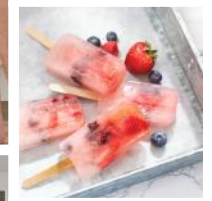
I am starting to see an increasing amount of **interchangeable kitchen pieces** that make it much easier to **change the entire look** of a kitchen without doing a big remodel.

—Sarah Sherman Samuel



“Another easy thing I love to change up in a kitchen is to add texture to the space with a rug, or painting cabinets. While a bit more time consuming, making swaps like these is essential as kitchens have become more integrated into our living spaces. This helps to keep the room fresh just as you would swap out throw pillows or switch out a chair in the living room.”

“Look out for products like the **Elkay Crosstown® sink with Interchangeable Apron™**, where you can swap out the different apron colors without removing or reinstalling the sink.”



@elkay_usa



@elkay_usa



FEARLESS COLOR IN THE KITCHEN

“I love that homeowners are getting bolder with their **color choices in kitchens**.”

—Sarah Sherman Samuel

“Saturated hues like dark green and even pink are a couple of colors that I can see making a big splash in kitchen cabinetry. We will start to see more surprising ways of introducing color with saturated pops in otherwise neutral spaces.”



“How about a white kitchen with a deep blue sink? **Elkay Quartz** sinks come in a variety of colors and can help add vibrancy.”



“Color can bring whimsy to a space. I think it’s time we get a little less serious in the kitchen.”



@sarahshermansamuel



@classyclutter



Jamie and Morgan Molitor
@construction2style

GIVING ISLANDS A GOOD SIDE

Islands are an item of **self-expression**.

—Sarah Sherman Samuel




@construction2style



@construction2style



Charlotte Evans Russell
@charlotteshappyhome



“Adding touches like tile on the back side of an island or painting it an unexpected color is a perfect alternative to the norm. It opens up a ton of different possibilities for a surprising pop of color or the addition of a pattern into the space.”

GOING MONOCHROMATIC



Mallory Nikolaus and Savannah Kokalaires
@classyclutter



“One of my **favorite** trends in interiors is to go monochromatic.”
—Sarah Sherman Samuel



DIFFERENT FINISHES AND TEXTURES

When looking for new fixtures, try choosing a **variety of different finishes.**

Similar to mixing metals, choosing an assortment of finishes and textures adds a more personal touch and creates contrast within the space. It is also a good way to incorporate multiple design styles.



Jamie and Morgan Molitor
@construction2style

Utilize unique textures on the walls or in a backsplash to add even more contrast to the room.

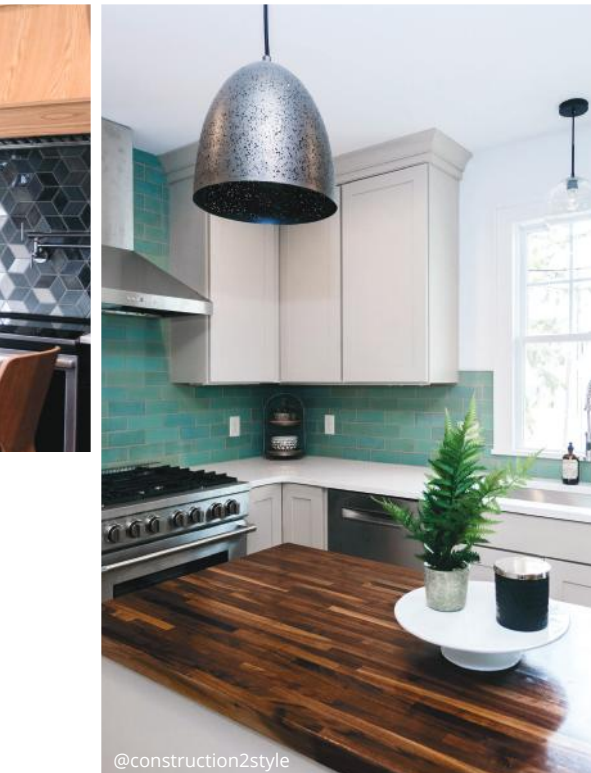


@construction2style

Incorporating natural materials and finishes can give your kitchen a unique style. Look for exposed wood pieces or countertops with more veining, as these are usually one-of-a-kind pieces.



@construction2style



@construction2style



@arrowsandbow

LIFE BEYOND THE KITCHEN

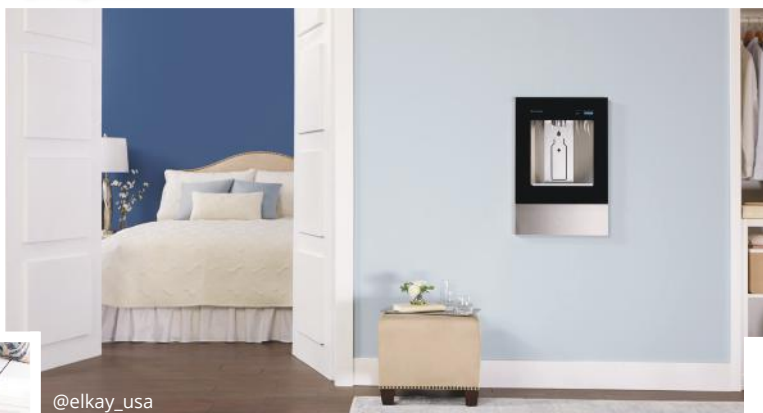
Not everyone has a large kitchen, so finding ways to **optimize the space** you do have can help a small space **feel bigger**.



Integrating new technology into your kitchen can make your life a lot easier. Look for appliances, such as coffee makers and slow cookers, that connect to phone apps or have voice controls.



Sarah Wagner
@dreamingofhomemaking



Incorporate an **Elkay ezH2O® Liv™** into any room outside the kitchen to make staying hydrated easier than ever.



ABOUT ELKAY

Family owned since 1920, Elkay offers high-quality, innovative plumbing products and delivers excellent customer service. Like your family, Elkay has values and traditions that endure; like a commitment to sustainability and to our country.

Headquartered in Downers Grove, Illinois, Elkay is an American-owned and -operated company, providing thousands of jobs that support our families and communities. We are proud to be America's No. 1 selling kitchen sink company.



ELKAY

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