

# SIMPLY HOME REFRESH



Begin (or complete) your design project with furniture and all manner of home goods from the newly expanded Simply Home, where various vignettes provide loads of inspiration. Hit the back of the shop for a hall of mirrors, wall of pillows, and much, much more.

Seasoned designer Linda Banks has been transforming homes out of her Falmouth-based firm, Banks Design Associates, for years. Most recently, she turned her design eye toward her own Simply Home retail shop—tripling its square footage and curating several new shop-within-a-shop galleries.

The expansive main showroom continues to house vignettes (bedrooms, living rooms) that illustrate her well-honed design abilities, combining color palettes, patterns, and textures for clean-lined, relaxed elegance.

Customers can choose from an array of tailored sofas and chairs as well as plenty of decorative home accessories, including art, candles, tabletop decor, and even lovely scarves perfectly perched throughout the shop.

Head south at the entrance, and you'll find Banks's new, thoughtfully edited galleries with varying styles and price points. There's a chic "modern lodge" shop, designed with barnboard walls and colorful sofas and chairs in comfy fabrics. The coordinating accessories are just right for a mountain or lakeside retreat or an urban oasis. The relaxed design atmosphere appeals to a more casual taste.

Banks also shines a spotlight on lamps with a new lighting gallery showcasing 150 styles sorted by color, and has added a

rug room chock-full of area rugs, wall-to-wall carpeting, indoor/outdoor styles, and more.

Should you need a pop of color or texture, a nine-foot wall of pillows (sorted by color and made exclusively for Simply Home) lets you linger over dozens of styles you most definitely will not find anywhere else.

According to Banks, the galleries are refreshed often, edited with new product stories to keep things interesting. While the space is immense, Banks does the majority of the purchasing herself, so her designer's touch is evident in the ever-evolving selection.

Also noteworthy: the refreshed Simply Home makes a conference area available to professional interior designers. "We have about 25 practitioners in our designer program, who use the space to review project plans, peruse our product selections, source additional fabrics and wall and floor coverings from our resource library, and meet with clients," says Banks. "It's a great way for us to mentor others and a great spot for our design friends who otherwise don't have the benefit of an office environment." **MH+D**



1. Designer Linda Banks outside her newly refreshed Simply Home store in Falmouth.
2. A school of fish makes its way across these lovely mugs—just one example of the many decorative tabletop and home accessories found at Simply Home.
3. The new lamp gallery lets customers peruse hundreds of styles at many price points.
4. A great combination of classic New England and contemporary aesthetics in one of Banks's living room displays at Simply Home.
5. You'll find everything you need to create a modern cottage.
6. Upholstery project? Just looking to update pillow fabric? Simply Home's design center has eliminated the need to head to Boston, offering an incredibly large selection of fabric choices.
7. Part retail space, part design center, Simply Home allows practicing designers, clients, and customers to peruse its library of fabric, wall-covering, and rug-sample books. Banks has also recently added a conference area in which design professionals can meet with clients.