

LUXE

INTERIORS + DESIGN

A SANDOW PUBLICATION | LUXE SOURCE®



19281 03352 3

UG 2026 | DISPLAY UNTIL 09/07/2026

DEFINING REGIONAL DESIGN

Southeast

WRITTEN BY JENNIFER BOLES

As both a lifelong Atlantan raised in a classical 1920s house and an editor who has written about Southeastern residences for decades, I know firsthand that Southerners take design, and our homes, seriously. Some of America's most acclaimed interior designers, past and present, hail from the region, including Albert Hadley, Bunny Williams, Charlotte Moss and Miles Redd. We also lay claim to High Point, North Carolina, known as the "home furnishings capital of the world."

Vibrant and increasingly diverse, the Southeast continues to welcome newcomers who are drawn to the (usually) mild winters and larger-than-average houses. While we're often associated with traditionally furnished abodes—yes, antiques and the occasional floral chintz fabric still have their place—the reality is much more layered. Southeastern design is a coat of many colors: historically minded, forward thinking and, at times, unexpectedly daring. No matter the style or setting, our dwellings are always pleasures to come home to.



LUXESOURCE.COM



75%

OF DESIGNERS WORKING IN
THE SOUTHEAST SAY THEIR
CLIENTS ARE SEEKING CLASSIC
AND TRADITIONAL STYLES

TRADITION'S NEW LOOK

The Southeast reveres traditional architecture. Drive through a venerable residential neighborhood in Atlanta or Birmingham, and you might have a hard time discerning which manses were built in recent years or over a century ago. Classical principles might be ingrained in Southern architects, but their work is anything but stuck in the past, as evidenced by the modern architectural elements many of them are incorporating into their work. One only needs to see the presence of sleek glass-and-steel windows and doors in a formal Georgian-style house to understand that the region's design professionals make it a point to keep up with the times.

ZEAL FOR FURNISHINGS

There is a reason for the proliferation of to-the-trade design showrooms across the Southeast: Interior furnishings are big business here. "The warmth of Southerners is reflected in their homes," says Atlanta designer Barbara Westbrook, especially those furnished with "antiques, patterns, deep sofas and at least one fabulous wing chair." Step into a well-appointed city residence—like the Greenville, South Carolina, house (opposite and left) designed by Westbrook Interiors and Summerour Architects—and you will likely encounter sumptuous fabrics, silk rugs or perhaps elaborate passementerie. The Southeast is a textile-lover's paradise. Customized decor is also bountiful, as is comfortable upholstered seating likely sourced from one of High Point's premier brands.

SOUTHERN HOSPITALITY

Homes in the Southeast are made for hosting family and friends, which is why dining spaces continue to rank high in importance. In the area's finest houses, you will find dining rooms elegantly clad, often with bespoke wallpaper, chandeliers (always with dimmers for ambience) and sideboards

