

WHAT'S YOUR AESTHETIC?

The Ultimate Guide to Stylish Interiors

The Carpet Institute of Australia



October 2026
Bulletin 4

www.carpetinstitute.com.au

Why carpet could be the ultimate expression of personal style?

Do you know your aesthetic?



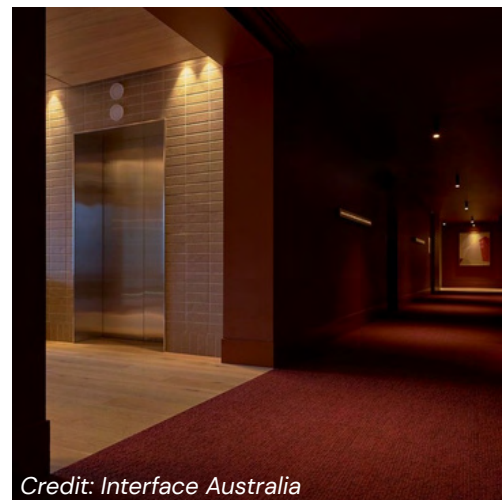
Credit: Interface Australia

Maybe your wardrobe is filled with crisp neutrals and understated basics. Perhaps you are more drawn to vintage florals, dark romantic interiors, coastal colours or the polished sophistication of an old-world hotel. Whether you realise it or not, the things you wear, save, pin and surround yourself with often tell a story about your personal style.

From Pinterest mood boards to TikTok photo slideshow quizzes, and Instagram interior design inspos, the idea of having an “aesthetic” has become part of the way we define ourselves. Aesthetics are no longer simply fashion trends. In reality, they influence beauty, travel, food, furniture and the spaces we aspire to live in.

So why should our floors be left out?

Carpet is one of the largest visual surfaces in a room. Carpet brings the colour, softness, pattern and texture into a space before a cushion is placed or a picture is hung. Rather than treating it simply as the neutral backdrop to an interior, what if we started thinking about carpet the same way we think about fashion?



Credit: Interface Australia

What exactly is an aesthetic?

An aesthetic is more than a colour scheme. It is a collection of visual references, moods, influences and lifestyle choices that work together to create a unique identity.

Think about Old Money. It conjures vivid images of country clubs, European holidays, tailored clothing, dark timber and muted colours. When you think of Surfer Girl, you're probably thinking of sun-bleached hair, ocean blues, sandy neutrals and a relaxed coastal lifestyle. For Vamp Romantic, you might intuitively think of pillar candles, vintage furniture, lace, deep colours, and a little bit of drama swirled in.

We selected and imagined nine of the top aesthetics trending in 2026, based on what has been popping up across social media:

Clean Girl as being airy and minimal, reminiscent of Hailey Bieber's effortlessly polished style.

Old Money as being classic and refined, inspired by polo shirts, golf and timeless luxury.

Bambi as being soft, feminine and inspired by the classic Disney movie Bambi.

Surfer Girl as being relaxed, carefree and always ready for a good sun-soak.



Corporate Chic as being sleek, confident and sophisticated.

Old Hollywood Glamour as embracing glamour, luxury and all of the drama.

Cottage Core celebrating the countryside, cosy living and vintage charm.

Vamp Romantic as being mysterious, dramatic and opulent.

And lastly, **Model Off-Duty** as capturing that elusive balance between effortless and polished.

These nine aesthetics will be explored in this edition, and will show just how varied personal style can be.

None is necessarily "better" than another. That is the point. Personal style should feel personal and uniquely you.

What does your aesthetic say about what you like?

Take a look at the room photos you save online. Then look at your clothes. Your favourite café. Your jewellery. Even the destinations you bookmark for a future holiday.

There is probably a common thread.

Someone drawn to Clean Girl interiors may prefer uncluttered spaces, natural materials and warm whites. The Cottage Core enthusiast might favour botanical prints, handmade objects, books, ceramics and soft greens. Old Hollywood Glamour devotee is unlikely to shy away from rich textures, statement furniture or dramatic colour, while the Model Off-Duty aesthetic favours restrained pieces that look expensive without appearing overly considered.



Credit: Godfrey Hirst Australia

This is where carpet becomes interesting.

The same language we use to describe fashion can apply to flooring: tailored or relaxed, soft or structured, understated or bold, traditional or contemporary.

A soft pale carpet can give a room the interior equivalent of a perfectly fitted white T-shirt. A deep plush carpet can feel like velvet eveningwear. A patterned wool carpet might play the same role as a beautifully tailored coat: timeless, distinctive and capable of defining the entire look.



Credit: Milliken Australia



Credit: Bremworth Australia

Your colour palette is part of your identity

Colour is one of the quickest ways we communicate a mood.

Clean Girl interiors lean towards warm white, ivory, oatmeal, beige, greige and pale stone colours that create a fresh, calm and uncluttered environment. Old Money expands the palette into navy, cocoa, camel, cream, wine and pearl tones, paired with more structured and traditional textures.

Then the personalities become stronger.



Credit: Godfrey Hirst Australia



Credit: EC Carpets

Surfer Girl brings in coral, sand, shell, seafoam, aqua and teal. Corporate Chic moves towards Bordeaux, coffee brown, grey, mauve and black. Old Hollywood Glamour embraces deep red, dark brown, forest green and black, while Cottage Core softens the landscape with sage, mushroom, oatmeal, dusty rose and terracotta.



Credit: Victoria Carpets

And if your mood board is filled with candlelight, antique furniture and rich fabrics? Vamp Romantic takes us into Bordeaux, antique gold, warm taupe, dark brown and near-black.

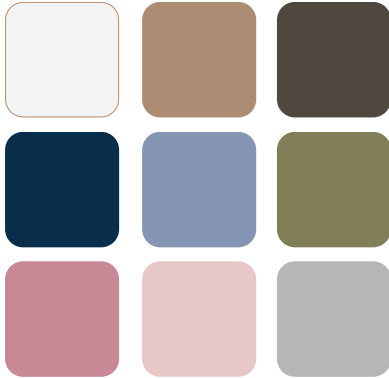


Credit: Bremworth Carpets

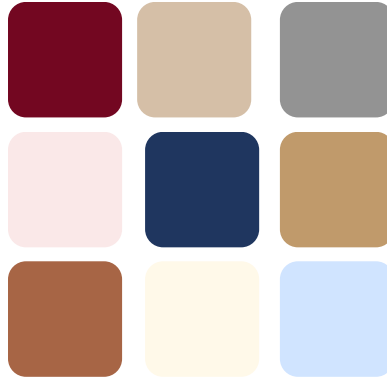
The important lesson is that your floor does not automatically have to be beige simply because carpet is a long-term choice. A carefully chosen colour can still be versatile while giving a room identity.

Colour Palletes

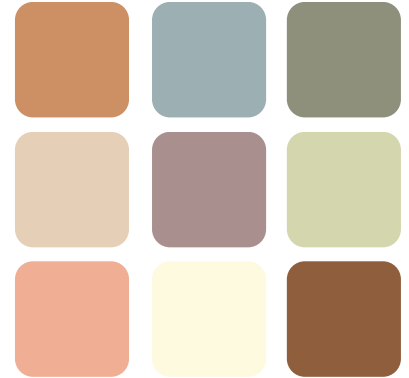
1.Clean Girl



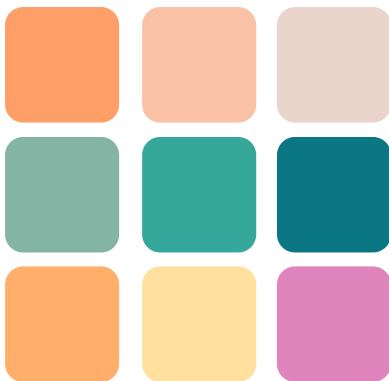
2.Old Money



3.Bambi



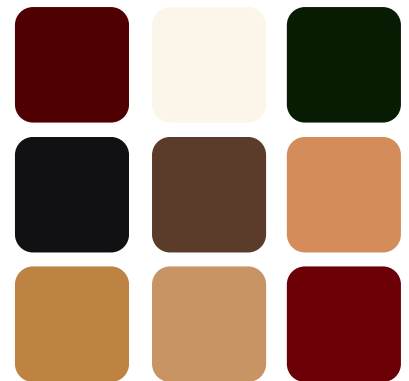
4.Surfer Girl



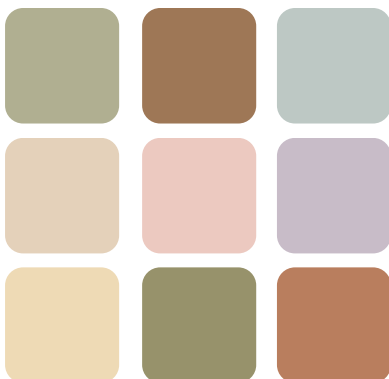
5.Corporate Chic



6.Old Hollywood Glamour



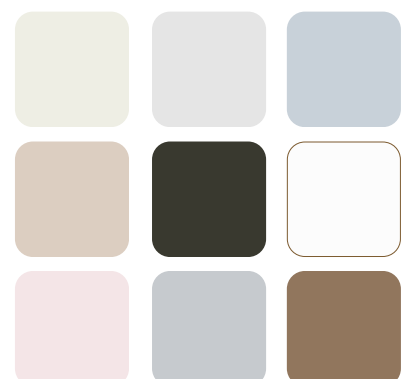
7.Cottage Core



8.Vamp Romantic



9.Model off Duty



Take the Test: What's your aesthetic?

Before choosing your carpet, ask yourself a few questions.

When you imagine your dream room, is it light and minimal or dark and atmospheric? Do you prefer crisp tailoring or relaxed linen? Are your saved interiors filled with coastal blues, romantic florals, heritage patterns or sleek monochrome? Would you rather spend the weekend at a country estate, hidden beach, city wine bar, country cottage or candlelit restaurant?

Your answers might reveal more about your perfect carpet than you think.



Credit: Signature Flooring



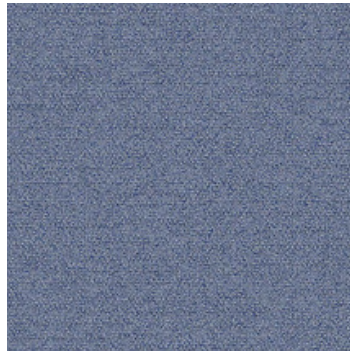
Credit: Beaulieu Australia

The Editor's Pick

Once you know the feeling you want to create, flooring becomes part of the styling process.



Bremworth Kensho (wool)
ACCS #19145



**Interface Speckled
Ground in Powder**
ACCS #22179



**Brintons
Natural Dimensions in
Vipera Loop Cloud**



**Victoria Carpets
Platinum Plush in 32 shell**
ACCS #25089



Feltex Spinifex in Husky
ACCS #14254

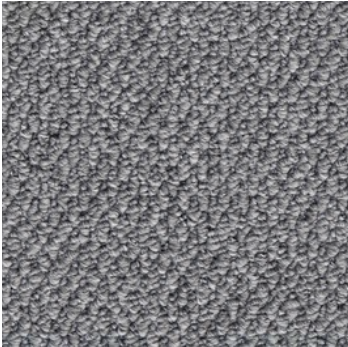


**EC Carpets Sirocco in
Barley Sand 5954**
ACCS #26194

Clean Girl is all about soft, understated colour and texture. These carpet selections were chosen to complement the palette of warm whites, beige, taupe, soft grey, muted blue and dusty pink. Bremworth Kensho, Feltex Spinifex and EC Carpets Sirocco create a calm neutral base, while Victoria Carpets Platinum Plush adds a softer, more polished finish. Brintons Natural Dimensions introduces subtle pattern and texture without making the room feel busy, and Interface Speckled Ground in Powder brings in the cooler blue tone seen in the palette. Together, the selections keep the look minimal and refined while adding enough variation in texture and tone to stop the space from feeling flat.

The Editor's Pick

Once you know the feeling you want to create, flooring becomes part of the styling process.



**Beaulieu Australia
Glenstone in Anchor**



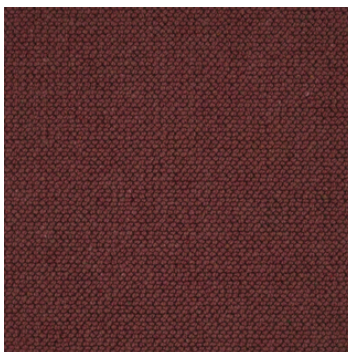
**Bremworth Aoraki Wool
in Daisy
ACCS #22270**



**Interface Cheshire Street
in Cobalt
ACCS #23319**



**Victoria carpet Tutor
Twist Supreme in 96
Witchcraft
ACCS #00134**



**EC Carpets Elmsford in
Garnet 5809
ACCS #26192**



**Godfrey Hirst Regency
Twist in Montego 580
ACCS #28021**

Old Money is defined by rich, classic colours and a more tailored sense of luxury. These carpet selections reflect the palette through navy, burgundy, camel, cream, grey and warm brown tones. Interface Cheshire Street in Cobalt and Victoria Carpets Tutor Twist Supreme in Witchcraft bring in the deeper blue shades, while EC Carpets Elmsford in Garnet adds the wine tone associated with the aesthetic. Godfrey Hirst Regency Twist in Montego introduces a warm brown base, balanced by the lighter neutrals of Bremworth Aoraki Wool in Daisy and Beaulieu Glenstone in Anchor. Together, the mix of traditional pattern, deep colour and refined texture creates a look that feels established, elegant and timeless.

The Editor's Pick

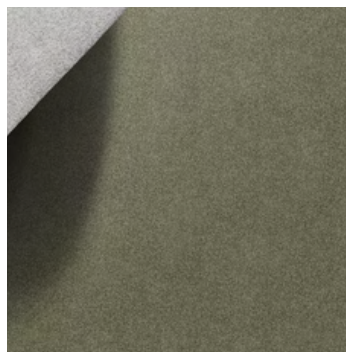
Once you know the feeling you want to create, flooring becomes part of the styling process.



**Interface Speckled
Ground in Ginger
ACCS #22179**



**Brintons Purely
Natural | Flora and
Fauna in Woodland
Stag Cloud**



**Godfrey Hirst Soft
Sunrise in Meadow
ACCS #12068**



**Bremworth Galet in
Dolomite
ACCS #10055**



**Brintons The chroma
collections - Buttermilk**



**Godfrey Hirst Winter
Charm in Pressed Rose
ACCS #20019**

Bambi is soft, nostalgic and whimsical, with a palette inspired by nature and gentle earthy tones. These carpet selections draw from warm peach, muted sage, soft cream, dusty pink and light brown. Interface Speckled Ground in Ginger introduces the warmer peach tone, while Godfrey Hirst Soft Sunrise in Meadow brings in the muted green seen throughout the palette. Bremworth Galet in Dolomite and Brintons Chroma Collections in Buttermilk add soft neutral foundations, while Godfrey Hirst Winter Charm in Pressed Rose brings in the dusty pink. Brintons Purely Natural adds a delicate woodland pattern, reinforcing the aesthetic's nature-inspired character. Together, the selections create a look that feels gentle, playful and comforting.

The Editor's Pick

Once you know the feeling you want to create, flooring becomes part of the styling process.



**Victoria Carpets Tudor
Twist Supreme in 71
Fanfare
ACCS #00134**



**EC Carpets Bahamas in
Cayman 5704
ACCS #25278**



**Belgotex Alexandria in
Shore**



**Interface Desert Ranch
in Sunset
ACCS #24370**



**Milliken Salt Lake -
Crystals
in Sand
ACCS #25235**



**Bremworth Aoraki Wool
in Glacier
ACCS #22270**

Surfer Girl is relaxed, sun-washed and coastal, with a palette inspired by sea, sand and warm summer tones. These carpet selections reflect that through soft aqua, sandy beige, pale blue and warm neutral shades. Victoria Carpets Tudor Twist Supreme in Fanfare brings in the fresh aqua tone, while EC Carpets Bahamas in Cayman and Milliken Salt Lake – Crystals in Sand echo the sandy, beach-inspired side of the palette. Bremworth Aoraki Wool in Glacier introduces a cooler pale blue, while Belgotex Alexandria in Shore adds a natural, textured neutral. And lastly, Interface Desert Ranch in Sunset brings in warmer peach and terracotta notes. Together, the selections create a casual, breezy look that feels bright, natural and distinctly coastal.

The Editor's Pick

Once you know the feeling you want to create, flooring becomes part of the styling process.



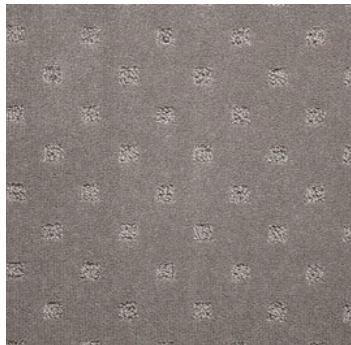
**Interface Head Over Heels
in Espresso
ACCS #14094**



**Milliken
Northward Bound 2.0 -
Snow in Travel
ACCS #26199**



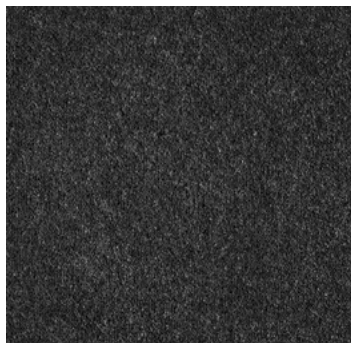
**EC Carpets Aryton in
Toleman+4607
ACCS #23284**



**Beaulieu Opera
in Liquid Silver
ACCS #28048**



**Godfrey Hirst Otway
Lodge in Gorge
ACCS #22230**

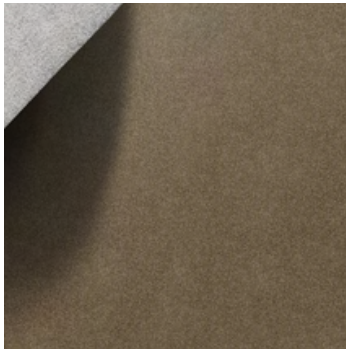


**Victoria Carpets
Platinum Plush in Black
Horizon 55
ACCS #25089**

Corporate Chic is sleek, structured and sophisticated, with a palette built around charcoal, black, grey, taupe and muted neutral tones. These carpet selections reflect that polished look through darker shades and refined textures. Interface Head Over Heels in Espresso and Victoria Carpets Platinum Plush in Black Horizon create a strong, dramatic base, while Milliken Northward Bound 2.0 in Snow in Travel adds depth through a softer charcoal finish. EC Carpets Aryton in Toleman introduces a tailored linear texture, while Beaulieu Opera in Liquid Silver brings in a lighter grey accent. Godfrey Hirst Otway Lodge in Gorge adds another rich, textural neutral. Together, the selections create a confident, professional look that feels modern, composed and understated.

The Editor's Pick

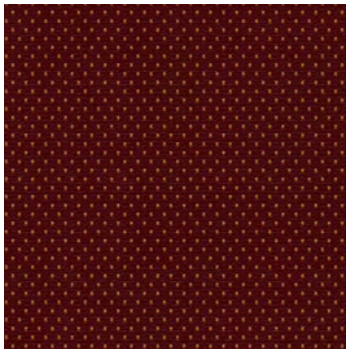
Once you know the feeling you want to create, flooring becomes part of the styling process.



**Godfrey Hirst
Inspirational in Acorn
ACCS #19016**



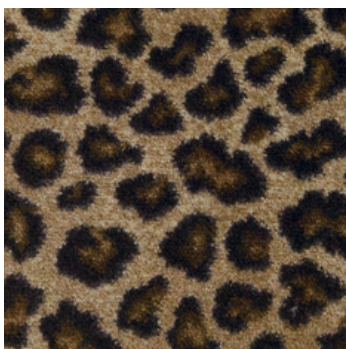
**Interface Circa Then in
Forest
ACCS #23320**



**Brintons Highmont in
Red Highmont
ACCS #940099**



**Beaulieu Australia
Pelorus Sound
in Maple Leaf
ACCS #18097**



**Milliken exotic Journey
in Leopard (action bac)**

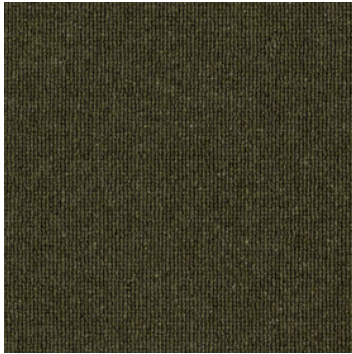


**Victoria Carpets Tudor
Twist Supreme in 54
Lionheart
ACCS #00134**

Old Hollywood Glamour is rich, dramatic and luxurious, with a palette centred on deep red, forest green, black, cream and warm brown tones. These carpet selections reflect that sense of opulence through bold colour, plush texture and statement pattern. Brintons Highmont in Red Highmont introduces the deep red seen in the palette, while Milliken exotic journey in Leopard brings the boldness. Victoria Carpets Tudor Twist Supreme in Lionheart and Godfrey Hirst Inspirational in Acorn add darker, grounding shades, while Beaulieu Pelorus Sound in Maple Leaf contributes a warm copper-brown accent. Interface Circa Then in Forest adds graphic pattern and contrast. Together, the selections create a luxurious, theatrical look with a distinctly vintage feel.

The Editor's Pick

Once you know the feeling you want to create, flooring becomes part of the styling process.



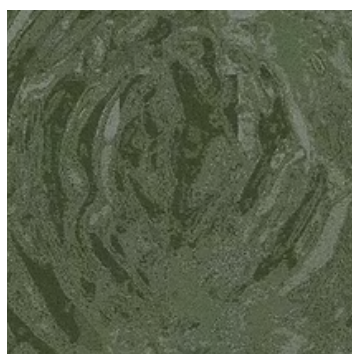
**EC Carpet House in
Eleven 5011
ACCS #21207**



**Godfrey Hirst
Chatsworth in Cavendish
ACCS #18028**



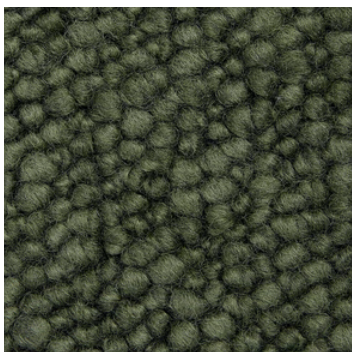
**Belgotex Westminster in
Empath
ACCS #10077**



**Interface Head over
Heels in Sage
ACCS #14094**



**Brintons Abbotsford in
Ivory Kilgour
ACCS #29147**

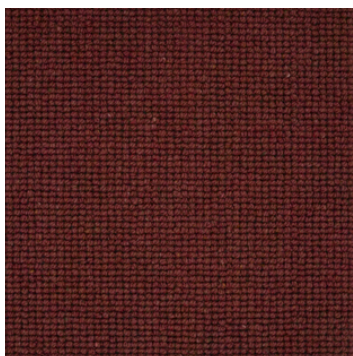


**Bremworth Galet in Sage
ACCS #10055**

Cottage Core is warm, nostalgic and nature-inspired, with a palette of sage, olive, cream, dusty pink, soft blue and earthy brown. These carpet selections were chosen to reflect that relaxed, countryside feel through natural colours, cosy textures and traditional pattern. EC Carpet House in Eleven and Bremworth Galet in Sage bring in the deeper green tones, while Belgotex Westminster in Empath adds a softer, mossy shade. Godfrey Hirst Chatsworth in Cavendish introduces a light neutral base, and Brintons Abbotsford in Ivory Kilgour adds a classic checked pattern that suits the vintage character of the aesthetic. Interface Head Over Heels in Sage adds depth and movement. Together, the selections create a comfortable, layered look that feels rustic, homely and timeless.

The Editor's Pick

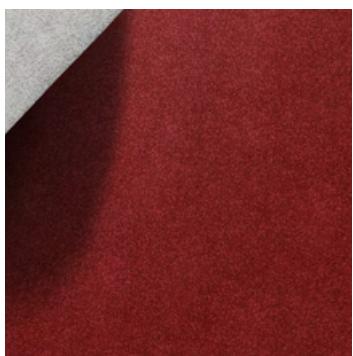
Once you know the feeling you want to create, flooring becomes part of the styling process.



**EC Carpets Cotswolds in
Maplehurst+6009
ACCS #26193**



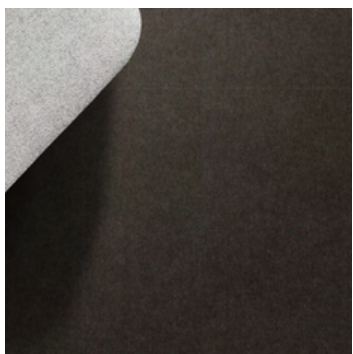
**Interface LC05 in Berry
ACCS #18085**



**Godfrey Hirst
Inspirational in Super
Nova
ACCS #19016**



**Milliken Whale Song –
Beluga in Kelp Forest
ACCS #17137**



**Feltex Berkley in Cinder
ACCS #11090**



**Brintons Renaissance –
Versailles Pearl
186/38106
ACCS #29144**

Vamp Romantic is dark, dramatic and luxurious, with a palette of burgundy, plum, antique gold, taupe, charcoal and near-black. These carpet selections were chosen to reflect that moody, opulent character through rich colour, deep neutrals and decorative pattern. EC Carpets Cotswolds in Maplehurst and Godfrey Hirst Inspirational in Super Nova bring in the deep red tones, while Interface LC05 in Berry introduces a stronger plum accent. Milliken Whale Song – Beluga in Kelp Forest and Feltex Berkley in Cinder provide darker grounding shades, creating depth and atmosphere. Brintons Renaissance – Versailles Pearl adds a lighter antique-gold tone and ornate pattern, giving the selection a more romantic, vintage feel. Together, the carpets create a layered and expressive look that feels dramatic, elegant and slightly mysterious.

The Editor's Pick

Once you know the feeling you want to create, flooring becomes part of the styling process.



**Belgotex Alexandria in
Terra**



**Milliken Poise in Calm
ACCS #20014**



**EC Carpets Bordeaux in
Pascal
ACCS #25302**



**Bremworth Limelight in
Encore
ACCS #25270**



**Victoria Carpets Rendell
Plush in sherwood tan
ACCS #25090**



**Bremworth Kensho in
rested
ACCS #19145**

Model Off-Duty is effortless, understated and polished, with a palette of soft white, grey, taupe, muted blue and warm brown. These carpet selections reflect that relaxed sophistication through adaptable neutrals and subtle texture. Belgotex Alexandria in Terra and EC Carpets Bordeaux in Pascal provide light, versatile foundations, while Milliken Poise in Calm introduces a cooler grey-blue tone from the palette. Bremworth Limelight in Encore and Kensho in Rested add warmth and tactile texture without feeling overly styled. Victoria Carpets Rendell Plush in Sherwood Tan brings in the deeper brown accent, giving the palette more depth. Together, the selections create a refined but easy-going look that feels contemporary, comfortable and effortlessly put together.

Which one feels most like me?

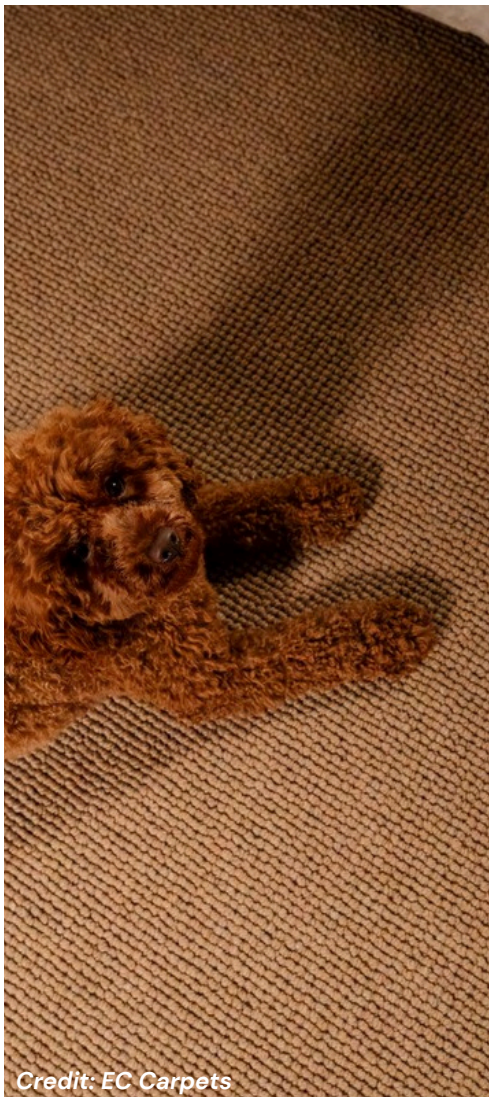
The result is a different way of thinking about flooring.

Your home does not have to follow a showroom formula, and carpet does not simply have to “go with everything”. Like fashion, the most memorable interiors say something about the person who lives there.

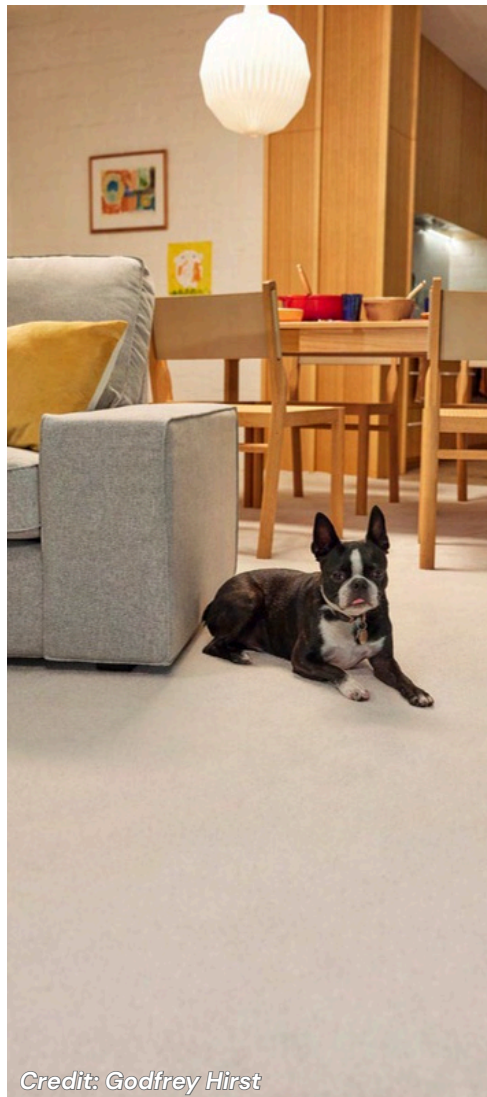
So next time you are choosing carpet, perhaps the first question should not be “What is the safest colour?”

Maybe it should be:

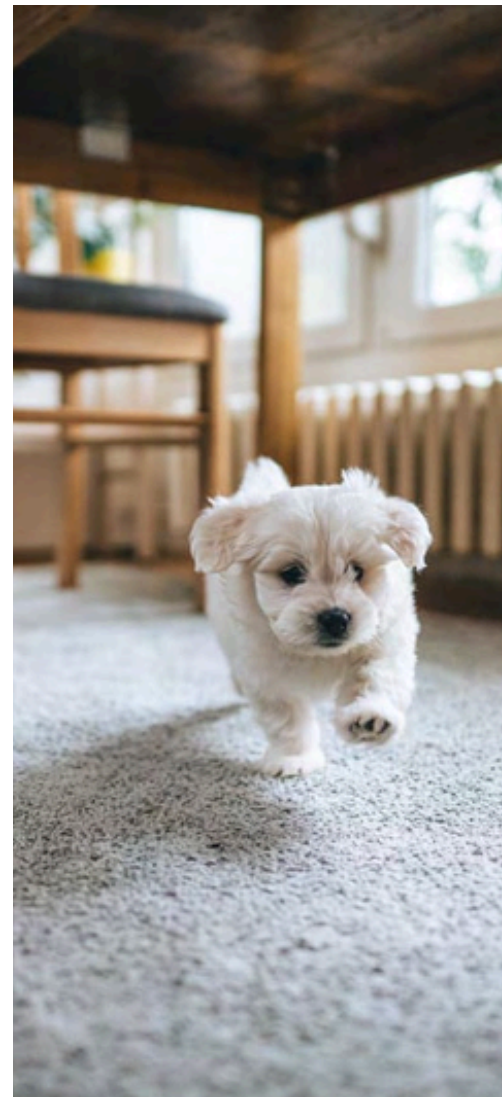
“Which one feels most like me?”



Credit: EC Carpets



Credit: Godfrey Hirst





Credit: Godfrey Hirst Australia

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