



greg natale

A new range from one of the design industry’s favourite visionaries

Words Ginny Wong

Greg Natale is a name synonymous with Australian luxury, style and creativity. One of our most high-profile designers, he has completed studies not just in interior design, but in the creative domains of visual arts and architecture.

From an early age, Greg was always fascinated by interiors, absorbed in design magazines and the glamorous sets from television shows. Although he recalls his parents’ house as “immigrant nostalgic” — filled with kitsch and baroque furniture — Greg now attributes this eclectic part of his upbringing to the development of his bold style in colour, pattern and layering that we can’t get enough of today.

In 2001, Greg Natale established his design firm, which focuses on the integration of architecture, design and decoration in residential, retail and commercial domains. Since then, he has been hard at work, expanding into a range of other design disciplines.

In September 2016, Greg was thrilled to announce the launch of Greg Natale Home, a stunning sophisticated range of bed linen, bath towels cushions, pillows and throws. “I love cushions and beautiful bed linen as they offer an attractive way to layer colour, add pattern

and inject some contrast to a room,” says Greg.

While the Diane duvet and Astoria towel ranges are refined in their geometric patterns, the cotton chenille Malachite and Snake throws add a layer of opulence to any home. And there are many more sophisticated designs on offer, all of which are versatile and easy to style. “You can replace them or

arrange them without any fuss whenever you want a new look,” says Greg.

The design giant is excited to be able to finally share this luxurious lifestyle collection, available in Myer and Domayne. “It’s been a long time coming,” enthuses Greg, “and I can’t wait to see how everyone styles them in their own homes!” [HD gregnatale.com](http://hd.gregnatale.com)

