
Dwell Well design co.
Design Alchemy
2026

Dwell Well design co.

A NOTE ON

Design Alchemy

Design Alchemy is Dwell Well Design Co.'s annual exploration of how our homes are evolving — not just in how they look, but in how they live, feel, and support the people inside them. Now in its third year, it reflects our belief that design is not a moment, but a practice shaped by real life.

Each volume reflects what we're noticing as we look ahead — informed not only by our own projects, but by the broader design landscape around us. From fashion and global interiors to conversations with our manufacturing partners and the cultural moments shaping how we live, it all informs the outlook we discuss in this issue. We explore how materials, color, proportion, and pattern are evolving in response to shifting priorities: what feels grounding, what feels expressive, and what we actually want to live with.

Within these pages, you'll find forward-looking ideas paired with practical ways to bring them home — written for clients, creatives, and design-minded readers who believe a home should hold meaning as well as beauty, and who care less about what's "in" and more about what feels right. Not prescriptions, but perspectives. An invitation to think more intentionally about the spaces that shape your everyday life.



Jessica Brugger

A LETTER FROM *The Editor*

I'm Jessica Brugger, Founder and Principal Designer of Dwell Well Design Co. My work has always been rooted in story, structure, and trust — principles that continue to guide how I think about homes.

Design Alchemy grew from a belief that meaningful, forward-looking design doesn't belong to a single geography. It's shaped by how we live, what we value, and the quiet shifts that happen long before they're labeled as trends.

This year's evolution

Design rarely announces when it's changing — it simply does. What's emerging now isn't a move toward restraint, but a rejection of performance. Homes are no longer meant to appeal to everyone. They're meant to belong clearly to someone.

The boldness of today's design isn't louder — it's more personal. More tactile. More foundational to how we live. It shows up in materiality and scale, in organic forms that soften architecture, and in living finishes that age alongside the people inside them. These are homes designed to hold memories, collections, quirks, and daily rhythms — spaces that feel grounded, layered, and full.

Design Alchemy 2026 reflects that shift. It's not about minimalism or maximalism, but meaning — an edit of what feels essential now, and how that translates into homes meant to be lived in.

Throughout this guide, you'll see an emphasis on design that supports real life rather than staging it: color with depth; materials chosen for how they feel, not just how they photograph; layouts that prioritize comfort, movement, and connection. Design that welcomes use, allows for wear, and improves with time.

Because the most compelling homes aren't built for approval.
They're built to be lived in.

Jessica

Founder & Principal Designer
Dwell Well Design Co.


Homes that mean something

Homes that mean something



A space designed for gathering the people who matter most.



Layered materials, and organic shapes, chosen for depth and detail.



Homes that mean something

Art chosen to live with the room, not just dress it.

Pattern elevated through custom framing.



Homes that mean something



A small space with a point of view: traditional details, a touch of fun, and a confident mix of warm and cool.

Layered textures, thoughtful scale, and a room designed to support real family life.



Design begins where real life takes place.

The Framework

Each year, Design Alchemy is shaped by a set of ideas that emerge through both experience and research- patterns we see across our client work, industry, broader culture, and the economic forcings influencing how we experience home.

This year, those ideas coalesce into three themes — not trends to follow, but lenses through which to think about home.

01. The Collected Narrative

Design shaped by story, memory, and the lives lived inside it.

02. Soft Structure

Comfort guided by clarity, proportion, and intention.

03. Decorated Confidence

Character is returning to our homes — not loudly, but with assurance.

01.

The Collected Narrative

Design shaped by story, memory, and the lives lived inside it.

Some homes tell their story all at once.
The most meaningful ones reveal it slowly.

The Collected Narrative is about designing with time in mind. It favors intention over immediacy, depth over perfection, and spaces that feel lived in rather than finished. These are homes shaped by what has been gathered and kept — pieces with history, objects with meaning, and details that reflect real lives rather than a single moment in time.

In this approach, old and new coexist naturally. A vintage piece might ground something custom. Personal artifacts — a child's artwork, a framed memento, a well-worn object that's traveled through life with you — are thoughtfully integrated alongside tailored furnishings.

Layers build, edges soften, and the home gains character through contrast, use, and the quiet accumulation of meaningful things.
In a time when so much is rushed and replicated, the collected home feels grounding. It reflects the people who live there — their history, their rhythms, their imperfect and evolving story — and it leaves space for what hasn't happened yet.

The pages that follow explore how to create a home that feels authored over time — layered, personal, and rich with meaning — where nothing feels too precious to live with and nothing meaningful is left tucked away. Most of all, it's designed to continue gathering layers as the families who live there evolve.


A home shaped by the stories it
continues to collect.
THE INVISIBLE LIFE
OF ADDIE LARUE



Rooms shaped by what's been gathered.





Design that makes space for memory, not perfection.




Objects chosen with intention— valued for meaning as much as beauty.

Living the Idea

Objects and materials that embody this approach



LESSONS OF THINGS



J BALSER INC

REGINA ANDREWS



JAIPUR LIVING



MADE GOODS



JONATHAN CHARLES

Dwell Well design co.

Homes hold what we gather —
people, moments, meaning.
They soften with time, just as
we do.
Layers tell stories that styling
never could.
Design lives in what's
remembered, not what's
removed.
The most meaningful spaces
feel unmistakably lived in.

02.

Soft Structure

Comfort guided by clarity, proportion, and intention.

Comfort and structure are not opposites.

The most successful homes need both.

Soft Structure explores the balance between clarity and ease — spaces rooted in proportion, thoughtful layout, and architectural intention, then softened through material, texture, and light. These are interiors with a clear framework: rooms that know what they're meant to do, details that feel considered, and spaces that hold their shape even as life moves through them.

In this approach, architecture sets the foundation. Traditional materials, articulated trim, well-scaled millwork, and lighting that references structure all provide a sense of order and permanence. From there, warmth is layered in — through upholstered forms, tactile finishes, subtle curves, and lighting designed to create atmosphere rather than spectacle.

As homes continue to carry more of our lives, this balance has become essential. Spaces must support daily routines while still feeling composed, offer comfort without losing definition, and adapt over time without feeling temporary.

Soft Structure is about designing homes that feel grounded and generous at once — where comfort is intentional, architecture is felt rather than forced, and beauty works quietly behind the scenes.


A familiar framework, reimagined
through material and detail.


Structural order, softened by
lived–in pieces.





Bold expression, grounded by architectural restraint.


A formal framework, softened
through curve and craft

Living the Idea

Selections that translate the ideas into lived space



MODERN MATTER



WORLDS AWAY



BRAMBLE



VISUAL COMFORT



MADE GOODS



ANNIE SELKE

Dwell Well design co.

Architecture sets the frame.
Form softens the edges.
Proportion, flow and material
do the unseen work.
Comfort is intentional.
Beauty holds because it's
built to last.

03.

Decorated Confidence

Character is returning to our homes — not loudly, but with assurance.

Decorated Confidence reflects a renewed ease with richness — an embrace of materials, pattern, and detail that feel considered rather than cautious.

Here, color and pattern are used with purpose. Prints are layered. Hues are chosen for depth and livability, not novelty. Details matter: tailored upholstery with contrast welts or skirts, carved wood, inlay, pleats, trims, and finishes that reveal the hand of the maker. These are spaces where furnishings and finishes carry personality through craft, not scale.

This approach draws inspiration from more traditionally detailed interiors, reinterpreted for the way we live now. Pattern-on-pattern feels balanced rather than busy. Decorative elements are integrated into everyday pieces — a chair with a skirt, a cabinet with subtle carving, a light fixture that references form and structure — creating rooms that feel finished without feeling formal.

What distinguishes Decorated Confidence is the balance between detail and restraint. Decorative elements are layered with streamlined, contemporary forms, allowing each detail to stand out rather than compete. Nothing is added for effect — every choice has purpose, and the mix is what gives the space its confidence.

The spaces that follow celebrate homes that aren't afraid of detail — and are confident enough to use it well.


Romantic tradition, mixed with intention.
Ancient Egypt



Opposite expressions, same conviction.





Patina, pattern, and precision — held in balance.


Layered choices,
settled with ease.

Living the Idea

Material expressions of this point of view



SCHUMACHER



PIGEON & POODLE



JOON LOLOI



VILLA & HOUSE



HICKORY CHAIR



KRAVET

Dwell Well design co.

Decoration has always
carried meaning.
Fringe, pleats, pattern, and
finish tell stories.
Confidence lives in the
choosing — and the holding.
Nothing edited into
neutrality.
Nothing afraid of delight.

Bringing it home

Dwell Well Design Co.

Color Box™

2026

Color is one of the most powerful tools in a home — and one of the most intimidating. Used well, it isn't about trends or matching, but depth, mood, and how a space feels over time.

The Dwell Well Design Co. Color Box™ is our edit of the year ahead: nine paint colors we have carefully selected for their usability, inspiration, and emotional range.

These hues span light and dark, quiet and grounding, expressive and restrained. Each one stands confidently on its own, yet layers easily with others. Chosen not for novelty, but for their ability to hold a room — shifting with the light, supporting daily life, and creating atmosphere without overpowering it.

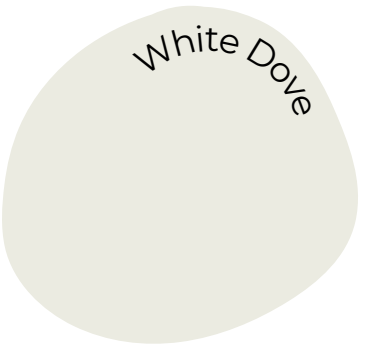
The 2026 Color Box reflects the ideas explored throughout this book: confident choices made with restraint, softness balanced with structure, and color used as a foundational element rather than a finishing touch.

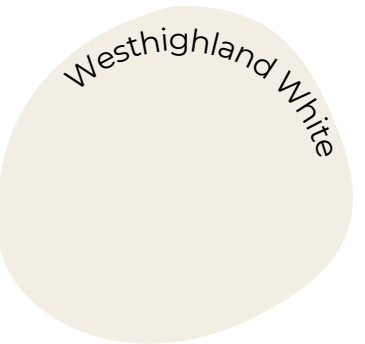
When chosen with intention, color doesn't demand attention.
It sets the mood.
It holds the story together.

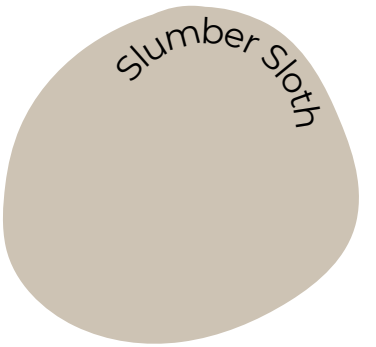
Dwell Well Design Co.

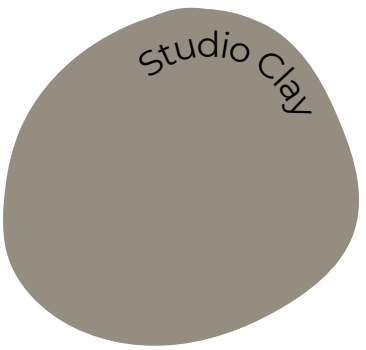
Color Box™

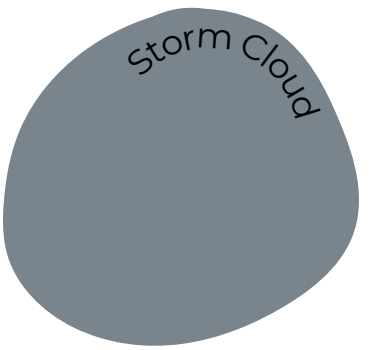
2026

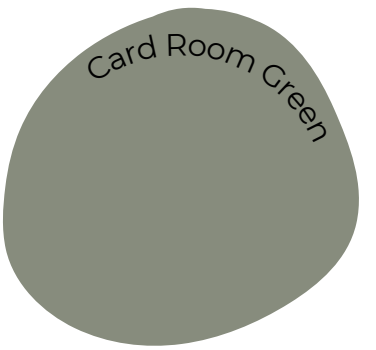






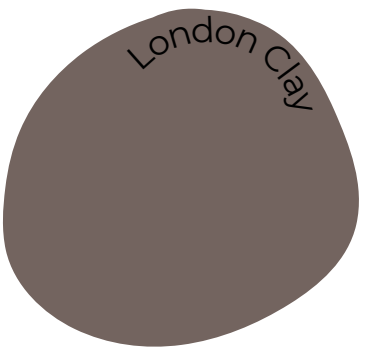












Dwell Well Design Co.

Color Box™ 2026

White Dove

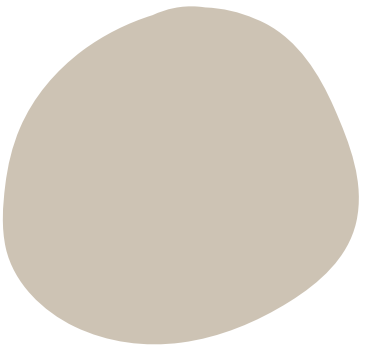
BENJAMIN MOORE

When I want the warmth of a true white with just a touch less yellow, this is where I land. White Dove feels soft, balanced, and incredibly versatile — perfect when you want lightness without starkness. It creates a calm, layered backdrop that lets texture, patina, and personality to be the focus.

Westhighland White

SHERWIN WILLIAMS

This is my go-to white when I want warmth, softness, and a home that feels instantly welcoming. Westhighland White carries a subtle creaminess that reads layered rather than yellow. It's a foundational color that plays beautifully with natural materials, vintage pieces, and warm textures — the kind of white that feels like it belongs.



Slumber Sloth

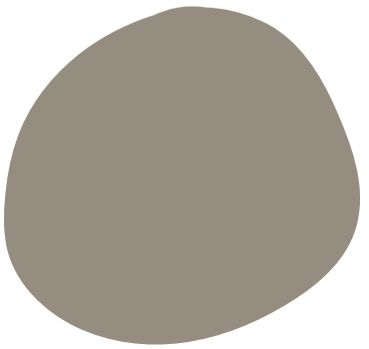
SHERWIN WILLIAMS

This is one of those rare neutrals that gets everything right — grounded without reading warm, soft without tipping gray. I've used Slumber Sloth on both walls and trim, and it creates a seamless, architectural calm that feels intentional and elevated. It's perfect when you want neutrality with depth, and a backdrop that quietly supports a layered, rooted home.

Dwell Well Design Co.

Color Box

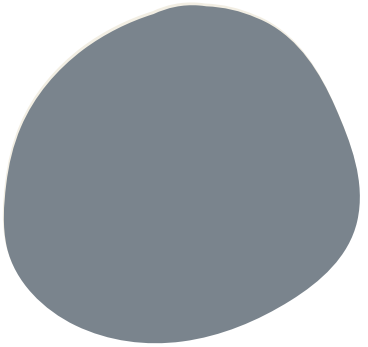
2026



Studio Clay

SHERWIN WILLIAMS

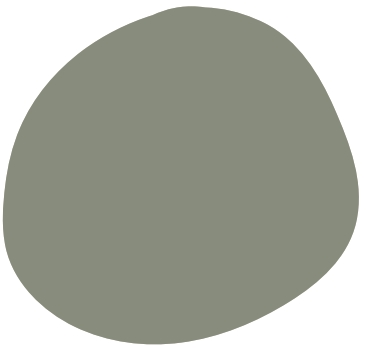
This is the color I reach for when you're ready for warmth and richness, but not quite ready to go deep. Studio Clay adds depth and softness without feeling heavy, making it an easy entry point into more expressive color. It brings a grounded, collected feel to a space while still living comfortably day to day.



Storm Cloud

SHERWIN WILLIAMS

This is richness without heaviness — a color that lives beautifully between blue and gray. Storm Cloud shifts with the light, sometimes moody, sometimes soft, and always grounded. It's perfect when you want depth and character that feels timeless rather than dramatic.



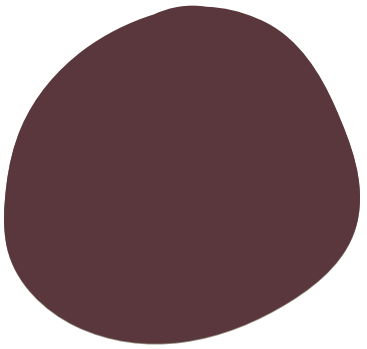
Card Room Green

FARROW & BALL

This is green with confidence — unapologetically so. Never too blue or muddy. Card Room Green feels crisp and bright while still grounded, making a bold color choice feel surprisingly approachable. It's the kind of green that commits without overwhelming, and brings instant character to a room.

Dwell Well Design Co.

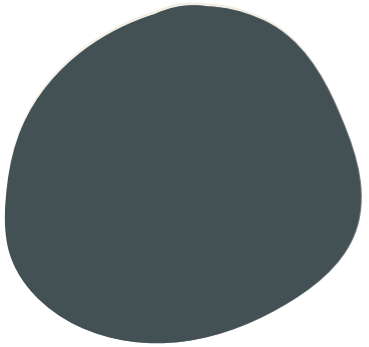
Color Box 2026



Adventurer

LITTLE GREEN

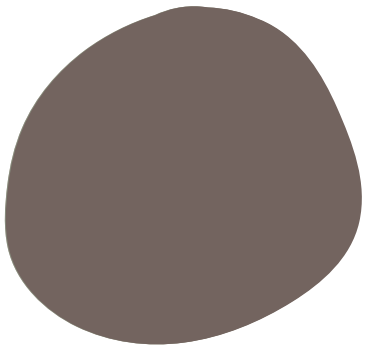
I discovered Little Greene this year, and this color immediately stopped me — it's my dream hue for 2026. Adventurer is rich, nuanced, and quietly expressive, the kind of color that feels both historic and forward-looking at once. Everything points toward this shade: grounded, confident, and endlessly beautiful in a layered, collected home.



Narragansett Green

BENJAMIN MOORE

This is my can't-quit-it green — moody, saturated, and beautifully balanced with just enough blue to keep it feeling refined. Narragansett Green brings depth and drama without tipping dark or heavy, making it endlessly livable. It's the kind of color that anchors a room and still feels timeless.



London Clay

FARROW & BALL

This is depth at its most confident — rich, earthy, and unapologetically elevated. London Clay brings warmth and drama without feeling cold or severe, making it ideal for rooms that want to feel enveloping and intentional. It's a color that holds space beautifully and gives a home instant gravitas.


The rest happens here.



A NOTE ON

Living with Design

This book offers a point of view — not a prescription.

You've seen how we think about homes: the balance of structure and softness, the confidence of well-chosen layers, the way materials and color shape how a space feels. Living with design is different.

Homes aren't finished. They evolve as routines change, collections grow, and priorities shift. The goal isn't to preserve a moment, but to support what comes next.

Use doesn't undo good design — it completes it. Wear, adjustment, and change are signs that a home is doing its job.

As you live with your space, notice what settles easily and what doesn't. Keep what feels grounded. Let go of what no longer serves you. Edit with intention, not urgency.

Trust your instincts. Let your home respond to how you live now, not how you imagined you would live when decisions were first made.

Design doesn't end when the work is done.

It begins when you live in it.



MEET

The Author

Jessica Brugger is the Founder and Principal Designer of Dwell Well Design Co., a Central Ohio–based interior design studio known for creating story-led, deeply personal homes. Her work balances refinement and ease, old and new, structure and softness — resulting in spaces that feel layered, intentional, and distinctly personal.

Before entering residential design, Jessica spent her career in business strategy and brand experience, leading initiatives and teams where clarity, communication, trust, and structure were essential. That background continues to shape her approach, bringing rigor and transparency to a field that often prioritizes aesthetics over experience.

Jessica founded Dwell Well Design Co. to bridge that gap, designing homes that are as considered in process as they are in outcome. Her work emphasizes thoughtful layouts, collected materials, confident color, and details that deepen with time rather than compete for attention — spaces designed to be lived in.

Design Alchemy is her annual exploration of how homes are evolving — not just in how they look, but in how they live. Part trend interpretation, part design philosophy, the publication reflects her belief that meaningful interiors are built with intention, shaped by real life, and designed to hold the stories of the people inside them- now and over time.



WELCOME TO

Dwell Well Design Co.

Dwell Well Design Co. is a full-service interior design studio creating layered, story-led homes that reflect the people who live in them. Our work is grounded in the belief that meaningful design begins with understanding — not just how a home should look, but how it needs to function, feel, and evolve over time.

We partner with clients on comprehensive residential projects, including renovations and full-home furnishings, approaching each home as a complete narrative rather than a collection of individual rooms. The story is always bigger than a single space.

That story is shaped through **The Dwell Well Edit** — our signature engagement and the foundation of every project. It's a collaborative, thoughtful process centered on deeply understanding our clients: how they live, what they value, and what their home needs to support. This clarity allows us to establish a strong point of view early, so decisions feel confident, cohesive, and deeply personal as the work unfolds.

Our process balances intuition with structure. Communication is steady. Every decision is intentional — from layout and materiality to color, scale, and detail. The homes we design aren't meant to perform or impress at a glance. They're meant to hold real life — gathering and quiet, tradition and change, beauty and use — with ease and longevity.

If the ideas in these pages resonate, we'd be honored to welcome you to Dwell Well Design Co.

Dwell Well design co.



Dwell Well design co.

Design Alchemy

2026

Dwell Well design co.

Remarkable design lives at the intersection of intuition and intention — where life, memory, and experience shape every detail.

Dwell Well design co.