



**DESIGN**  
**LOUNGE**

**BEAL HOMES**



BEAL HOMES BEAL HOMES



Scan to take a tour of  
our Design Lounge!

# Contents

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- 1-2 - Welcome
- 3-4 - Your personal design journey
- 5-6 - Let's bring it all together
- 7-8 - Get the most out of your experience
- 9-10 - Designed with us
- 11-12 - Get the look - Japandi
- 13-14 - Get the look - Contemporary Country
- 15-16 - Get the look - Industrial
- 17-18 - Get the look - Luxe
- 19-20 - Get the look - Botanical
- 21-22 - Get the look - Minimalist
- 23-24 - Get the look - Moody Academia
- 25-26 - Get the look - Coastal Pastels
- 27-28 - Get the look - Soho Farmhouse
- 29-30 - Get the look - Mocha Mousse
- 31-32 - Get the look - Blue Haven
- 33-34 - Luxury as standard - The best of brands
- 35-36 - Kitchens
- 37-38 - Bathrooms
- 39-40 - Bedrooms
- 41-42 - Gardens





# Welcome

to our Design Lounge and the beginning of your journey  
to designing your new Beal home.

Our expert team of designers are looking forward to working  
with you to bring your vision for your new dream home to life.

The Design Lounge is for you to enjoy the uniquely personal  
service that we call the 'Beal Difference'.

It's where you can select from an extraordinary range of options to  
customise your home, design a kitchen layout that works for you and  
all the family, create additional living spaces, and choose from an  
extensive and high-quality range of fixtures, fittings and finishes.

We aim to create an exceptional home, as individual as you!

A stylized, handwritten signature in black ink, consisting of a large, flowing 'R' and a smaller 'B'.

Richard Beal  
Chief Executive

Designed by

Jack  
&  
Joanna



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# Your personal design journey

In the Design Lounge, we'll take you through the process of creating your perfect home, room by room.

Our expert, friendly team of designers will guide you, step by step, through each stage of the home design journey.

Together, we'll create a home that's simply perfect for your lifestyle and matches your tastes to a tee!



## Kitchen

The hub of the home, the kitchen is where we spend so much of our time. It's where your bespoke design journey begins.

We'll help you combine substance and style to design a space where you can cook up a storm and bring family and friends together in the most welcoming of spaces.



## Living Spaces

Once you have made your kitchen choices, you're ready to move on to the living spaces throughout your home.

Our designers will help you to put your personal style stamp on your home, creating the perfect spaces to work, play, entertain and relax.



## Bathroom/En-Suites/Cloakroom Spaces

We have so many options for your bathroom, en-suites and cloakroom spaces, providing choices to blend practicality with spa-style luxury.

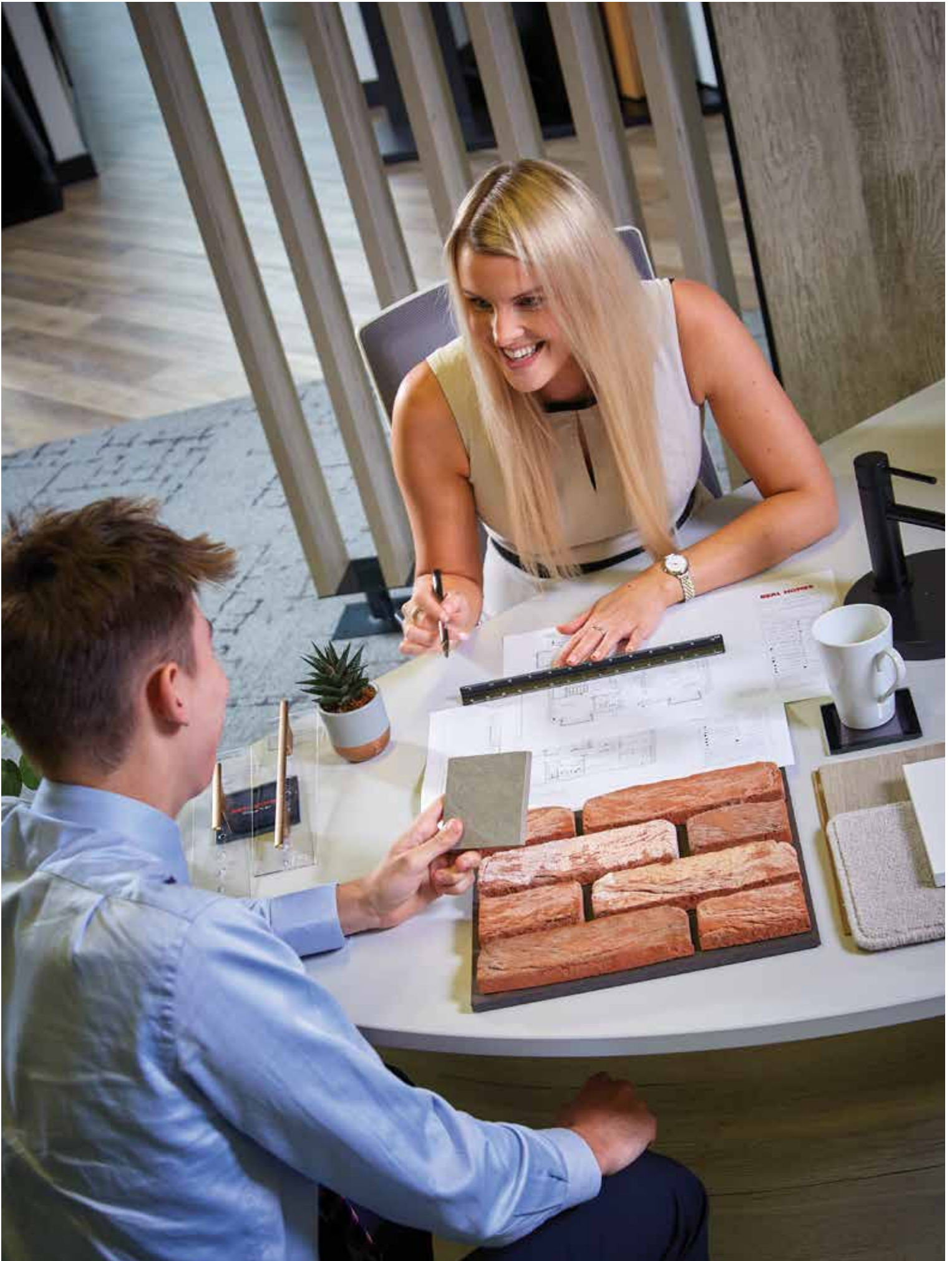
We believe these rooms should be so much more than functional – you can apply your personal design preferences to these spaces too!



## Garden Design

Our unique, personalised design service extends beyond the walls of your home.

We'll work with you to create your perfect outdoor space, with an array of choices from our show garden, including extensive landscape design options and garden rooms.



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# Let's bring it all together

Having agreed with you some key priorities and themes, we'll go through all the exciting options you have to personalise your new home.

There are so many options available, it's a good idea to have thought in advance about the key features and changes that are most important to you and your lifestyle.

It might seem daunting but, don't worry, our designers will walk you through the process and ensure you understand all the choices you can make to turn your vision into reality.



## Structural

Our design service even extends to the structure of your home.

Depending on the build stage, we can move walls to alter the internal layout to ensure your home works perfectly for you.

From converting part of your garage to create more living space for that home gym or playroom, to extending your property with a sunroom, orangery or glazed extension.



## Electrical

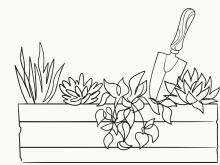
We'll ensure the electrics and lighting are tailored to your needs, inside and outside your home.

Working with you, our designers will ensure power, lighting and data points are exactly where you need them, making it practical for all of your family's technology needs.



## Plumbing

From designing your bathroom to include rain-head showers, to upgrading to feature radiators and adding an instant hot water tap, our team will work with you to achieve your desired high-end finish.



## Outdoors

Our designers will work with you to maximise your outdoor space and make it perfect for your lifestyle.

You can consider contemporary porcelain pavers, composite decking, raised planters, potting sheds and garden pods among other options.





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# Get the most out of your experience

Designing your dream home means making lots of choices.

We appreciate there's so much to consider and take into account, but we'll ensure you're supported throughout and have an enjoyable and unhurried experience.

Here are just a few tips to make the most of your time in the Design Lounge.



## Find your inspiration

We encourage our buyers to prepare in advance to make the most of their personal design experience.

Check out our Instagram to see how other Beal buyers personalise their new home and start collecting design inspirations from magazines and online articles. You can also visit our show homes to see many of the available options.



## Break it down, room by room

It's easy to get overwhelmed thinking about your new home as a whole, so we recommend you focus on one room at a time.

You get so much more as standard with a Beal home, as you can see from our Measure-us-up list of specifications.

But you can go further, with a host of additional options and upgrades available throughout your new home.



## Think about your lifestyle

Your home should be shaped around the things that matter to you. If you have pets, consider what this might mean for your flooring choices. Do you love a cosy fire? Then consider adding a fireplace or log burner to your living room.

It's also helpful to think about your current home. What works, what doesn't and what have you always wished you had. Now is the time to make your new home exactly how you want it to be.



## Home in on the details

Don't forget the finishing touches that make your new home perfect for you.

We can offer you a huge range of options for these smaller details, to ensure your new home is just right, from the very start. We want to make your home as individual as you are.

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# Designed *with us*

Our talented, passionate and creative team of designers are dedicated to helping you bring your new home vision to life.

With many years of experience and in-depth expertise, they will guide, advise and support you every step of the way.

It's your home and we're committed to ensuring you love every part of it. We also want you to enjoy every moment of your Design Lounge experience!





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Simplicity at Home  
Japanese Rituals, Recipes, and  
Arrangements for Meaningful Living  
Tunde D. ...





Get the look

# Japandi

This sought-after interior design trend is the calming fusion of Scandinavian and Japanese styles, encouraging contentment and minimalism. Japandi focuses on elegant simplicity using warm neutral tones and natural, sustainable materials. This peaceful pairing works to create a tranquil and welcoming atmosphere, with soft, muted colours such as soft white, stone, putty and taupe. Matt black is often incorporated to add a sleek contrast.

1. Woodgrain White Oak Kitchen Door
2. Matt Black D Handle
3. Eternal Statuario Silestone Worktop
4. Back Kitchen Tap
5. Lastra Almond Floor Tile
6. Matt Black Bathroom Accessories



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Get the look

# Contemporary Country

Create a modern country style with warm chunky woods, natural textures and neutral hue. Furnishings should include soft wool rugs, tweed cushions and woven throws for an effortless rural style. This casual decorating theme works best with off-whites, soft greens and greys, you can even bring in a pop of colour with pastel shades. Matt painted panelling or feature wallpaper are also effective in creating an inviting living space with a country twist.

1. Sand Oak Shaker Kitchen Door
2. Shaker Painted White Kitchen Door
3. Burnished Brass Finish Back-Plated Kitchen Handle
4. Lastra Beige Floor Tile
5. Park Oak Floor Tile
6. Monterey Sand Sensations Carpet
7. Natural Oak Mantle



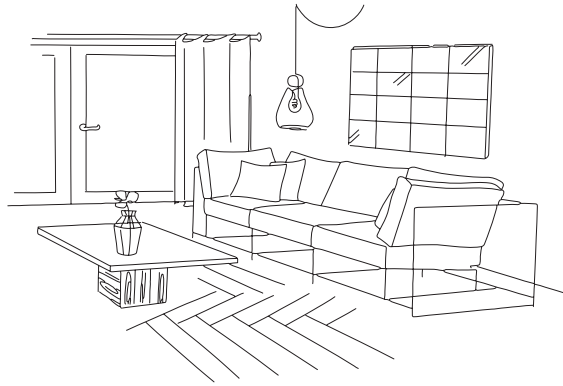
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Get the look

# Industrial

This flexible style merges modern practicality with a raw industrial feel giving a unique, minimalist look. Combine raw materials such as concrete, metals and reclaimed wood, then add filament bulbs and retro accessories for a cool and edgy industrial vibe. Bold, dark and moody colours sit perfectly against a neutral backdrop of pale greys and taupes. Add bold prints and architectural plants to complete the look.

1. Savoy Painted Anthracite Handless Kitchen Door
2. Kreta Industrial Dekton Worktop
3. Graphite Orlando Tap
4. Pure Base Silver Grey Wall Tile
5. Auburn Oak Herringbone LVT



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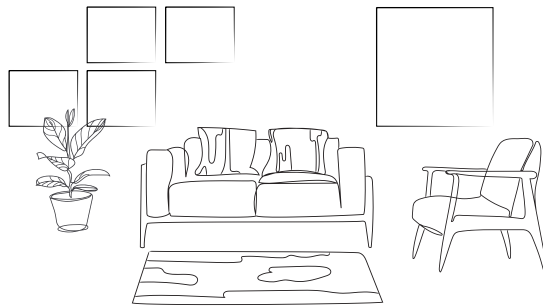
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Get the look  
**Luxe**

An elegant interior design style which oozes sophistication and luxury. Plush fabrics, burnished metals and eye-catching statement pieces add an air of opulence to any space. Achieve the luxe palette with hues of rich black, a touch of gold and neutrals including taupe. For the finishing touch, bring in eye-catching lighting, oversized well positioned mirrors, bold accent furniture pieces and monochrome artwork .

1. Super Matt-Black Kitchen Door
2. Cube-Limestone Kitchen Door
3. Brushed Gold Effect Kitchen Door Handle
4. Eternal Noir Silestone Worktop
5. Marble Arch Gold Tile
6. Matt Black Microphone Shower Head And Hose
7. Black Oak Herringbone LVT
8. Light Taupe Sensations Carpet



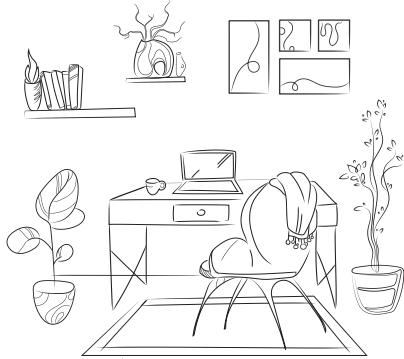
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Get the look

# Botanical

From nature-inspired patterns and textures to statement plants, the botanical theme is a simple, yet high-impact, way to transform a room. Large-leaf tropical prints, delicate ferns or traditional English garden designs work well against a palette of British racing green, pale neutrals and brass accents for a sophisticated take on the botanical trend. Accessorise with natural furnishings and vintage-style botanical wall prints.

For a pop of colour introduce lush, rich, forest shades alongside deep accent colours such as plum and burgundy.

1. Shaker Painted Botanical Kitchen Door
2. Distressed Brass Knob
3. Desert Silver Silestone Worktop
4. Marble Arch Golden Honey Floor Tile
5. Stepping Stone Carpet

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Get the look

# Minimalist

Known for ultra-clean lines and geometric shapes, the minimalist home is often open plan in style and clutter-free. A neutral or pared-back colour palette will create a calming atmosphere and can be offset with inspiring pops of black or muted colour alongside highly textured, comfortable materials.

Ideally furniture should be contemporary and timeless to complement the streamlined feel. Equally, art should be bold and abstract to stand out from the neutral background.

Embrace the less is more theme with impactful lighting and eye-catching décor.

1. Super Matt Cotton Kitchen Door
2. Super Matt Flint Kitchen Door
3. Dark Grey Inset Kitchen Handle
4. Blanco Zeus Silestone Worktop
5. Limed Wash Oak Herringbone Karndean Flooring
6. Ombre White Décor Tile
7. Polished Chrome Handheld Showerhead
8. Mother of Pearl Sensations Carpet



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Get the look

# Moody Academia

Moody Academia is a classic style that blends timeless Intellectual charm with modern edge. Deep, rich tones such as navy, charcoal and forest green work perfectly against warm neutrals to create a contemporary vibe. Sleek inbuilt bookshelves, curated décor, and statement lighting in matte black or antique brass add to the polished aesthetic, including statement pendant lights creates an atmospheric glow. Plush velvet furnishings alongside layered textiles and dark wood furniture introduce warmth while abstract artwork and sculptural accents offer a fresh take on traditional academia. This timeless yet modern style transforms any space.

1. Super Matt Jet Kitchen Door
2. Setosa Painted Dune Kitchen Door
3. Antique Copper Bar Kitchen Handle
4. Antique Copper "T" Kitchen Handle
5. REM Dekton Worktop
6. Limed Wash Oak Herringbone Karndean Flooring
7. Sea Breeze Carpet
8. Black Package Handheld Showerhead



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Get the look

# Coastal Pastels

Coastal Pastels brings a fresh and airy feel to any space, inspired by the soft, sun-washed tones of the seaside. This look blends a palette of soft blues, muted greens, sandy neutrals and delicate blush tones to create a light and tranquil atmosphere. Natural textures such as weathered woods, linen, and Coral accents enhance the coastal charm, while whitewashed or pastel-painted cabinetry keeps the space feeling bright. Subtle nautical influences such as striped textiles, shell-inspired décor, and light-reflecting accents add a relaxed yet sophisticated aura.

1. Monarch Spitfire Kitchen Door
2. Monarch White Kitchen Door
3. Antique Brass Cup Kitchen Handle
4. Antique Brass Knob Kitchen Handle
5. Brass Franke Tap
6. Yorkstone Carpet



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Get the look

# Soho Farmhouse

Soho Farmhouse channels a refined, quietly confident luxury built on warm neutrals, rich textures, and deep timber tones. This mood blends creamy cabinetry, brass accents, natural stone, and tactile fabrics to create an atmosphere that feels both elevated and effortlessly lived-in. The dark woods ground the palette with heritage warmth, while soft textiles and organic details add a relaxed, rural-meets-modern charm. The result is understated luxury, calm, crafted, and timelessly inviting.

1. Limestone Painted Serenity Kitchen Door
2. Antique Brass Bar Handle
3. Mussel Wardrobe Door & Brass Handle
4. Brass Ironmongery
5. Neural Dekton Worktop
6. Zenith York Stone Carpet
7. White Urban Art Wall Tile
8. Brass Package
9. Smoked Butternut LVT Flooring
10. Tobacco Urban Art Wall Tile

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Get the look

# Mocha Mousse

Mocha Moose evokes a warm, grounded interior mood inspired by rich coffee, chocolatey tones and tactile materials. The palette blends mocha browns, creamy neutrals, and soft metallics, creating a sense of comfort and sophistication. Textured fabrics, marble accents, and brushed finishes add depth. The overall design trend celebrates earthy elegance, slow living, and sensory warmth, a space that feels both refined and inviting.

1. Limestone Cube Kitchen Door
2. Brushed Bronze Bar Handle
3. Bronze Chromix Laminate Worktop
4. Dune Door Handle
5. Silver Tuscan Traces Décor Wall Tile
6. Lava Bathrom Shelf
7. Driftwood Oak Laminate Flooring
8. Manhattan Taupe Apollo Carpet
9. Brown Matwell
10. Silver Tuscan Traces Wall Tile



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Get the look

# Blue Haven

Blue Haven captures a calm, contemporary kitchen aesthetic built around soft blue cabinetry, warm natural textures, and gentle organic accents. It blends serene coastal tones, light woods, and handcrafted materials to create a space that feels both fresh and comforting.

The look leans into modern simplicity, natural light, and subtle colour harmony, resulting in a home style that's relaxed, uplifting, and effortlessly welcoming.

1. Cove Blue Painted Serenity Kitchen Door
2. Chrome & Bar Handle
3. Helena Dekton Worktop
4. Lime Washed Oak Parquet LVT Flooring
5. White Grey Tri Art Décor Wall Tile
6. Halifax Bathroom Oak Shelf
7. Chrome Tap
8. Dove Feather Zenith Carpet



Luxury as  
*standard*

# The best of brands

We believe only the very best is good enough for buyers of Beal homes.

That's why we offer fixtures, fittings and finishes from many of the very finest brands, as standard, with lots more luxury upgrades available to make your new home truly one of a kind.

You can be confident that no expense has been spared to ensure the quality of your new Beal home and everything within it.



Villeroy & Boch



SHERATON®



**Miele**



Kitchen Doors:  
Cube - Dark Blue  
Woodgrain - Sand Oak

Sheraton Square LED:  
Under Cabinet Lights

Kitchen Handles:  
Handle Suite 798

Kitchen Worktop & Splashback  
20mm White Arabesque Silestone

Flooring:  
Karndean  
Country Oak

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# Kitchens

You can enjoy so many choices to make your kitchen absolutely ideal for you, for cooking, baking, eating, entertaining and coming together as a family.

We'll talk to you about all the options available, as standard or as upgrades, for colours, styles, appliances, worktops, doors, handles and accessories.

Self-cleaning ovens, hot taps, wine fridges and built-in coffee machines are among the options to make your kitchen a perfect fit for your lifestyle and tastes.





Wall Tiles:  
Pure Base  
Sandy Grey

Brass Package

Lava Vanity Unit

Wall Tiles:  
Urban Art  
Tobacco

Floor Tiles:  
Pure Base  
Sandy Grey

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# Bathrooms

We'll talk you through the many boutique styling options for bathrooms, en-suites and cloakrooms.

For example, you might want to replace the bath with a shower, to maximise accessibility or use of space. There are also many options for tiling and storage solutions, as well as illuminated mirrors and black, bronze or chrome accessory packs.

We'll work with you to make these spaces both practical and super-stylish!





Fabric  
Feature  
Headboard



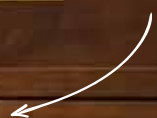
Pendant Lighting  
Allowing Extra  
Table Space



Wardrobes:  
Hammonds Cliveden  
Painted Mussel



Dark Wood  
Statement  
Furniture



Flooring:  
Zenith  
York Stone



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## Bedrooms

From deciding on your TV position, to moving sockets to suit the width of your bed and where to plug in your hair dryer... we have it all covered.

We also offer a wide range of wardrobe upgrade choices for built-in storage, including stylish walk-in closets. We can even design wardrobe interiors with a range of options to suit your storage needs.

Together, we can literally make your dreams come true!





Architectural  
Planting for a more  
Contemporary Look

Trees to Provide Height and  
Structure to the Garden

Raised Beds, Created  
with Sleepers to Create  
an Enclosed Seating Zone

Throws and accessories  
add texture and softness  
to the outdoor room

Upholstered cushions  
to provide comfort  
and a connection to the  
interior of your home

Modern Outdoor Timber  
Giving a Contemporary Feel

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# Gardens

We're committed to making your new Beal home absolutely perfect for you, inside and out.

We know Beal buyers want to make the most of their outside space, as well as the rooms inside their home.

That's why we offer so many choices to customise your outdoor areas, including extensive landscape design options and features such as garden rooms – creating extra space for entertaining, leisure or home working – composite decking and raised planters, to name but a few.



# BEAL HOMES

*Designed by you*

