



# TREND REPORT

Emerging trends for 2025



2024-2025



# Heritage

## NEW HERITAGE



Modern consumers exhibit a distinct shift in thinking and behavior, adapting organically to the changes that have unfolded in recent years.

Instead of chasing after the latest hyped pieces, individuals are increasingly inclined to invest in timeless furniture and iconic pieces known for their enduring style. Following the trend of slow fashion, the emerging preference is for slow design.

Slow design emphasizes a more deliberate and timeless approach to the aesthetics and functionality of products. We are striving to prioritize things that have already proven to be durable over time.

### *Heritage*

*1 / features belonging to the culture of a particular society, such as traditions, languages, or buildings, that were created in the past and still have historical importance*

*2 / a person's racial, ethnic, religious, or cultural background*



# Let's go back to our past...

We are seeing a strong desire to rediscover our roots and traditions leading us to be more conscientious consumers. Starting from the concept of heritage, we are exploring new aesthetics inspired by local folklore and traditions, that are also perfect ways to self-express and differentiate our lives. As we embrace a more personal style in life, colors and textures will shift and change to cater to this sense of purpose and comfort.



# Change is good

The proof of this change is in the numbers - especially within young generations. With hashtags such as #traditionalhome and #vintagefurniture on TikTok reaching numbers never seen before, social media will continue to push us into new aesthetic driven by these desires for comfort and planet mindfulness.



PANTONE 6011 C

PANTONE 4041 C

PANTONE 4168 C

PANTONE 2331 C

PANTONE P 4-1 C



Heritage rebirth is about rescuing cultural identities, rediscovering ancient traditions, and reviving the past - as a way to find authenticity, a sense of belonging in times of uncertainty.

Designers are embracing ancient crafts and materials; hospitality is focusing on local experiences; brands are relaunching iconic pieces and consumers are finding value in handmade.

It's all about looking at the past to find new inspiration and value today, by rediscovering traditional craftsmanship techniques, materials, styles.

## ROOTS AUTHENTICITY CRAFTSMANSHIP

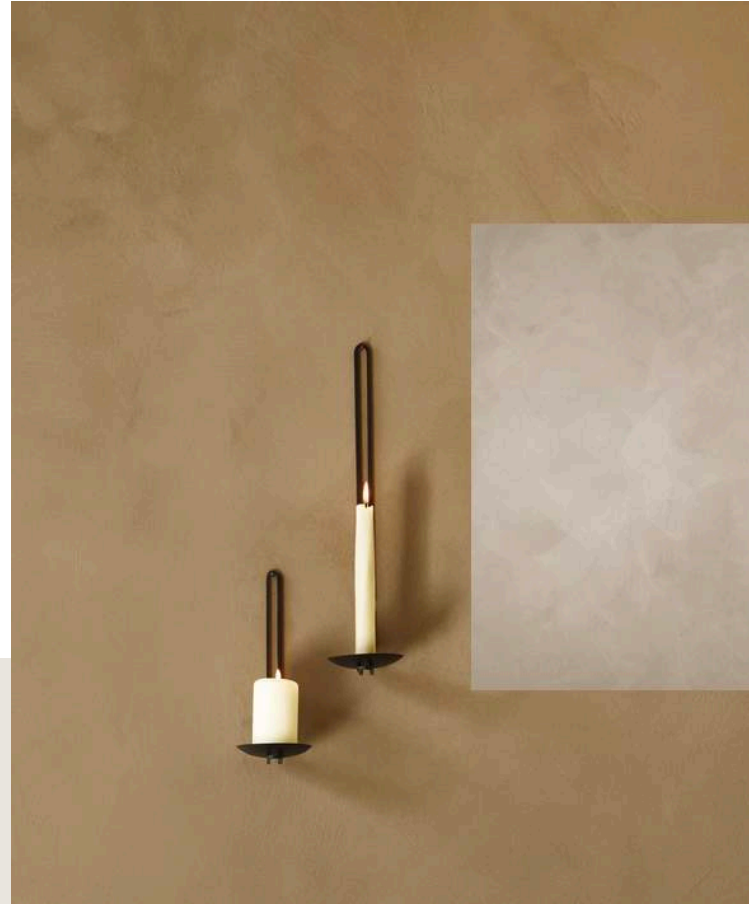


# Emerging trend: TEXTURED PLASTER

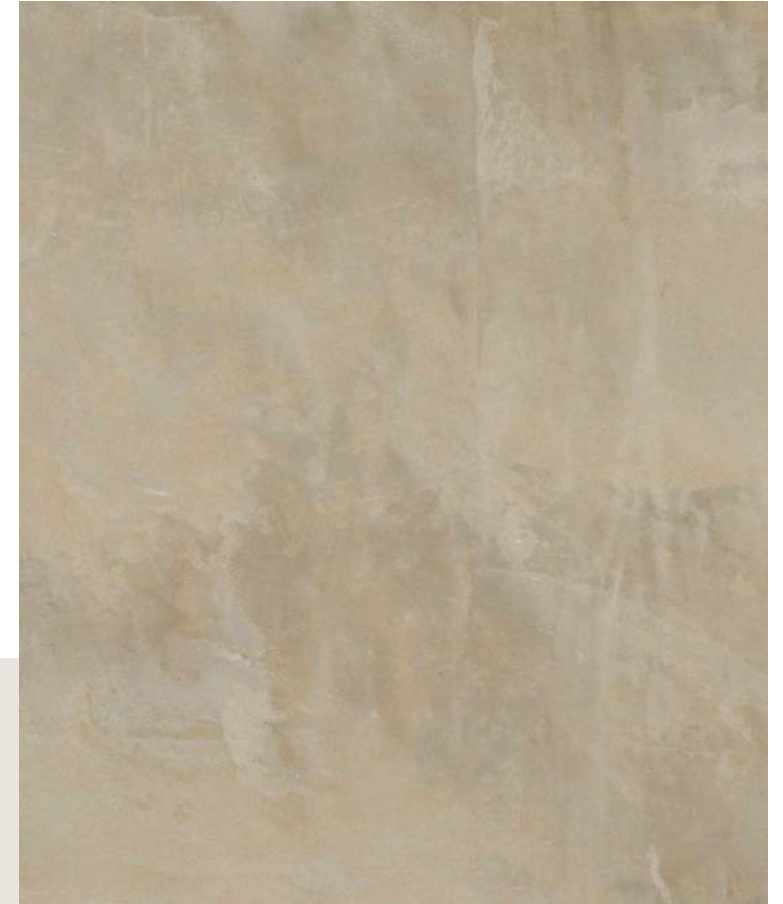
Textured plaster proves to be an excellent choice for decor where you desire warmth and tactile elements. Creating a timeless look that brings contrast and visual interest to the home, this emerging trend looks lovely on a variety of decor such as art, photo frames, doors, cabinets, and accent furniture.



Limewash



Venetian Plaster



Tradelakt

# Emerging trend: **FOLKLORE FUSION**

A bold and very decorative aesthetic, perfect to self-express while having fun. An eclectic blend of contrasting colors, including deep reds, powerful mustards, striking blues, and lush greens, with whites and creams providing a harmonizing counterpoint.



Woven Fibers



Tufting



Vintage Ceramics



# Emerging trend: HIPSTORIC AESTHETIC

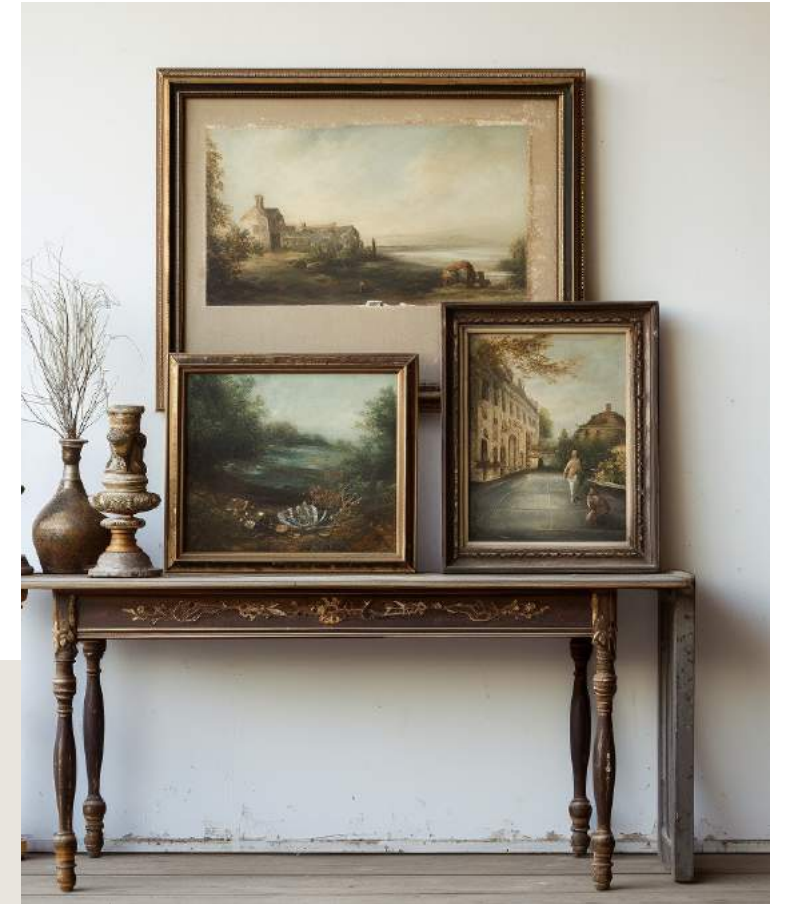
The hipstoric home trend is all about seamlessly integrating vintage pieces with contemporary decor, resulting in a vibrant fusion of styles that is simultaneously nostalgic, practical, and entirely distinctive. Fearlessly embracing maximalism, the aesthetic infuses historic elements with whimsical touches inside the home.



Vintage Illustrations



Antique Inspired Mirrors



Antique Art

# Emerging trend: Checkerboard Patterns

While the current resurgence of chequerboard patterns in tile trends and textiles is undeniable, checkerboard decor is having a moment now, even if with a rich history spanning centuries. While the classic black-and-white motif remains timeless, the design can be reimaged with diverse shades and colors.



Framed Art



Textiles



Accent Furniture



# Emerging trend: Recycled Textiles

The design world has an ever-growing focus on sustainability, and products made from reclaimed materials are something we see more and more.



PET fabrics



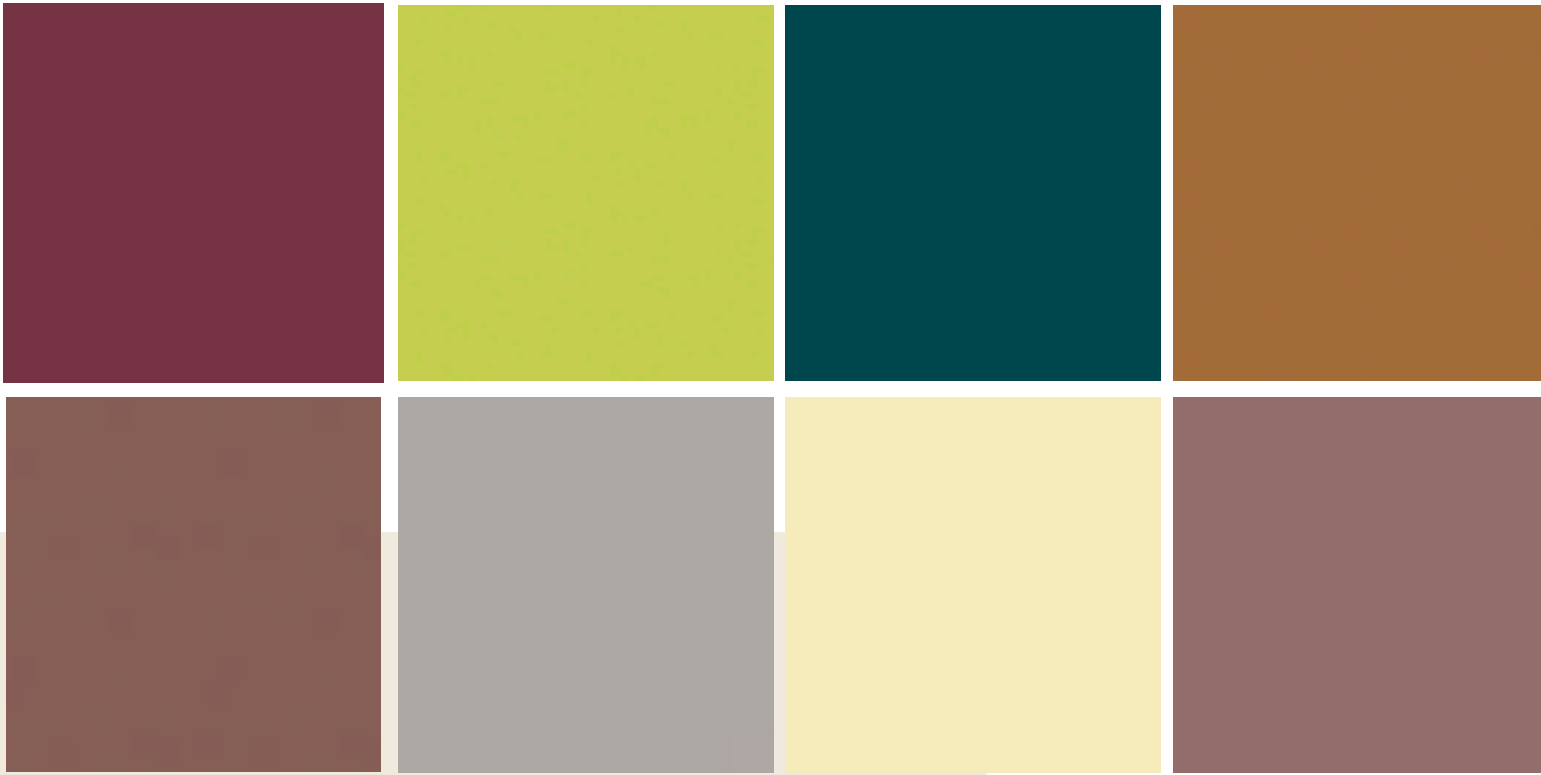
Overrun Denim



Reclaimed Brick Dyeing



# COLOR.



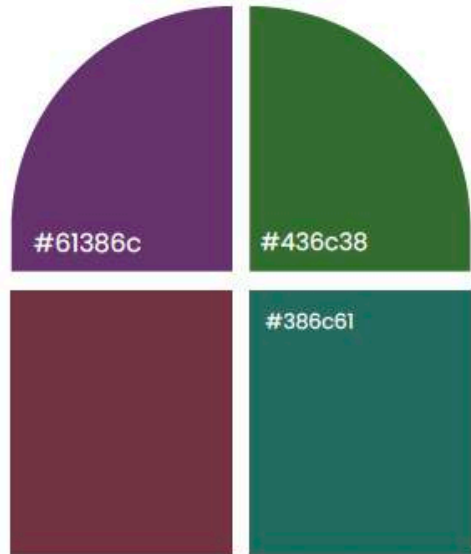
Color trends are being influenced by the emergence of heritage inspired decor and craftsmanship in our lives. Very traditional colors will continue to come back in style inspired by folk art, handmade ceramics, and organic woods and finishes.

# COLOR.

## Complimentary



## Triadic



## Tetradic

hex code #6C3843

# Dark Cherry.

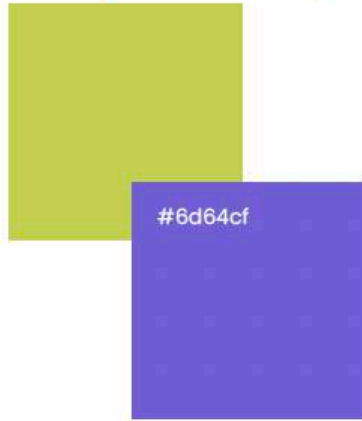


Sitting between burgundy red and mahogany, dark cherry is a deep and powerful color that evokes strong emotions, passion and determination, however is less saturated than burgundy, making it moodier and more contemporary.

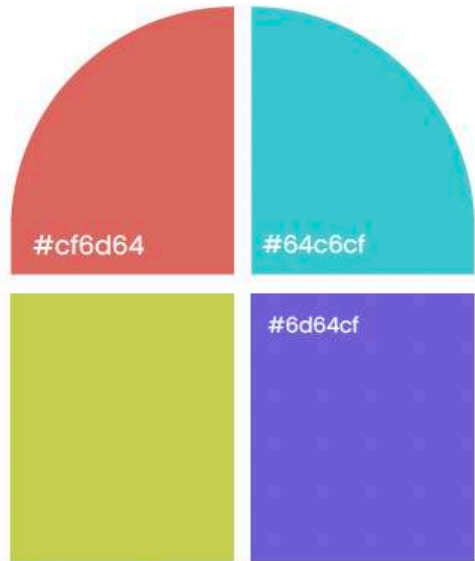
Perfect with other old-style neutrals like cream and navy - mixing it with neutral shades to give it an updated, sophisticated feel.

# COLOR.

## Complimentary



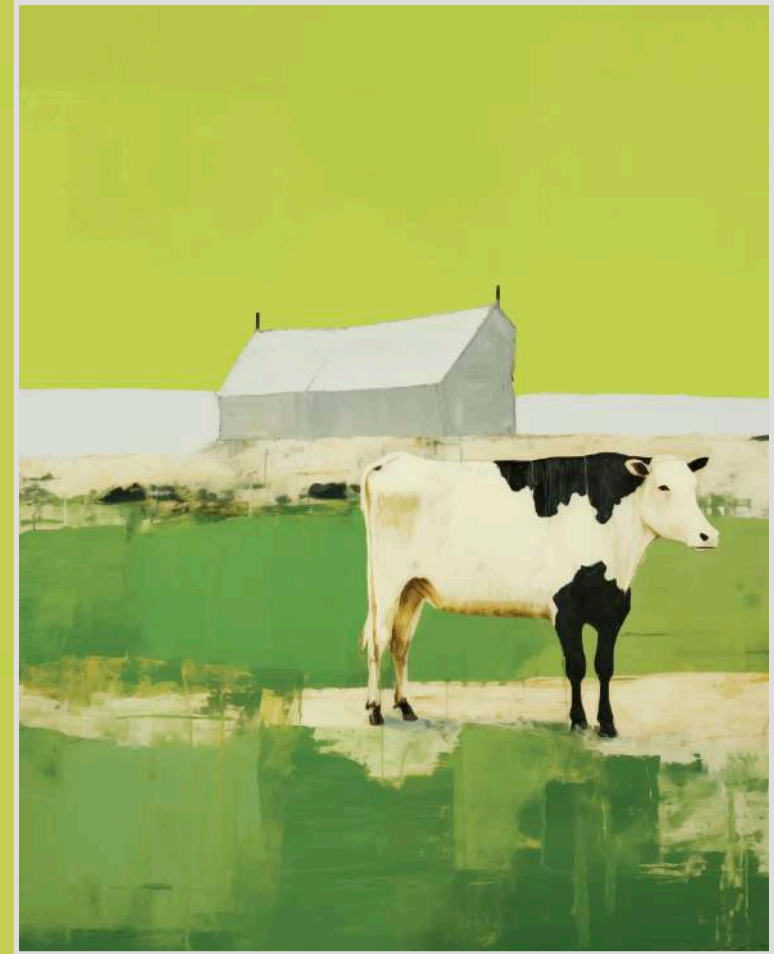
## Triadic



## Tetradic

hex code #c6cf64

## Chartreuse.



A yellow green color that takes its name from the french liquor. A vivid color that puts together the energy and brightness of yellow with the vitality of green, becoming a popular color of the 2000s due to various tech companies and popular products using it.

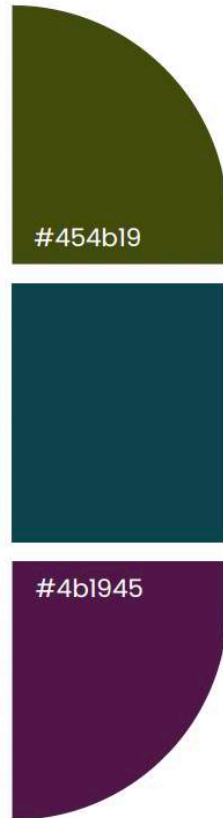


# COLOR.

## Complimentary



## Triadic



## Tetradic

ex code #19454B

## Deep Teal.



A rich yet balanced hue, which combines the calming properties of blue associated with tranquillity (the sky, the sea), together with the natural harmony of green.

Teal is a stylish, dignified blue-green that can be uplifting, energetic, optimistic, unique and even calming.

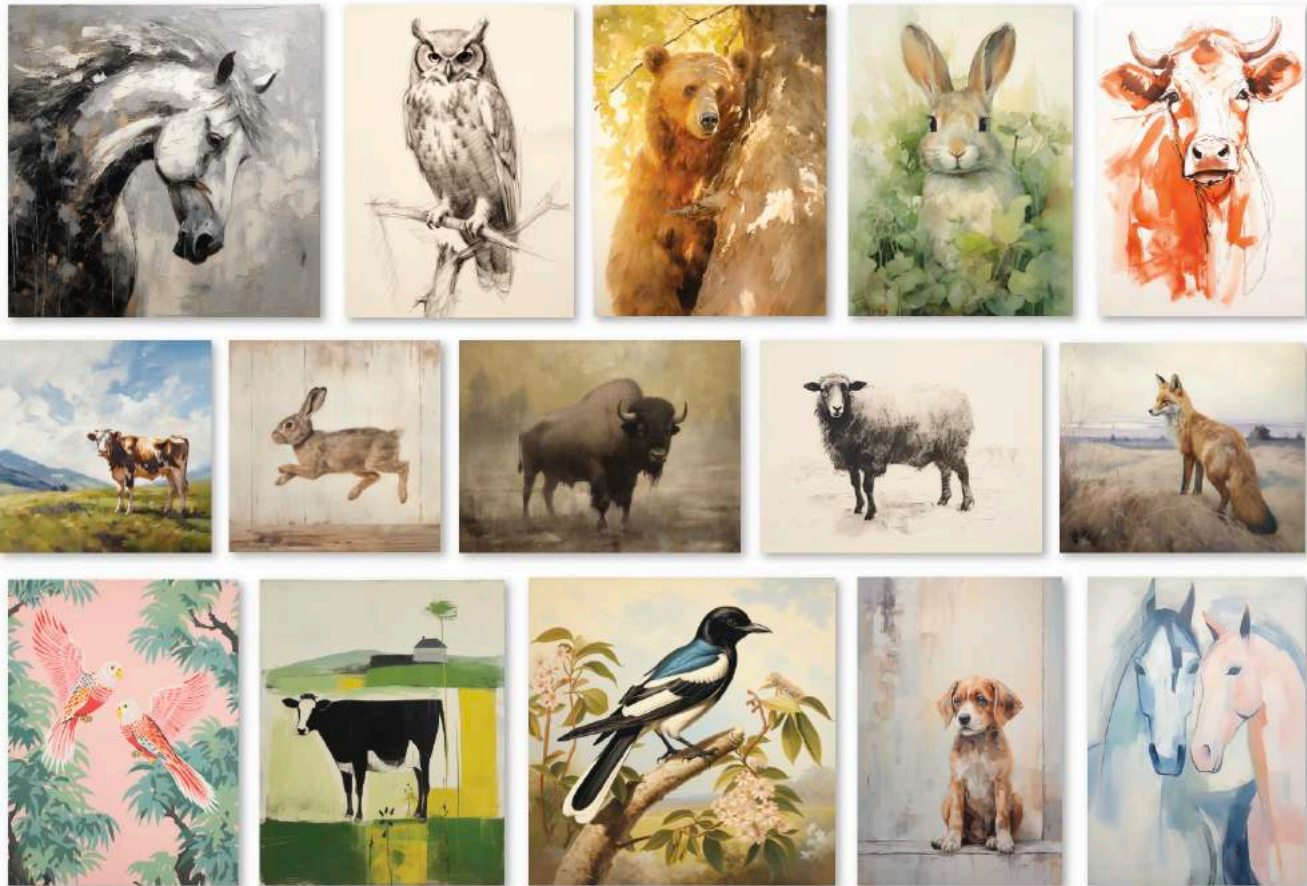
# Artistic Abstract



Abstract art has been popular for decades but the interest in textural abstract paintings has accelerated over the past few years. The trend for abstract artists to focus on textural art on canvas is likely to continue through 2025.



# Animal Whimsy



Using animals in art is a great way to bring life and something unexpected to your walls. Exotic animals help bring a global feel, birds are often used in traditional decor., and horses can either feel rustic or completely modern.



# Bountiful Beige



Beige has been a popular neutral color choice in home decor simply because of its awesome versatility. It can be paired with bright, bold colors for a more playful look, or paired with more muted tones for a more sophisticated and refined aesthetic.



# Beautiful Bugs



Insects have symbolized many qualities in life including positive change, industry, and social harmony. From textured naturals to colorful muted pastels, insect art is emerging in timeless detailed illustrations.



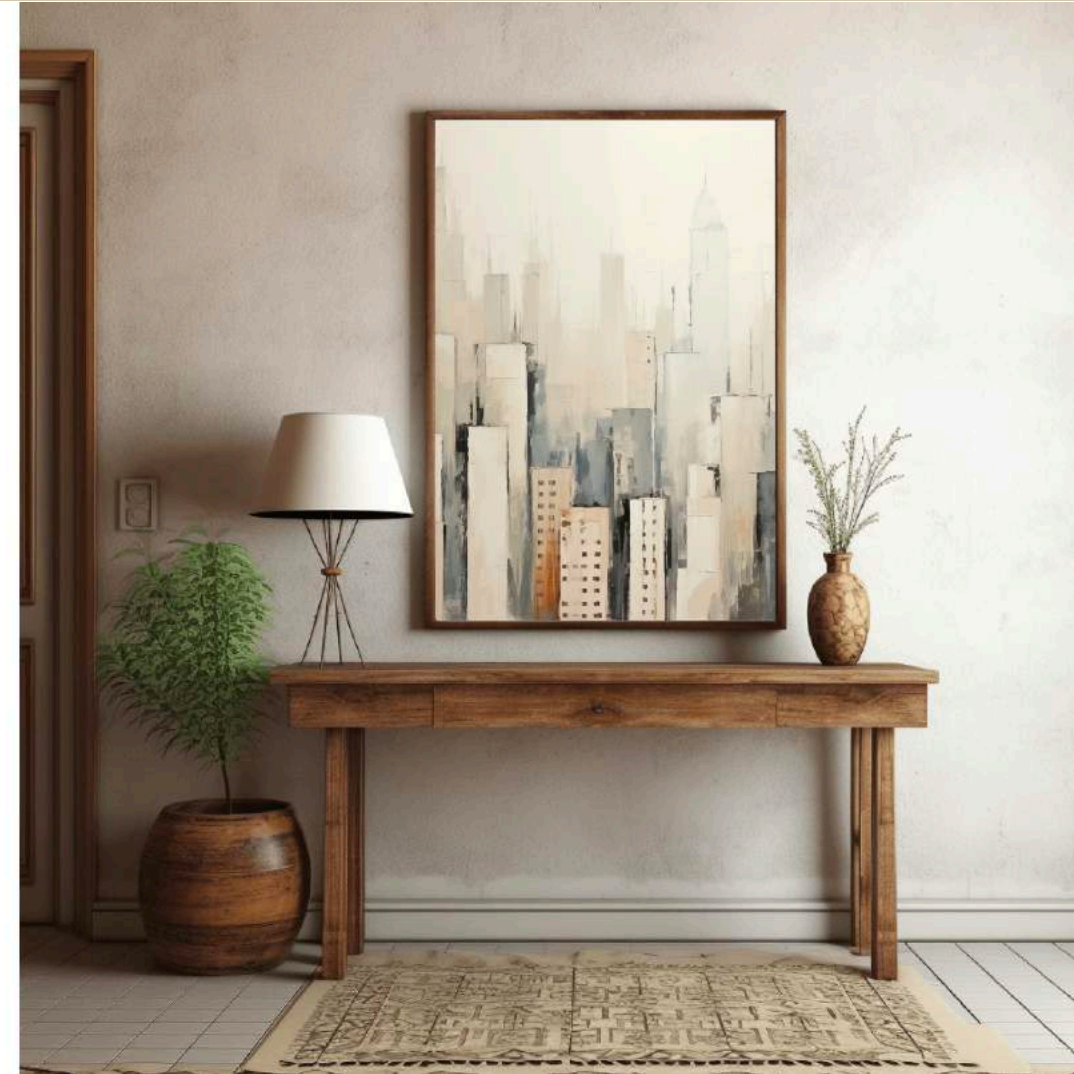
# Cheerful Chinoiserie



The charm of Chinoiserie remains undeniable. By blending both traditional and modern elements, homeowners can craft spaces that are both nostalgic and forward-thinking.



# City Life



Cityscapes reflect various aspects of cities and daily life showcasing rich history and uniformed details. We find comfort in repetitive shapes and textures making industrial inspired art a timeless addition to any home.



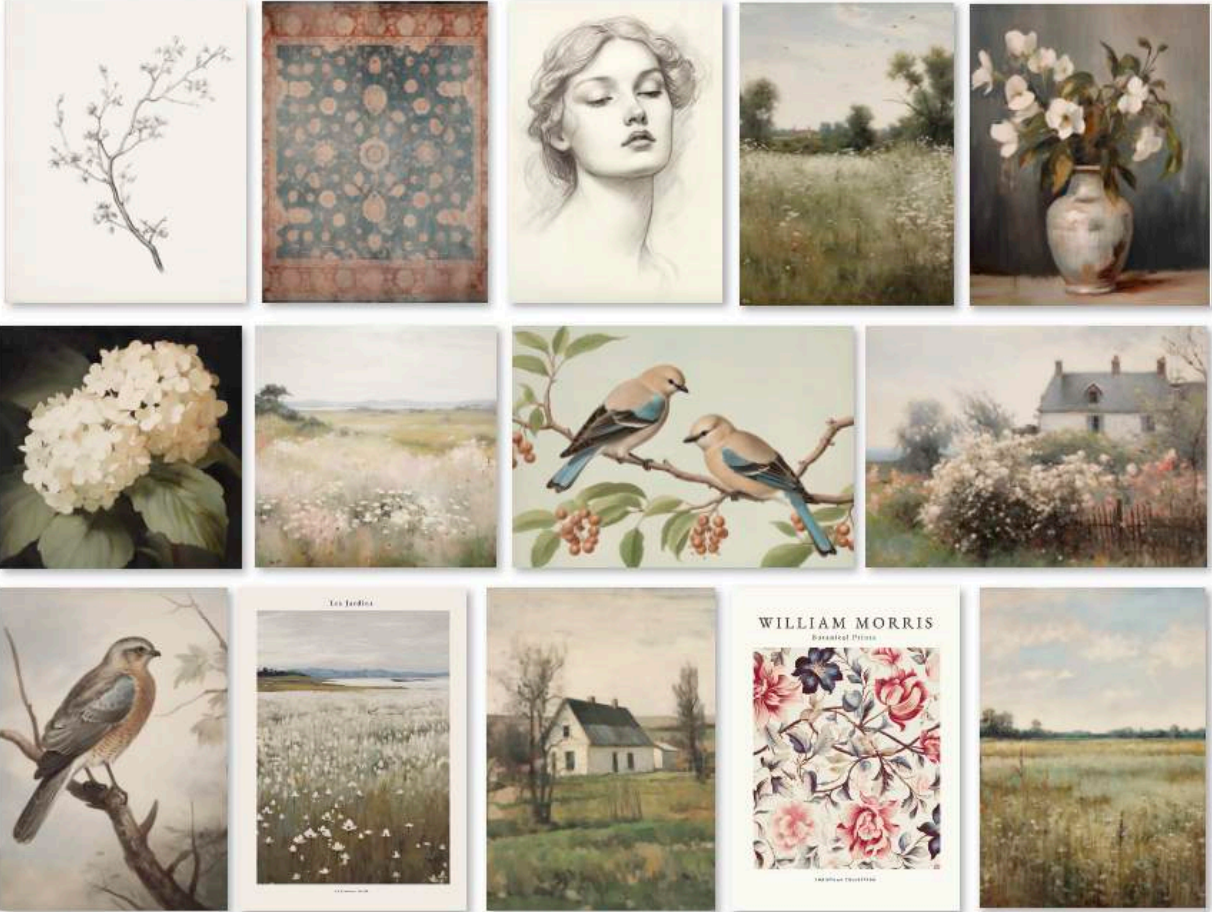
# Contemporary Coastal



Seaside elements combined seamlessly with organic colors and texture are the foundation of coastal art trends. Traditional coastal decor is traditional and refined, so don't be afraid to mix in a little colorful whimsy to create a unique look.



# Cottagecore



The cottage core aesthetic often includes scenes and settings with woodlands, meadows, cottages, gardens, mushrooms, and lush fields. Magical elements or soft hues give a beautiful relaxing folklore look and feel.



# Nature Nouveau



Inspired by the incredibly talented William Morris who gave birth to the Art Nouveau movement. He was an accomplished poet, novelist, translator, and socialist activist who left an indelible thumbprint on all aspects of life in Victorian Britain.



# Fruit Salad



Feel like you've been seeing fruit art pop up on your Instagram feed? This fast emerging trend is a mouthwatering new way to add color and contrast to the home. From still life to flat-lay, these fruity images are an eye-popping focal point for the home!



# Cyan Dreams



“Ferro-prussiate” or Cyanotype reprography of plans and technical drawings is a popular art form due to it’s simplicity to create and low cost for materials. This modern twist includes maximalist patterns and designs in the same cyan hues.



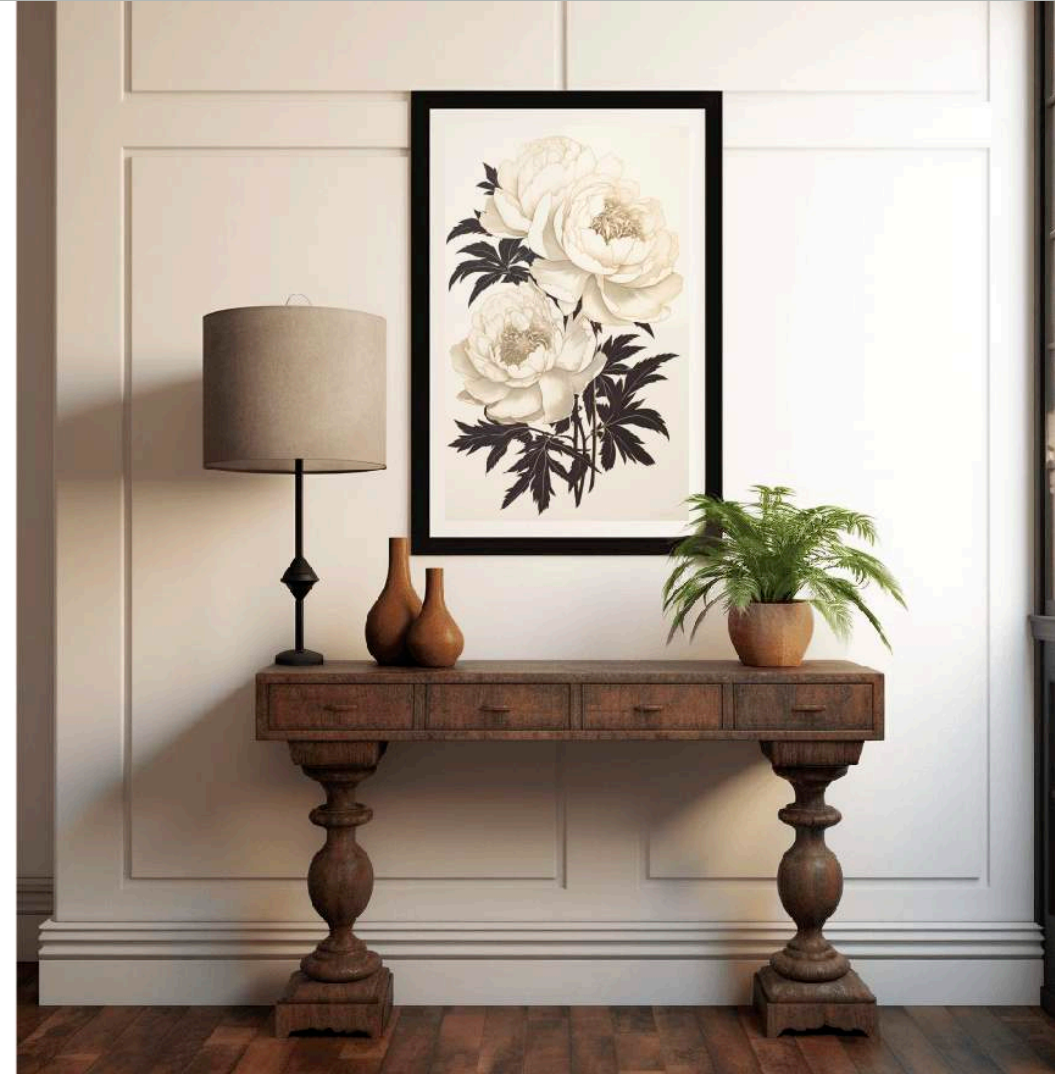
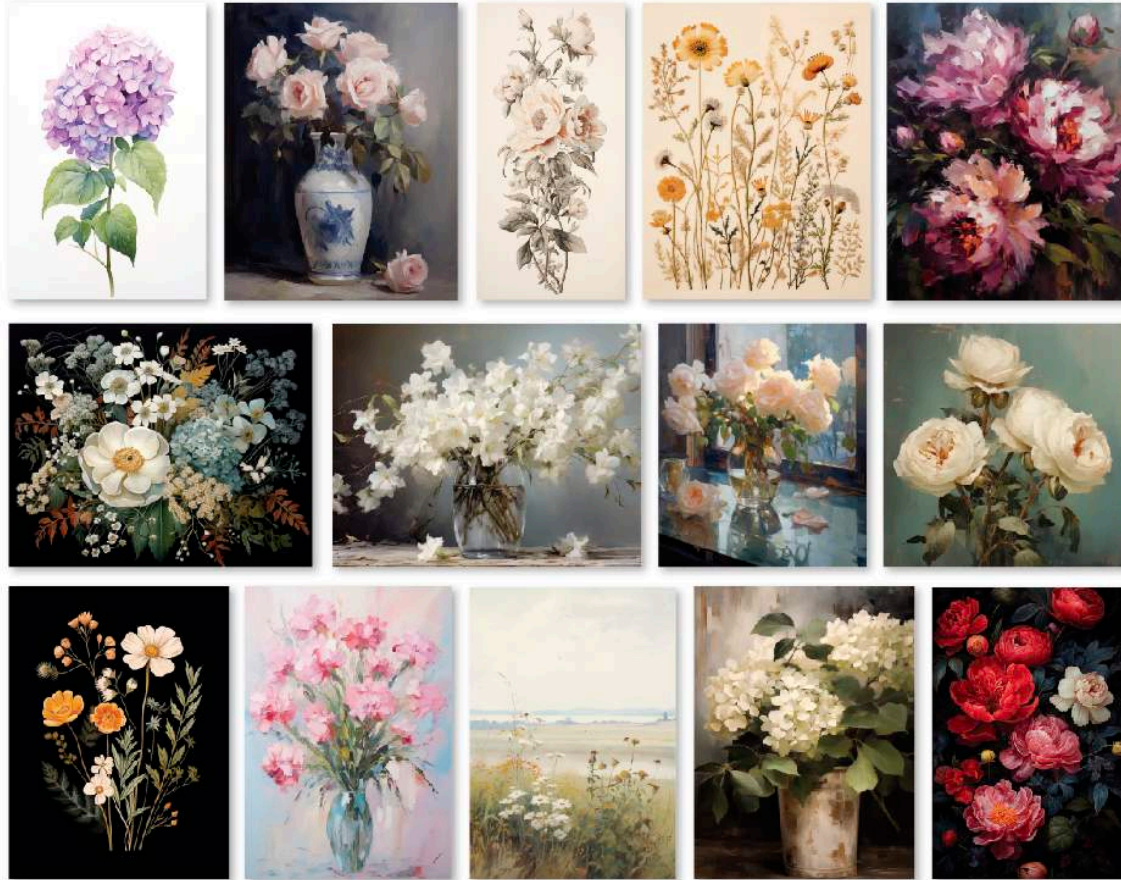
# Botanical Bliss



Botanical Illustration is a genre of art that endeavors to faithfully depict and represent the form, color, character and details of a plant. The timeless characteristics of this style creates pieces of art in the home that last a lifetime.



# Traditional Floral



The allure of floral art is not just temporary, but deeply rooted in timeless fashion principles. The vibrancy and versatility of floral art make it a quintessential part of our homes “wardrobe”, ensuring it’s consistent popularity.

# Simply Sage



Sage green is still cherished for its timeless elegance, versatility, and its ability to evoke a sense of calm and harmony, making it a beloved choice for contemporary artists, floral designs, and fashion enthusiasts alike.

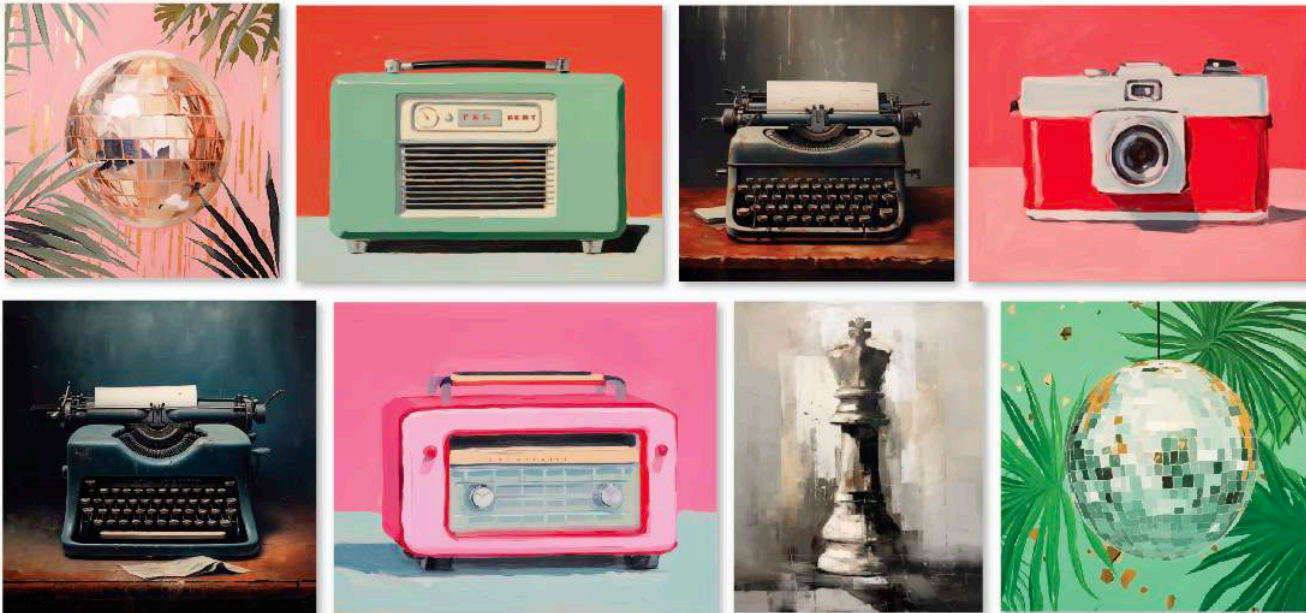


# Flower Whimsy



Matisse demonstrated the benefits of being open to influence, by absorbing techniques from his contemporaries and the colors seen on his travels. His use of bright hues and simple shapes to convey mood and emotion is what inspires this trend today.

# Vintage Nostalgia



The allure of Trento icons are a positive homage to the classics of our youth. By embracing simplicity, retro icons achieve a timeless quality that can transcend trends and remain visually appealing for years to come.



# Ramen Life



The spread of Japanese pop culture has aided in the surge of “gourmet” Ramen in American consumer. From the food itself to t-shirts, framed art, pillows, and even plush toys, the Ramen trend is predicted to keep booming in the US market.

# The Path Less Traveled



From impressionistic to representational, contemporary landscape art brings the outdoor environment in with natural scenery and soothing details. Trending colors pallets include monochromatic hues, vintage color pallets and bold colors.



# Cool Kids



A kid's room should be practical with plenty of room to relax and play but that doesn't mean you can't be daring with your décor. From fanciful florals to quirky colors, emerging art reflects the wild little personalities we love.

# Mirror

## TRENDS



2024 is predict this will be the year of the mirror! Searches for mirrors are up 34% this year and not slowing down any time soon. Mirrors solve a myriad of problems: They fill a blank wall, brighten up a room, and make a space look bigger too. Current mirror trends meet a variety of homeowners personal styles.





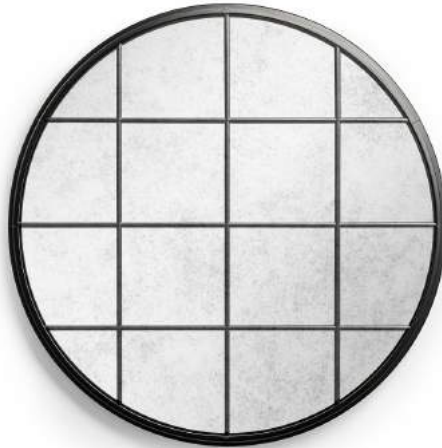
From motifs to unique materials, a mirror can lighten up a space for years to come.

# New Mirrors





# New Mirrors



# New

## Mirrors





# New ART PROFILES



2073-ZA-32G



2073-ZB-85B



P2193-C-95G



P2193-B-40S

New and noteworthy profiles just added this month!

# New

## FRAME PROFILES



149-YJ-33G



4460-ZA-3111



7161-333G



P2961-ZA-74GB

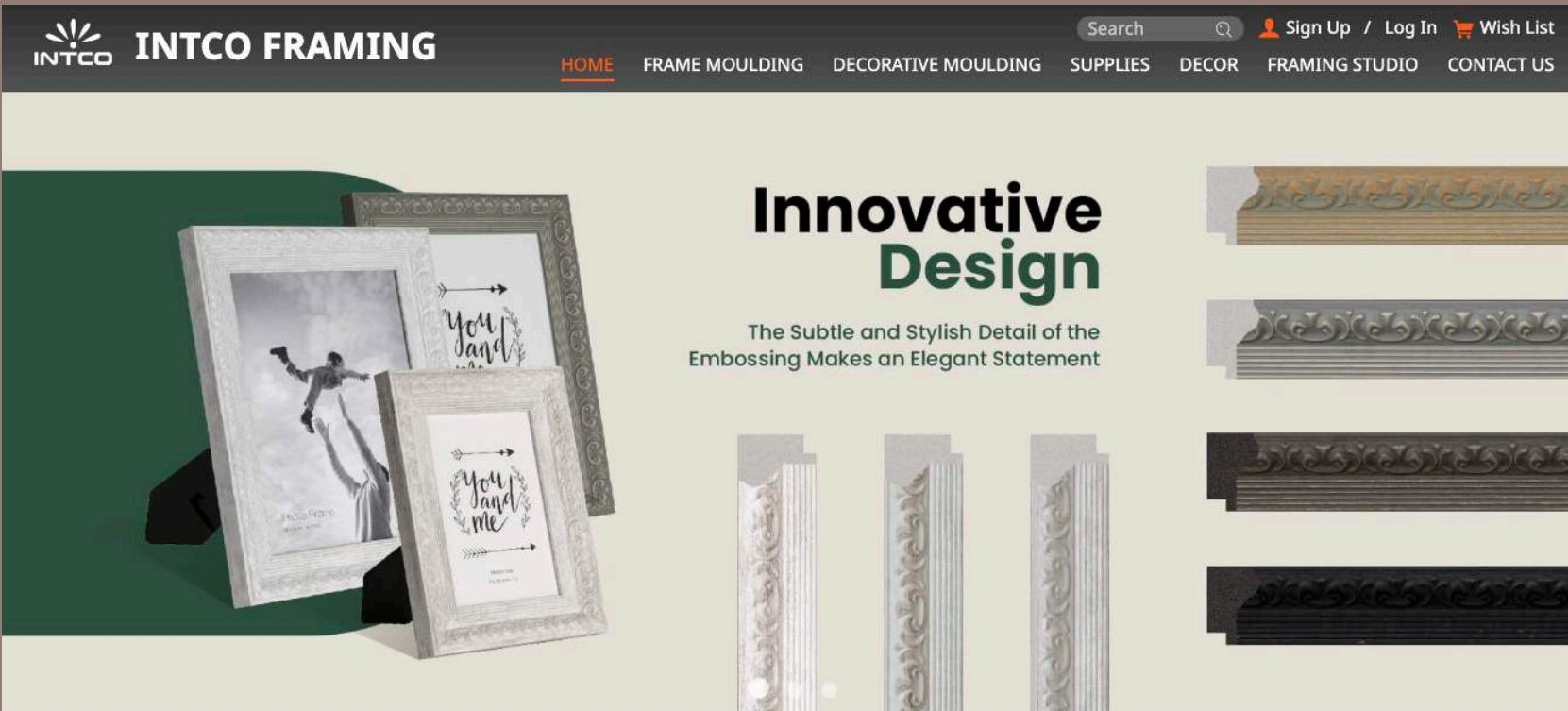
New and noteworthy profiles just added this month!



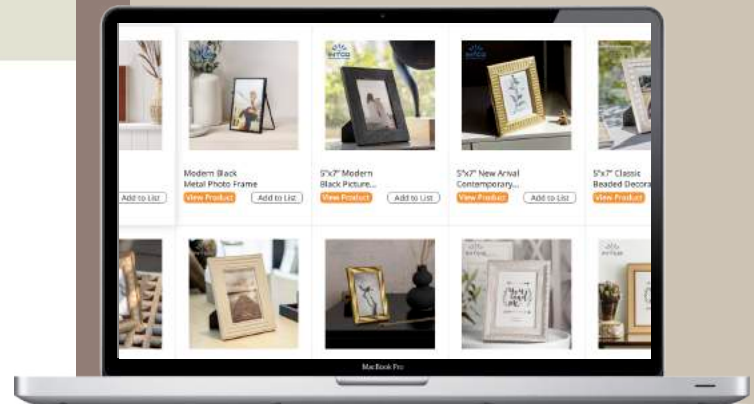
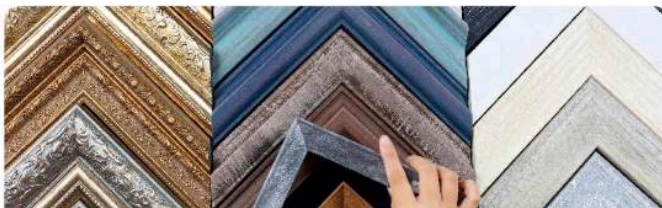
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