



Trend Driver

The start of a new decade / Tokyo Olympics 2020 / Sportivity / Corporate Health / Self Tracking / Work-Life Blending / Playfulness / Health / 1980s revival / Less clutter more storage / Gender neutral design

Unisex / Zoning / Focus / Interaction / Functional / Retro Nod / Structured / Urban / Balanced and sophisticated Contrast / Geometric / Minimal warmed up by colour & shape

Mood

The modern home is a space for communal living, play and optimistic energy. This trend encourages home-makers to create a contemporary space appealing to all genders and age groups. Open plan spaces are segmented into areas for different activities with clever zoning techniques such as colour-blocked floors and modular furniture. Inspiring, happy energy, playful yet sophisticated. Primary shapes and graphic lines nod to a 1980s sports aesthetic but the overall look is one of extreme sophistication. Minimal and geometric forms are warmed up with patterned textiles and harmonious colours. Furniture is linear, sleek and reduced with most surfaces - including wood - being coated or painted. Decoration is less superfluous and has a functional quality.

Processed, synthetic and mixed materials feature heavily. Fabrics are subtly inspired by sports clothing and are mixed with plain coloured fabrics and geometric patterns to create an atmosphere of positivity.

The palette is harmonious and extremely versatile for home interiors. Engaging, high energy blues are balanced with calming greens and contrasted with salmon pink and deep burgundy tones.

Colour Palette: bright teal, cool greens, salmon pink, cream, light grey blue, ultramarine, cool wine red

Micro Trends: coloured luminance / grids & mesh / painted and coated furniture / colourful floors

Shape and Construction: geometric / rounded corners / grids / slats / zips / functional / reduced & sleek / blocky & chunky / consider practical features like loops or suction pads for packaging

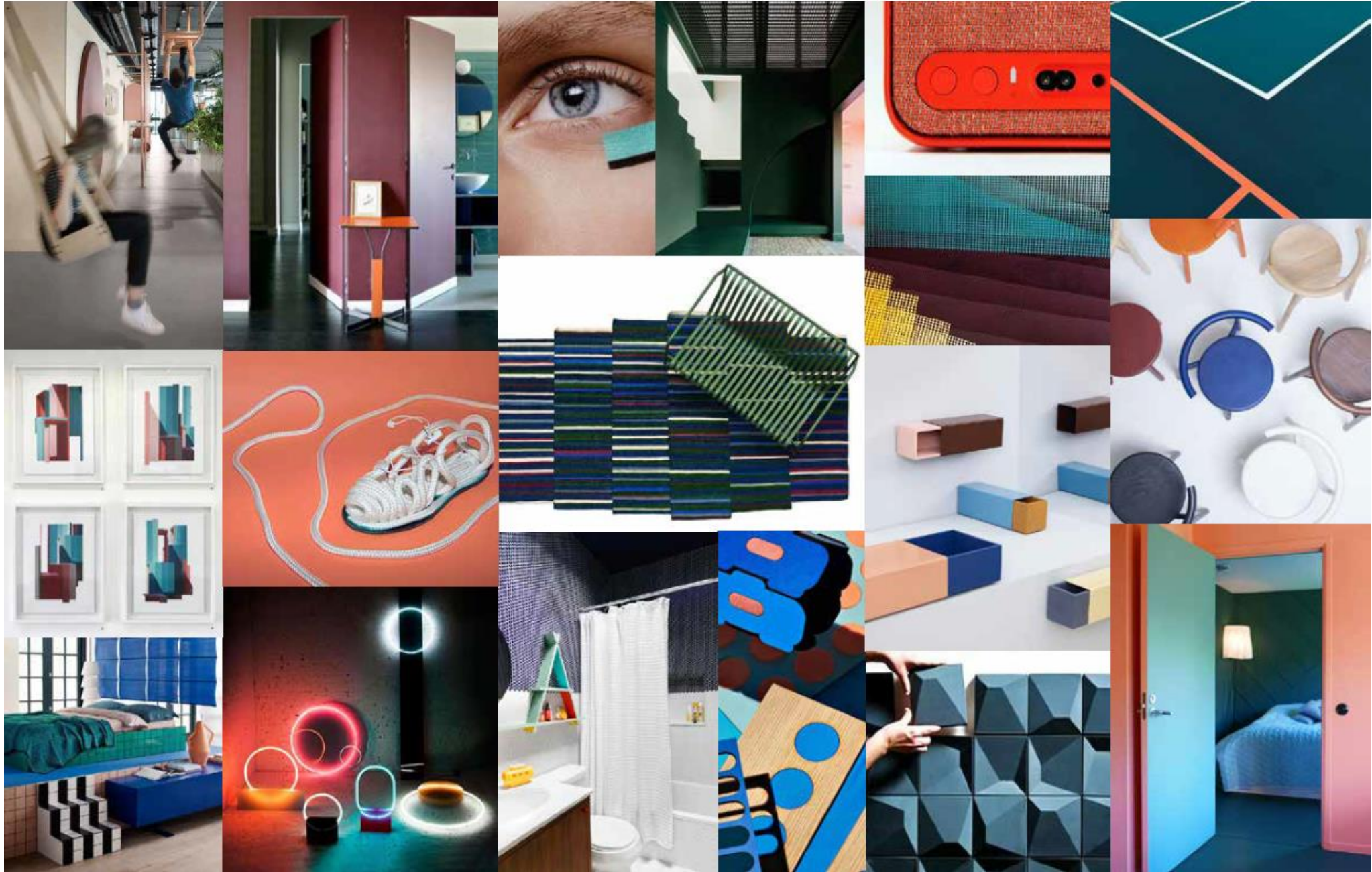
Textiles: cotton / sports mesh / mesh / 3D textures / constructed / double face / jersey / synthetic / lycra / waffle print / honeycombe print / wool blends

Imagery: sports inspired / retro trainers & zip tops / modern apartments / grids / stripes / circles / rhombus / polygons / geometric / rhythmic pattern

Materials: powder coated metal / laminate / MDF / matt or highly glossy ceramics / glass / composite / synthetic / rubberised / vinyl / silicone / painted wood / laser cut / punched metal / mesh / coloured glass, mirrors and lights / linoleum / corean / laminated wood

Narrative: playful, carefree environments that capture light and energy / space for activity and sports indoors

Scent & Substance: unobstusive genderneutral fresh scents / clean cotton / cucumber / peppermint / dissolving / biodegradable micro granules





Trend Driver

Focus on Japan / Introspection / Slow Culture / Awareness / Withdrawal from outside noise / Hidden or incorporated technology / Essentials with high quality / Ikigai is to focus on small good things you love / Seaweed / Death Cleaning & Konmari / Need for timeless look / Japanese Mending /

Introspection / Calm / Tactile / Selected / Deceleration / Private / Serene / Restrained / Content / Timeless / Crafted / Relaxed

Mood

Taking inspiration from traditional Japanese interiors this trend offers an easy update for Scandi style homes. There's a focus on introspection and withdrawing from outside noises with calm design allowing us to regain balance and contentment in the home. A serene mood helps to remove the busyness of day to day life, and allows us to throw open the doors to the first Spring of a new decade. This trend effortlessly blends timeless design with modern technology. A slightly crafted tactility adds surface interest to this otherwise minimal story. Simple shapes inform furniture and print direction, paired alongside imperfect, textural accessories and layered materials. This look defies time and space and fits urban and rural homes alike.

Ikigai, the art of focusing on small things you love and give meaning to your life, sets the pace for this trend. The home is restrained and orderly. Beautiful accessories express personality and quiet luxury. This trend is perfect for individuals looking to invest in high quality items. Layering textiles and rugs adds interest and warmth. Lowered furniture offers a new perspective.

A soft nature-inspired palette defines this story. Brilliant cobalt blues, greyish greens and neutrals are complemented with warm brown and pink notes.

Colour Palette: restrained greens, neutrals, cobalt blue, blue black, dusty pink and cognac brown

Micro Trends: privacy / incorporated or hidden technology / seaweed / japanese mending

Shape and Construction: lowered furniture / simple shapes / rounded / bent / woven / translucent

Textiles: cotton / felt / marl wool / boiled wool / speckled / leather / two tone weave / natural / unbleached / layered / pleated

Imagery: screen filtered light / teapots & drinking bowls / contemporary japan inspired fashion / lake with reed / calm colours / simple interior / textures

Materials: wood pale to dark (often mixed) / stone / glazed ceramic / matte finish / bent wood / laser cut / textured / patina / paper / network / bamboo / cork / seaweed

Narrative: focus on small simple yet beautiful things / time to withdraw from outside noise / using natural and sustainable materials / timeless shape

Scent & Substance: eucalyptus / mimosa / cedar / pine / aloe / fresh linen / bamboo / jasmine / lemongrass / chalky powders / non-coloured / dissolving bath salts / smooth soft clay-like / natural granules





Trend Driver

Experience Culture / Chic B&Bs and Boutique Hotels / Culture & Indulgence Traveling / Anti-Minimalism / Anti-Austerity / Art / Wine & Dine

Luxe / Ornate / Grandeur / Sophisticated / Confident / Extravagant / Unique / Amusement / Indulge / Joy of life / Sun drenched / Expressive linear drawings (think Picasso and Matisse) / Art & Kitsch

Mood

Inspired by extravagant, unique and chic B&Bs and Boutique Hotels the home is heavily ornate again. This story takes us on an indulgence trip to one of Europe's most intriguing cultural landscapes. Italian luxe coastal towns set the backdrop for this story. Bursting with colour and pattern, art and kitsch are combined nonchalantly. Pattern clash is key to this maximal style that celebrates joy of life with a 'more is more' approach.

Contemporary and antique furniture sits confidently with richly patterned and decorated surfaces and accessories. This look pays homage to glamorous avant-garde artists living in the 1920s and 1930s era. An eclectic and eccentric mix of visuals sit side-by-side in this home; Picasso and Matisse inspired paintings, line drawings and prints are mixed with citrus fruits, figurative, floral and Greco-Roman flourishes and motifs. Luxuriant food symbols also feature here, from references to vineyards and quality wines to lobsters...

Upholstery is elegant and bold, patterns are purposefully clashed to add to the carefree exuberant spirit of this story. Walls are painted, embellished with statement wallpapers or adorned with expressive wall art. Mismatched ornate picture frames, simple floral arrangements and piled-high fruitbowls add to the feeling of luxuriant indulgence.

The palette is rich, juicy and sun drenched.

Colour Palette: emerald green / sun kissed pink / lemon yellow / turquoise / lobster red / orange / burgundy / royal blue

Micro Trends: Picasso inspired drawings / hand painted ceramics / pattern-clash / facial motifs / monograms

Shape and Construction: antique and contemporary mix / decorative & ornate / elegant / curved / expressive and bold

Textiles: velvet / cashmere / plush fabric / printed cotton / leather / tufted / silk / embroidery

Imagery: chic B&Bs and Boutique hotel rooms / extravagant elegance / pattern clash / Italian luxe seaside towns / fruits & flowers / lobster / statues

Materials: dark wood / gold / brass / mirror / coloured glass / high gloss / glossy handpainted ceramics / marble / mosaic

Narrative: unique hotel grandeur enters the home / more is more / art & kitsch / nonchalant luxury / styled photography / bold colour & pattern

Scent & Substance: neroli / orange flower / peach blossom / apricot / almond / clementine / blood orange / old spice / sun cream / creamy / rich / juicy colouring / luxuriously bubbly baths







Trend Driver

Slowing Down / Glocalisation / Escaping Urbanisation / Sustainability / Craft & Handicrafts / Regional rural tourism / Offline time / Organic boom / Complementary medicine / Quality of life / Nostalgia / Lose the sense that time is passing / Natural resources as wealth / 75 percent decline over 27 years in total flying insect biomass in protected areas

Natural / Poetic / Time well spent / Crafted / Paired-back / Retreat / Charming / Subtle Surprise / Modern Cabin / Country Retreat / Summer Sabatical / Minimal yet warm / Northern European Summer

Mood

In a fast paced and connected world, finding quality time offline for yourself and a small circle of loved ones gains importance. Escaping the pressures of everyday life and decamping to a modern cabin is the inspiration for this story. The cabin inspires home spaces both indoor and out, creating pockets of space for contemplation, simple indulgences and to unwind. Growing urbanisation leads to a rising interest in regional rural tourism and country style inspired living. Imagine long walks through meadows, forests and picnics by the lake, taking time to read a book whilst enjoying a cup of tea with homemade rhubarb cake.

There continues to be a focus on craftsmanship and handicrafts. Plain walls provide the backdrop to unusual and intriguing shapes, proportions and textures reflecting organic forms found in nature. Furniture made using traditional manufacturing techniques add authenticity to the modern home. The overall look is one of warm, minimal simplicity, where well chosen, crafted accessories are grouped together into focal points. Materials and textiles are natural, with unusual textured slubs, contrasting compact dense textures with open lacy ones. Delicate bugs, bees and butterfly motifs compliment florals, classic plains and handcrafted fabrics. Prints are inspired by dried flowers, and executed in either impressionist style oil paintings or a more graphic linocut style.

The palette draws inspiration from blooming Northern European meadows and forests, scattering cornflower blue and pretty pinks amongst warm stone neutrals and white.

Colour Palette: soft heather / forget me not blue / stone / mimosa yellow / unbleached linen / fir green / pink / poppy red

Micro Trends: Bugs, bees, butterflies / Dried and pressed flowers / Linocut / crafted furniture

Shape and Construction: simple shapes with an unusual twist / natural finishes / round shapes / bent wood / turned wood (not too elegant!) / carved

Textiles: natural / linen / cotton canvas / wool / soft & chunky knits / contemporary crochet, stitching, embroidery / unbleached

Imagery: Meadows, grain fields, moors, riverside, lakes, cabins, gentle hiking & walks / pressed flowers /

Materials: pale wood / untreated or oiled wood / chicken wire / natural ceramics / stoneware / stone / canework / natural fibre / wicker / glassware / matte / stone washed / embossed / printed / textured / resin /

Narrative: Lose the sense that time is passing / Summer Sabatical / Escaping Urbanisation / Regional rural tourism / Northern Summer

Scent & Substance: meadow / clover / raspberry / buttercup / honey & bees wax / fresh linen / herbal / camomile / mossy woods / gritty & sandy / thick clay like / dried petals and herbs

