TREND BIBLE

Home & Interior

LIFESTYLE TRENDS

AUTMUN WINTER

2021/22

THE FUTURE OF LIFE AT HOME IN YOUR HANDS.

If it can be done in, or to, the home – we're already tracking weak signs of upcoming shifts in taste and habit around the world. Whether it's the future of eating, decorating, playing, celebrating, cleaning or bringing up children, we apply our experience and expertise to develop those signals into clear, strong and simple trend forecasts that are easy to implement.

We provide brands, companies and designers with insight, strategy and preparation for what the future of life at home may hold. Some need inspiration to fire their next idea. Others want direction to develop a clear brief or support throughout the creative process. There are those who need to sense check a concept, unite their team behind an idea or on-board a key decision maker.

Whatever your need, we'll make sure you confidently stay ahead of the game to create commercially successful products which connect with future audiences and stay true to your brand.

Welcome to Trend Bible.

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Credits

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How to Use The Book:
Autumn Winter 2021/22

Our trend books are a valuable forecasting tool for those working in the home and interiors industry. Marketing and PR companies find the Trend Drivers useful to contextualise product launches and marketing strategies, while designers can find inspiration in the Trend Directions. Our Product Direction pages are intended for buyers and designers alike, fleshing out the initial ‘big picture’ concepts.

Desktop Users: Roll over the questions for more information.

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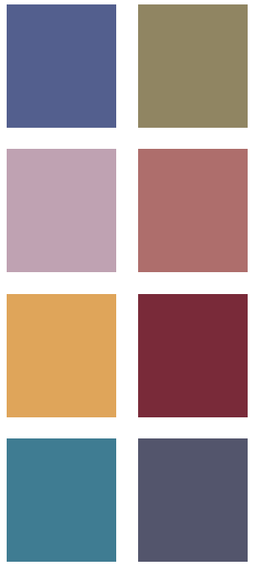
What’s the back-story?



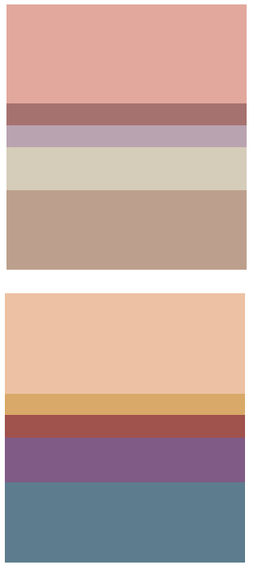
What are the key trends?



What are the seasonal palettes?



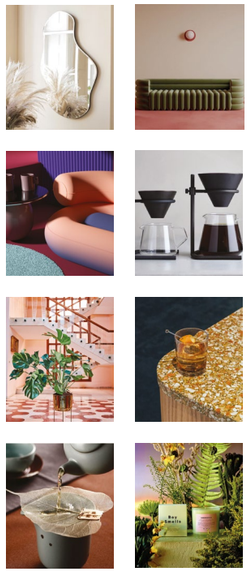
How can I combine the colours?



How can I translate this to my products?



What are my ‘must haves’?



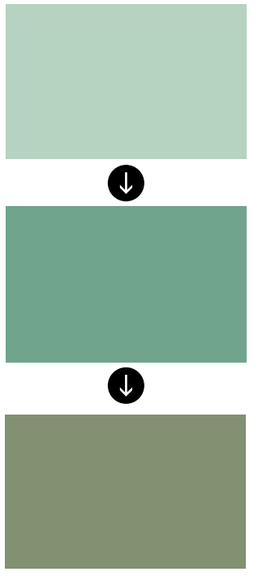
What fabrics and materials are important?



What are my key colours?



How is this different to last season & year?



How can I use these images?



Guide to this eBook

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In order to view this eBook correctly please download and install the latest version of **Adobe Reader** for your desktop.

This is the digital version of our Home & Interiors Trend Forecasting publication. Use the following guide to help you navigate through the book on your desktop, tablet or mobile.

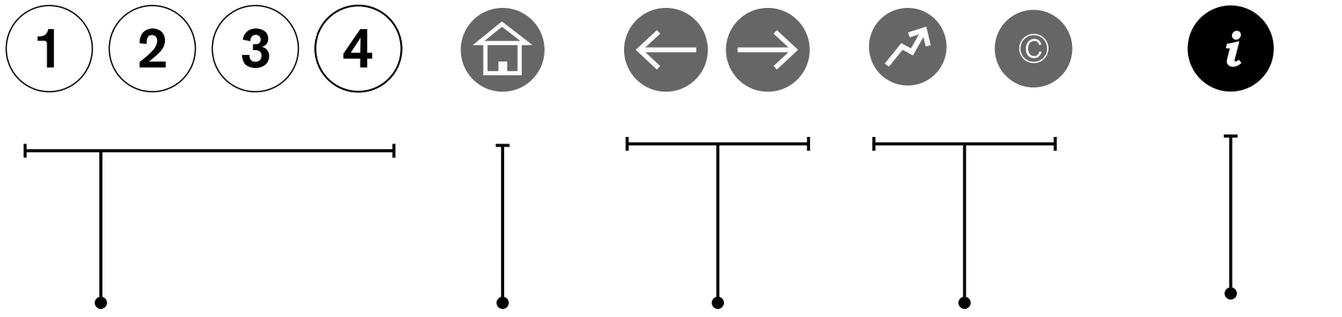
You can scroll through the document by using your keyboard arrows, swiping left, or using the navigation keys provided at the bottom right of the page.

Please note: some interactive elements will not be available when using on your tablet or mobile. For the full report please view on your desktop.

Desktop users: remember to explore every page - we've hidden interactive elements throughout!

These buttons will help you navigate your way through the book.

Desktop users only:
These functions are currently only available when using your desktop computer.



Click to go directly to trend 1, 2, 3 or 4.

Click to go to the trends home button.

Click to go to the next/ previous page.

Click to go to the analysis and credit pages at the back.

Click or follow instruction to reveal more information.

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Autumn Winter 2021/22

Click to go directly to the trend.









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Soulful Sanctuary
Autumn Winter 2021/22

What's Driving This Trend?

Burn-out / Deceleration / Body & Mind / Sensory Therapy / Self-soothing / Kindness

This trend is driven by a desire to find synergy between body and mind, eliminating the daily stresses and anxieties in our lives. In the pursuit of a calmer approach to living, more emphasis is placed on environments, activities and products that help consumers to decelerate their current pace of living. Being kind to yourself is at the centre of this comforting and inclusive story and the home becomes a retreat to soothe, calm and rejuvenate.

As research highlights the impact that do-it-all lifestyles are having on the wider society, attitudes towards self-care shift from an aspirational endeavour to a necessity. The World Health Organisation has added burn-out to its 11th Revision of the International Classification of Diseases (ICD-11) as an occupational phenomenon, to be released in January 2022. Relaxation is key and no longer confined to the bedroom, but features throughout the home, with soft materials, shapes and colour schemes vital to creating the perfect at-home spa.

As consumers take healthcare into their own hands, a growing interest in alternative approaches to healing emerges. Mindfulness practices continue to grow in popularity, newly accompanied in the wellbeing space, by ASMR - the practice of using touch, audio or visual stimulation to trigger a relaxing response in the body. Tactility in design becomes increasingly important as a way to focus the mind. Product design and materials with tactile features provide soothing sensory stimulation, inducing a feeling of relaxation for householders seeking to switch off and recharge.

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Soulful Sanctuary

Tactile
Self-care
Soft & Gentle
Nurturing
Curvaceous


1

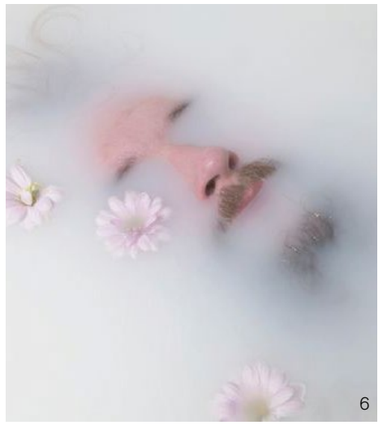

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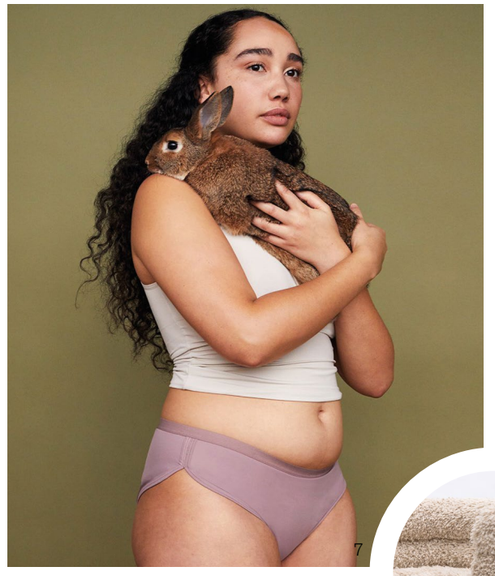

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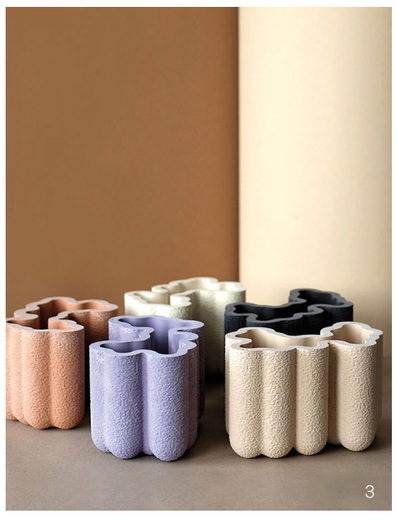
Desktop Users:
Hover to view mood information

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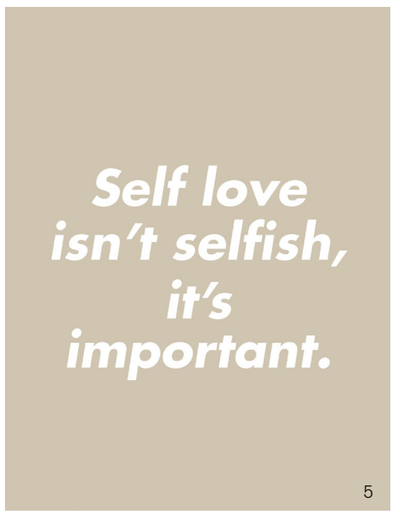
Translate the Trend


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Shape & Construction

amorphous / curved contours / foamy volume / moulded / plump comfort / flowing lines / snuggly forms / enveloping / juxtaposing organic & rigid shapes / channel tufting / wrap around / rounded

Textiles

modal & tencel / soft terry towelling / borg shearling / felt / matt velvet / ribbed & corded / tufted / linear quilting / semi-sheer / oversized slubs & neps / dry handle / padded / soft knits

Materials

pale waxed woods / Jesmonite® / bio-plastics / tinted, smoked & milky glass / rose tinted mirror / glazed, grainy & recycled ceramics / rose quartz / Corian® / mycelium / cork / granular textures / lumpy embossed surfaces

Imagery

abstract collaged patterns / brush strokes / smudges / soft focus overlays / human form / sleepwear & loungewear / facial rollers & gua sha / crystal sets / curated & considered / soft geo shapes

Narrative

'self-care isn't selfish' / 'invest in rest' / 'be gentle on your soul' / indulging in self-soothing rituals / the bathroom becomes a bathhouse / snuggling up / practising mindfulness / embracing tactility

Scent & Substance

chamomile-like botanicals / woody notes / milky baths / clay-like pastes / air mists / soft powders / natural colourings / dissolving salt flakes / healing earth masks

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Coral Pink
PANTONE 14-1318 TCX

Deep Lichen Green
PANTONE 18-0312 TCX

Bleached Sand
PANTONE 13-1008 TCX

Marlin
PANTONE 18-3932 TCX

Boa
PANTONE 17-0625 TCX

Dawn Pink
PANTONE 15-2205 TCX

Light Mahogany
PANTONE 18-1436 TCX

Sirocco
PANTONE 15-1317 TCX

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Colour Combinations

Desktop Users: Hover to view colour names



Soft smoky shades work harmoniously to build a sense of solace and calmness. Moss greens and soft olives are inspired by nature and wellness, most notably mixed with mauve for a new take on complementary colour combinations. Warm neutrals, putty and nougat, bring slow design to the fore, taking inspiration from pottery and weaving. Powdered pops of cobalt and blush red bring further melodious colour to the mix, whilst chalky mauve acts as a subtle undertone.

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Print Direction

Editable versions of these original prints are available to download free by clicking the button to the right.

DOWNLOAD PRINTS

Nude & Nature Cut Out Placement



Brush Stroke Repeat



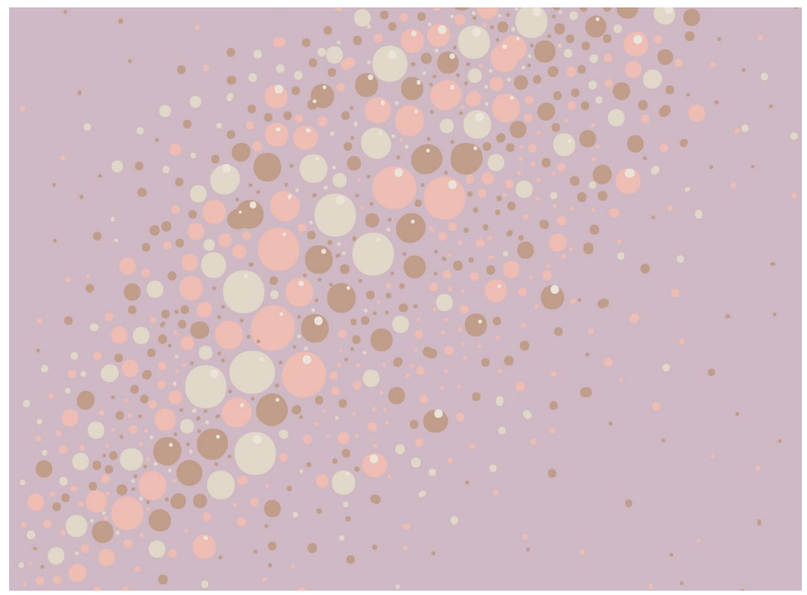
Foliage Repeat



Self Love Slogan



Bubble Spot



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1


2

2
Tactile, textured and 3D wall effects bring a new sense of touch and feel to room spaces


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5-8
Foamy volume features across product categories. From curvy quilted forms for soft furnishings, to moulded plastics for hard goods


7

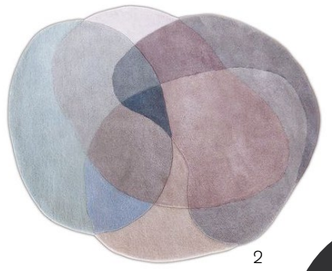

8



Ovoid feature buttoning comes with subtle texture
Dill Buttons,
www.dill-buttons.com

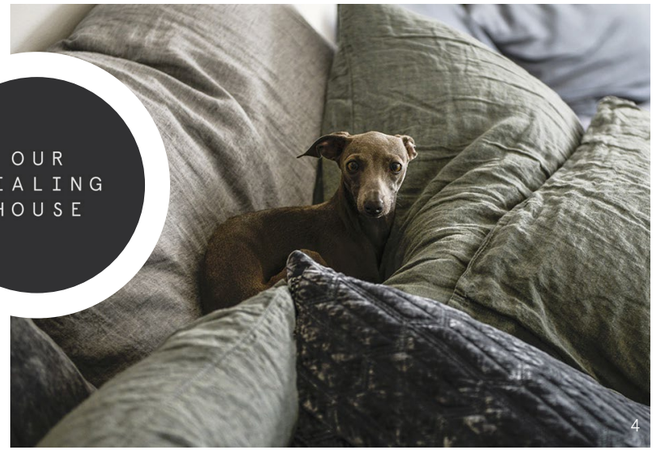
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1+2
Curvaceous forms look soft and bubble-like for lighting or layered and overlapped for new rug patterns

OUR HEALING HOUSE


4

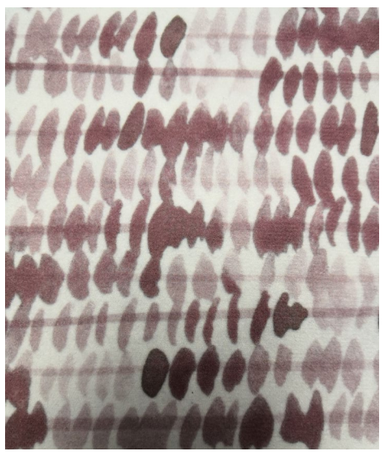

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4+6+7
Sustainable natural materials from linens to organic cottons are in abundance


8

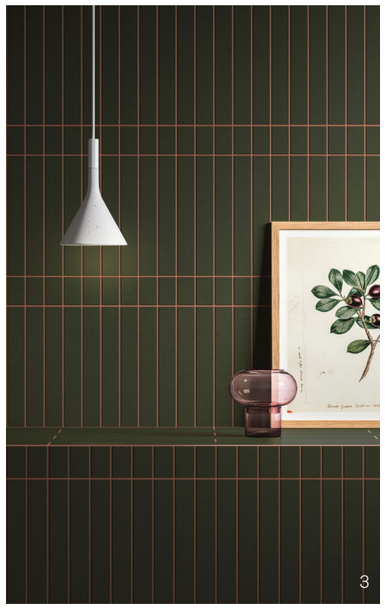


Watercolour effects on brushed fabrications look soft and light
Tiphaine Alston for Robin Sprong, www.robinsprong.com

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Trims are brushed and cosy to touch
Brunschwig & Fils,
www.brunschwig.com





3



1



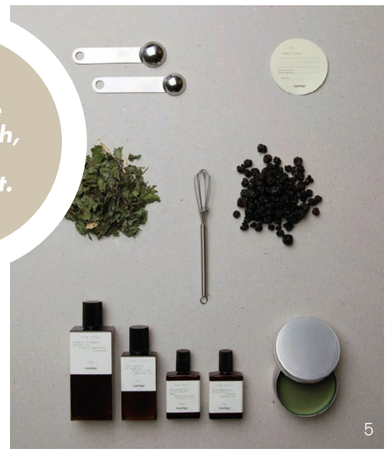
6

2+7
Tactility is important here to enrich our senses in an exceedingly digital existence, from soft padded furniture to textural blankets

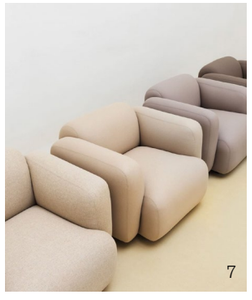


2

Self love isn't selfish, it's important.



5



7

5
Fresh batch beauty comes to the fore, allowing customers to mix products at home to create their own face mask or hair oil

8
Handcrafted tools are made from reclaimed, foraged or locally sourced timber



8

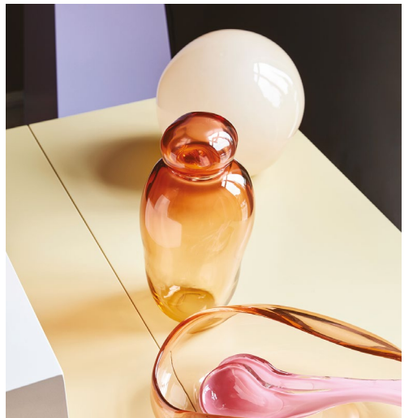
Softly formed lines inspire a new print direction for textural wallpapers
Weitzner,
www.weitznerlimited.com



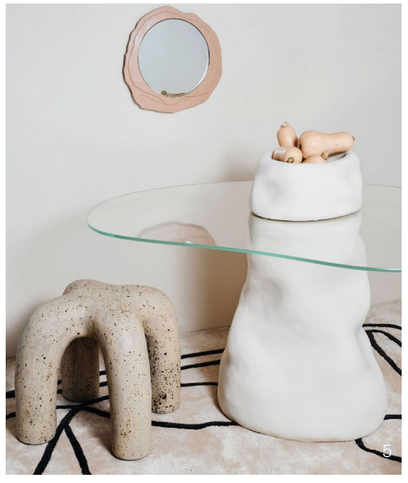
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MICRO TREND

IRREGULAR FORMS

Organic curvilinear forms enhance the feeling of comfort in this micro trend. Reconsider classically angular forms in new softly undulated lines.

Glassware has a hand-blown quality in balloon shaped forms, mimicked in pottery and packaging. Interlocking ceramics add an element of playfulness and togetherness to dinner time. Seek out ways to reconnect via light-hearted objects.

Softly optical patterns come through in rug and bath mat designs, playing with irregular shapes in tonal colour combinations. Shape and dimension is playful and childish with a hand-made quality. Opt for curvaceous over sharp-cornered forms for all product categories.

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1



Materials are printed in new geometric forms with a playful naivety Bonnie Christine for Art Gallery, www.artgalleryfabrics.com



2

3, 4+8
Soft painterly glassware, artworks and stationery look delicate in pinks and tonal hues



3



5



6

6+7
Modern cubism informs rugs, fabrications for furniture and soft furnishings



7



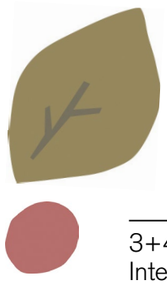
8

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1
Natural ingredients such as algae and seaweed extracts are key for bath products













Boiled cosy wools in new green tones are ideal for sofas and soft furnishings
Maharam, www.maharam.com

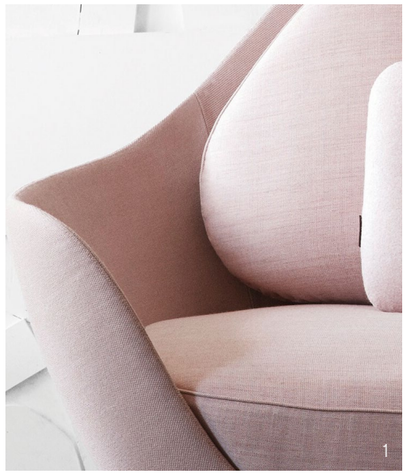
3+4
Interlocking and curvaceous ceramics and glassware play with undulating lines

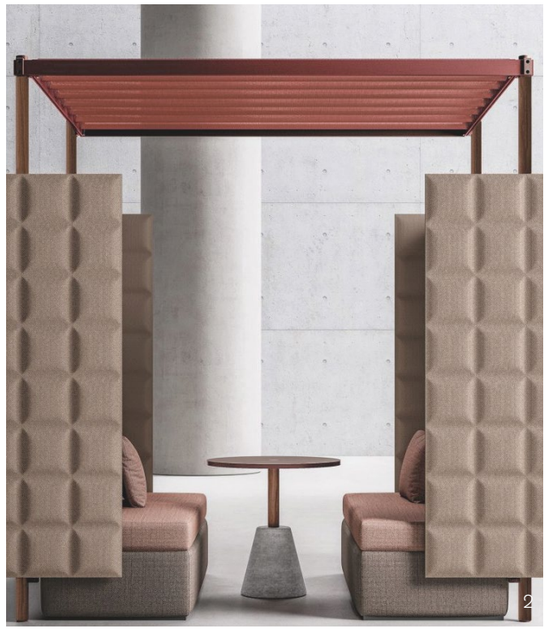




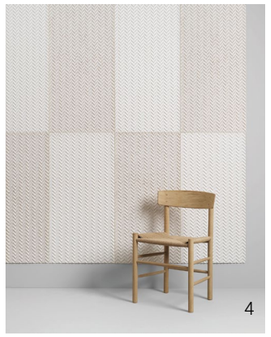
2, 5+7
Playful geometrics and the abstract female form inspire artwork, packaging, rugs and bath mat patterns

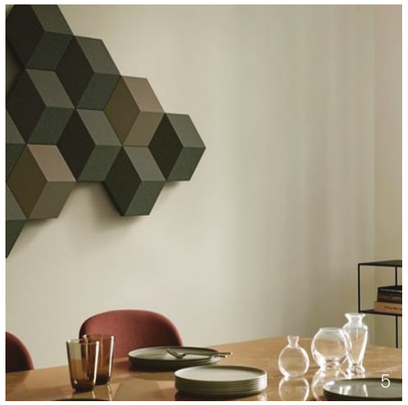
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MICRO TREND

SOFTLY SOUND-PROOFED

Wellbeing and noise concerns are fuelling a trend for healthier furniture in office and home environments. Soft sound absorbing materials promote quiet spaces to reflect and meditate.

Acoustic qualities and softened sound-proofed fabrics reduce noise and support calm and relaxation. Rounded furniture and extended high back rests create a feeling of security in tumultuous times. Moulded shapes give a sense of privacy in more public settings. Wall panels are soft and textured, working to distort soundwaves. Reconsider home comforts as well as how to form soft working environments.

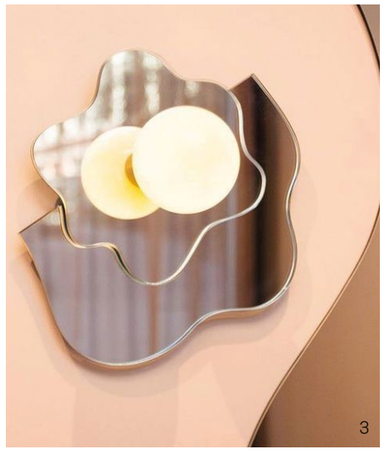
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1+7
Linear rib textures in rounded forms are used across products from silence screens to comforting rugs


1

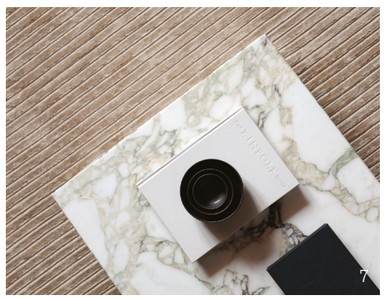

2

2+3
Undulating lines and curvaceous forms soften room landscapes


3


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Grainy, worn, neppy fabrics are dry handled with tonal speckled colouration
Pollack,
www.pollackassociates.com



Natural untreated wood textures are refined, bringing newness to furniture and tactile wallpapers
Mundy Veneer,
www.mundyveneer.com

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1, 4+5
Organic misshapen forms are softly rounded off


1


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3
Deeply tactile surfaces, recycled resins, mottle effects and marbling textures for hard goods

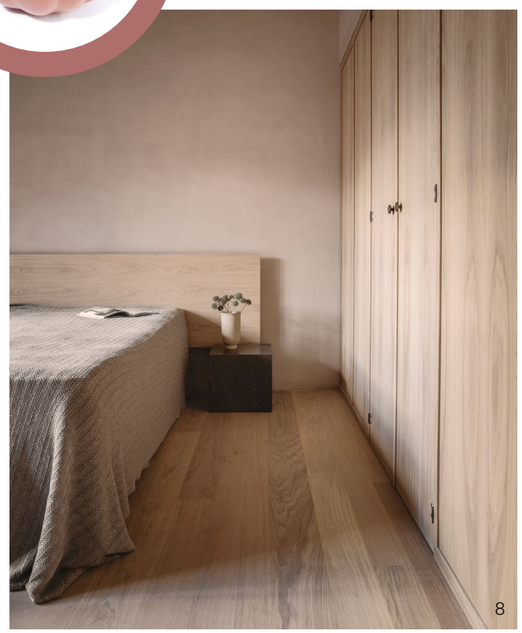

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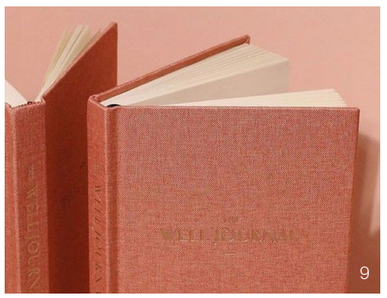

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8
Tone-on-tone rooms use texture for definition including wood grain, marbling and cotton crochet combinations



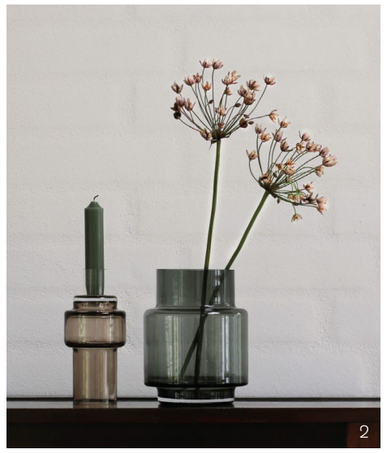

9

3D painterly textures in soft colour combinations are key for wallpaper and packaging solutions
Tektura,
www.tektura.com

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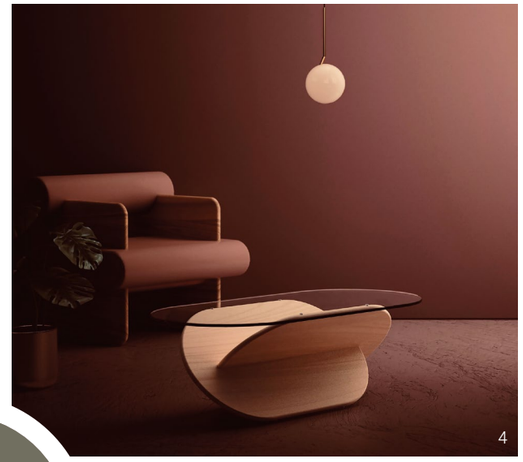
3+4
Rounded edges and tonal colourations create a serene living environment


1

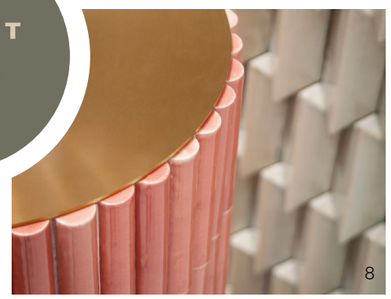

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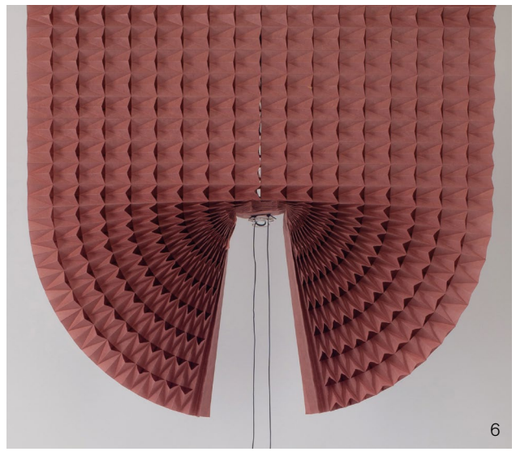

3

“Richly coloured iridescent surfaces are atmospheric in strong purple and pink hues. Play with surface texture and pattern to create a futuristic feel for 2021.”


4

INVEST IN REST


8


6


7



6+8
3D forms inspired by origami create tactile structures, while furniture design is lead by surface texture

Quilted materials for bedding and soft furnishings are moulded and cocooning
HBF Textiles,
www.hbf.com

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Design Details

Self Piping



1

Nature Contouring



2

Waist-cinching Rings



3

Wobbly Organic Handles



4

Interlocking Ceramics



5

Layering Shapes



6

Copyright 2019 ©Trend Bible Ltd

Don't Miss

Mauve & Green



Organic Irregular Forms



Bubbled Glassware



Winged & Ribbed Furniture



Positive Messaging



Multi-tactility



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Future Now
Autumn Winter 2021/22

What's Driving This Trend?

Retro Sci-Fi / Digital Realms / Gaming Culture / CGI Influencers / Material Innovation

A new decade brings with it fast-paced technological advancements and consumers are embracing the edgy and bold. Surrounded by technology once seen as pure science fiction, an appreciation for all things futuristic impacts how we shape our environments. Inspired by the polymath innovators of our present-day tech race, householders push boundaries in their homes, creating an otherworldly look and feel.

Increasingly digital realms bleed into the physical world as virtual influencers, augmented reality and digital assistants become commonplace in day-to-day life and vintage computer generated imagery from gaming seeps into the design world. CGI influencer, Lil Miquela has already amassed over 1.7 million Instagram followers, partnering with brands such as Samsung and Gucci. As a result, we see an appetite for digitally inspired design grow as householders look to replicate the look and feel of digitally generated worlds. Blending present-day advancements with retro styling the home merges the comfort of nostalgia with the excitement of the future. Home décor takes on a retro-futuristic approach and consumers reflect back to the future-imaginings of the 80s for inspiration.

Globally there is a focus on the betterment of the planet. As the global climate crisis continues, consumers look to technology to make their homes more environmentally friendly. Smart technology and product design allow householders to streamline the home, cutting down on waste and energy usage. Material innovation is driven by an appetite for sustainable design. Designers explore new age materials and refine the recycling process, producing intriguing surface finishes and functionality.

2

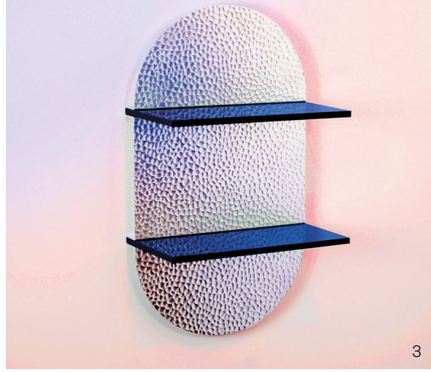
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Future Now

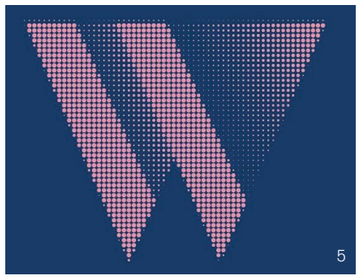
Retro Futurism
Digitally Enhanced
Experimental
Cosmic Reflection
Sleek


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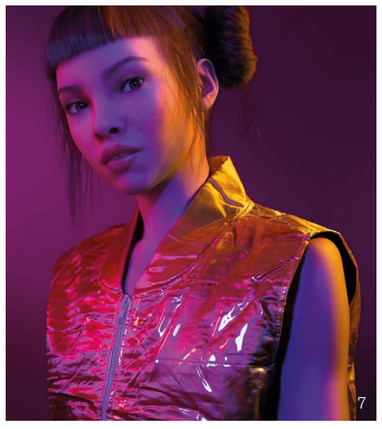

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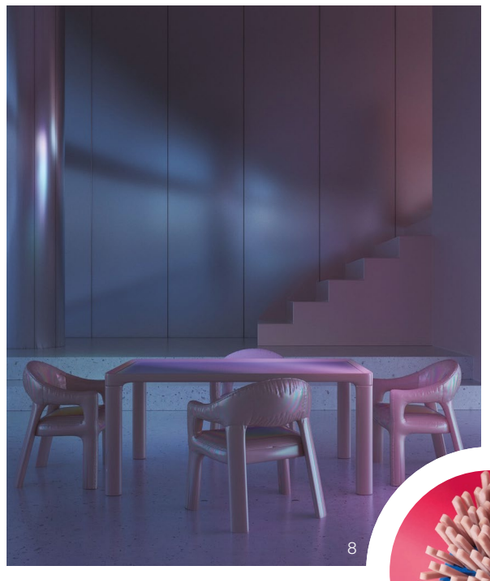

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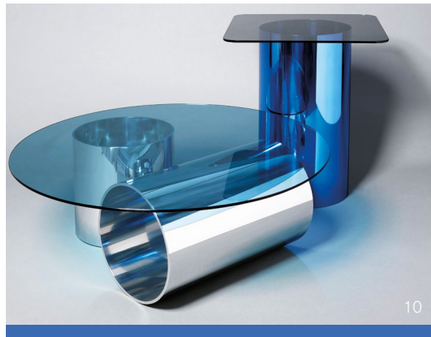

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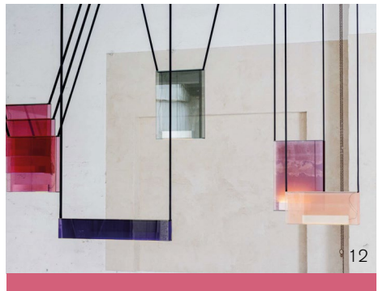

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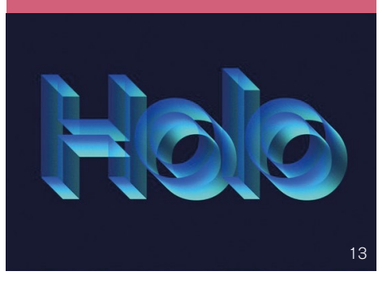

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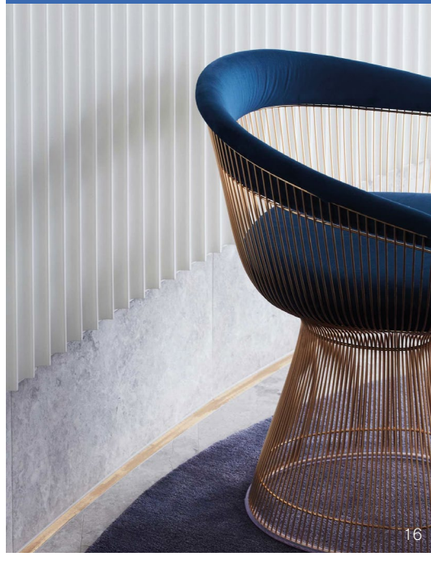

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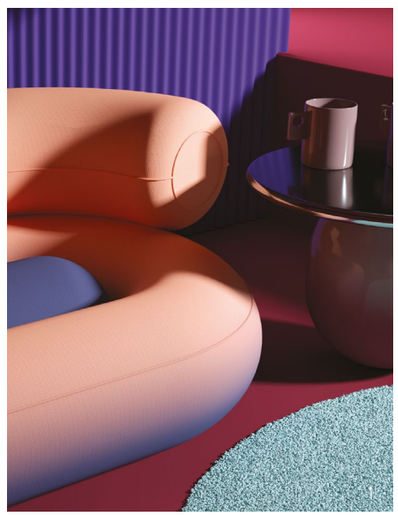

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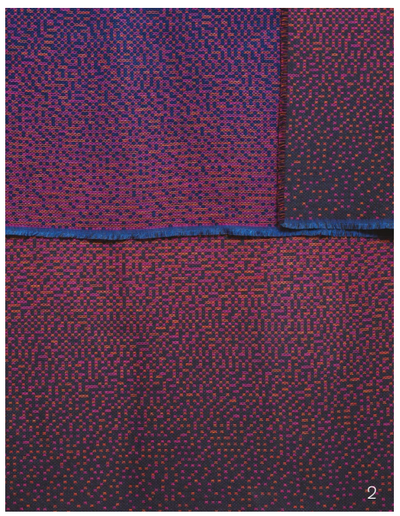

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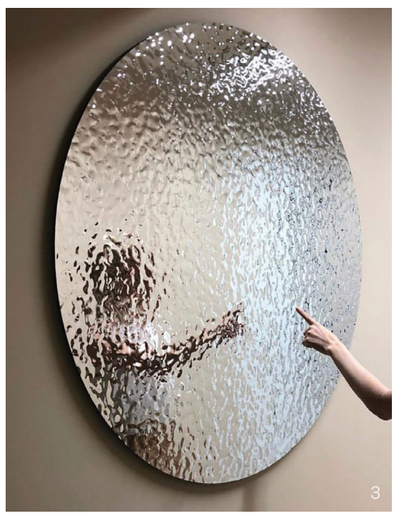
Desktop Users:
Hover to view mood information

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Translate the Trend


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Shape & Construction

sleek & clean lines / bubbles / orbs & orbits / looped / tubular / bold channel tufting / polyhedral / cone shaped / inflatable sofas & chairs / bubbled

Textiles

iridescent / taffeta / satin sheens / metallic coatings / tech-inspired / speckled colouring / metallic yarns & knits / pixelated / space dye velvets / digitally printed basket weaves / rubberised coatings

Materials

anodised metal / iridescent glass / rippled glass / crater inspired rocks / lava stone / richly coloured metals / tinted mirrors / black marble / blue granite / high-shine surfaces / polished chrome / sand-blasted aluminium / ultra-matt / burnt metal effects / non-toxic foam / black cork / corrugated sheets / recycled terrazzo

Imagery

planets & galaxies / lab-grown plants / modern space age interiors / retro CGI / op-art / rounded furniture / surreal supernatural landscapes / futuristic fonts / mirrored effects

Narrative

space age nostalgia / futurism reloaded / galactic 80s vibe / gaming & AI inspired / space capsules inspire home design / scientific / technology as inspiration / hi-tech home / futuristic multi-surface texture / 'you're out of this world' / 'galactic'

Scent & Substance

fresh / gender neutral scents / Korean-inspired beauty / spearmint mists / metallic shimmering bath pearls / gritty bath salts / silver particles / glow-in-the-dark gels / pearlescent creams

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Infinity
PANTONE 17-4015 TCX

Rapture Rose
PANTONE 17-1929 TCX

Red Plum
PANTONE 19-2025 TCX

Silver
PANTONE 14-5002 TCX

Cosmic Sky
PANTONE 15-3909 TCX

Orient Blue
PANTONE 19-3947 TCX

Palace Blue
PANTONE 18-4043 TCX

Peach Melba
PANTONE 14-1418 TCX

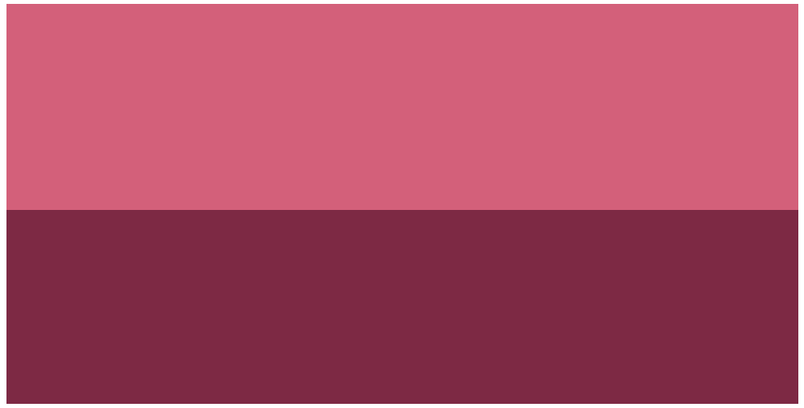
The PANTONE® Reference names and/or numbers are from the PANTONE FASHION + HOME color system (a component of the PANTONE Textile Color System®). The colors shown here are simulations, which may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE® FASHION + HOME cotton publications. PANTONE® and other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC, 1646. Pantone's trademarks and copyrights used with the permission of Pantone LLC under License Agreement with Trend Bible.

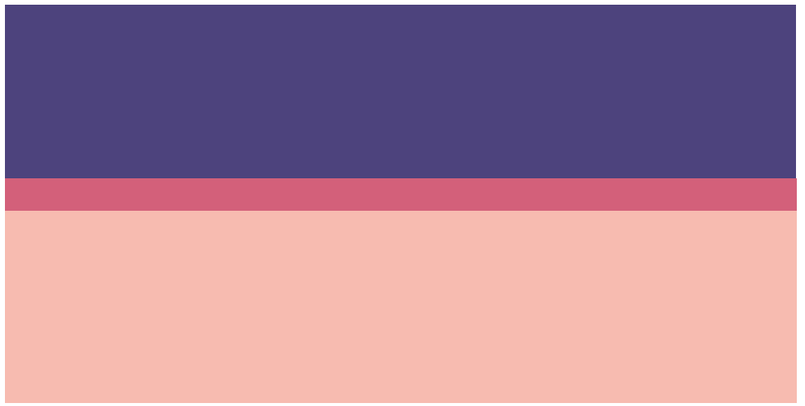
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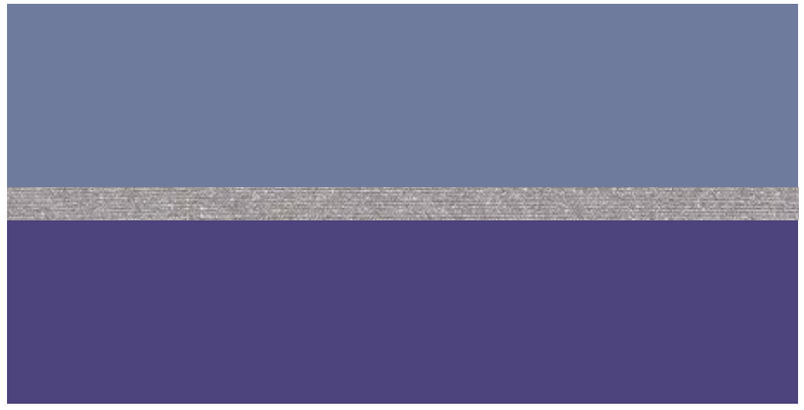
Colour Combinations

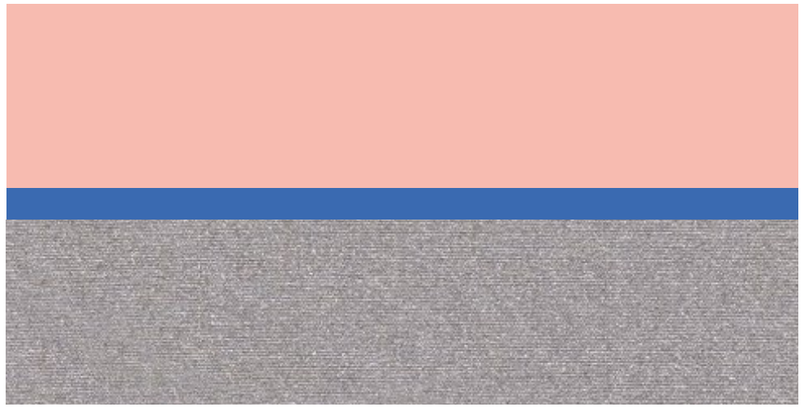
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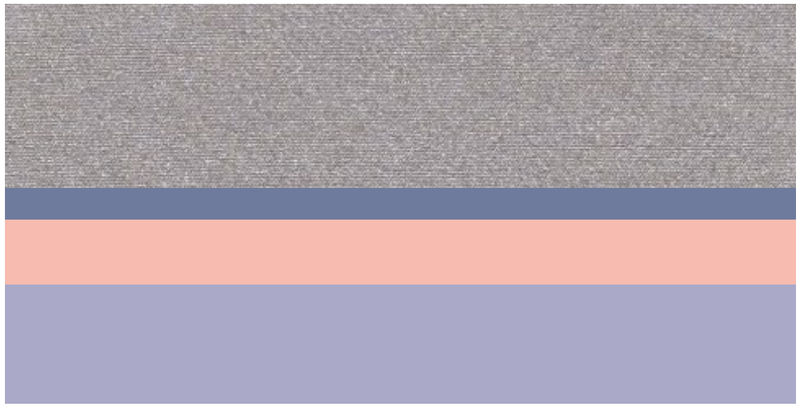




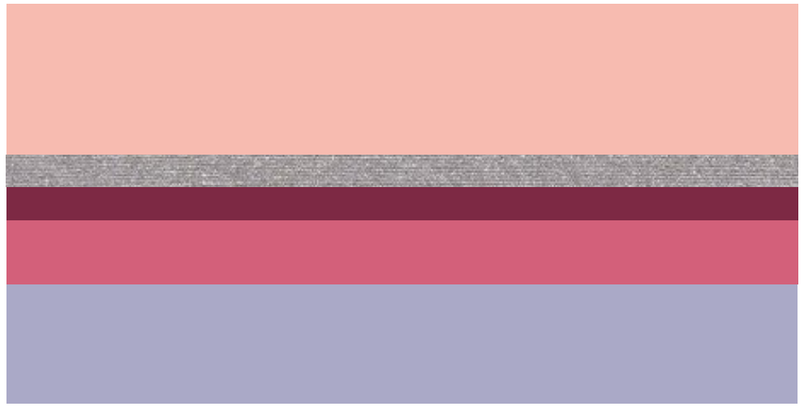












> As we enter a new digital realm, futuristic and hyper-real colours combine on matt and shiny surfaces. Palace Blue contrasts with cosmic silvers as a key bi-colour combination. Alternatively merge deep berry pink and soft fuchsia for a tonal option. Garish cosmic brights mix in a variety of ways, whilst lilac plays with silver, peach and blue grey for a softer look. Fuse juxtaposing tones of deep purple and blue grey to mix and match vibrant and knocked back hues. This is a palette about balance and harmony in modern society.

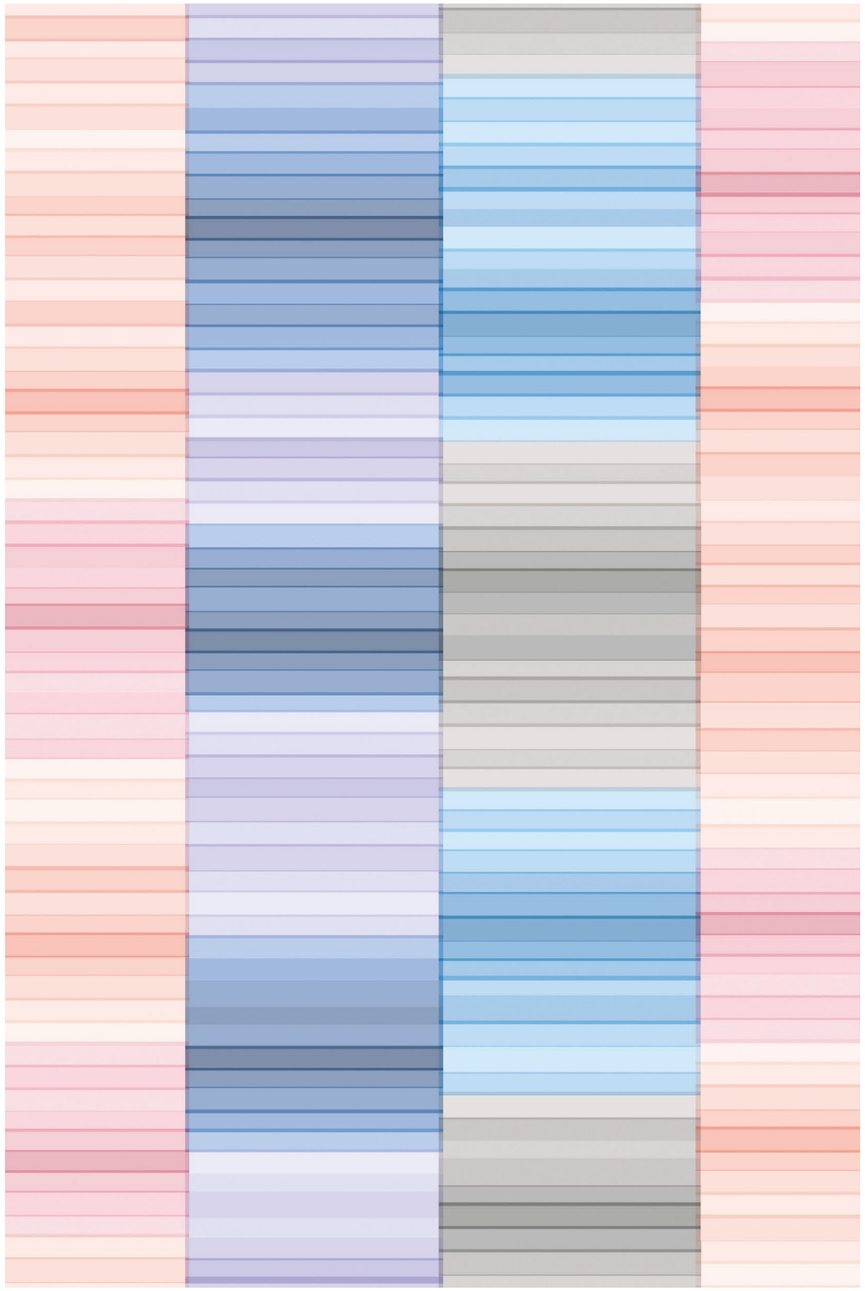
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Print Direction

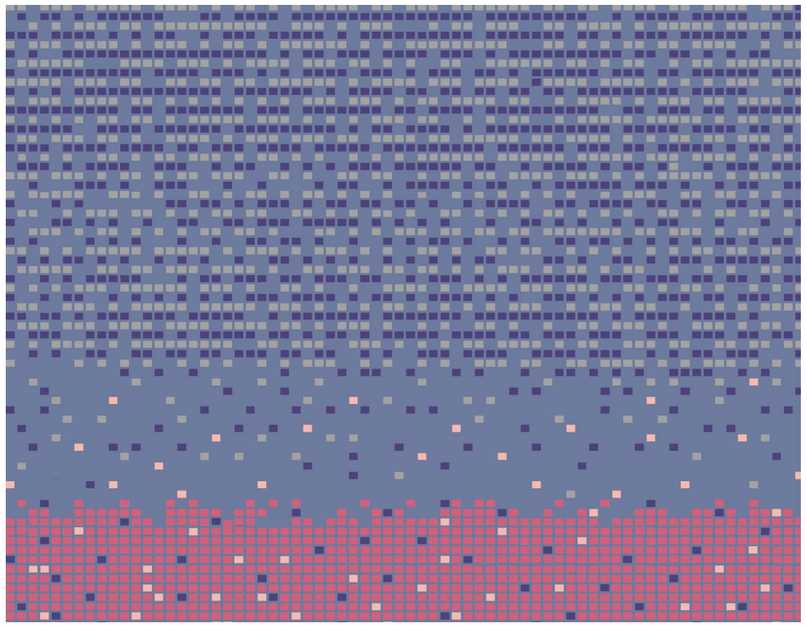
Editable versions of these original prints are available to download free by clicking the button to the right.

DOWNLOAD PRINTS

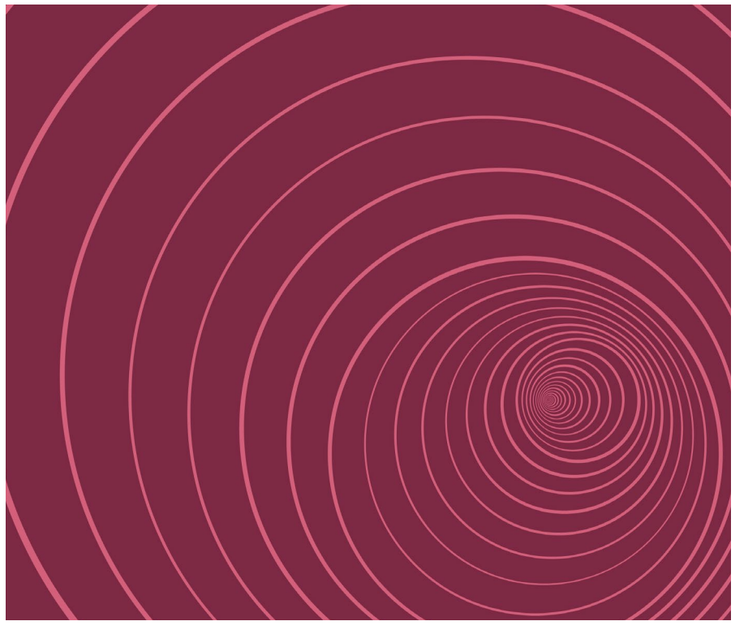
Optical Grid Repeat



Pixel Inspired



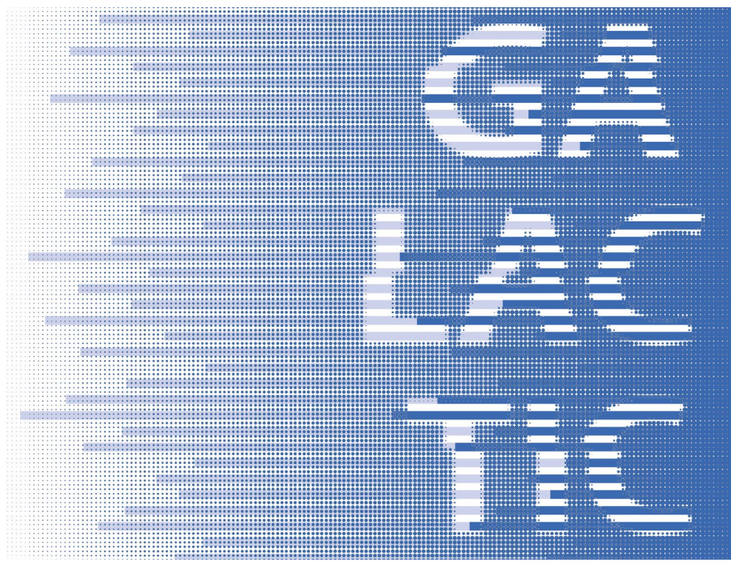
Optical Circles



3D Geometric Repeat

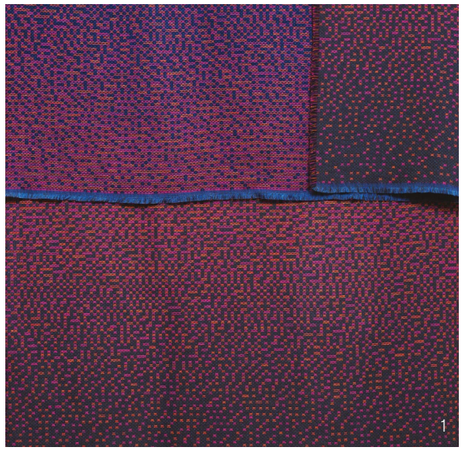


Glitch Slogan



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1+7
Digitally inspired pixelated patternation features for rugs, bed spreads and throws



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“Richly coloured iridescent surfaces are atmospheric in strong purple and pink hues. Play with surface texture and pattern to create a futuristic feel for 2021.”



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5
Juxtaposing textures are important, from stony and grainy to ultra polished



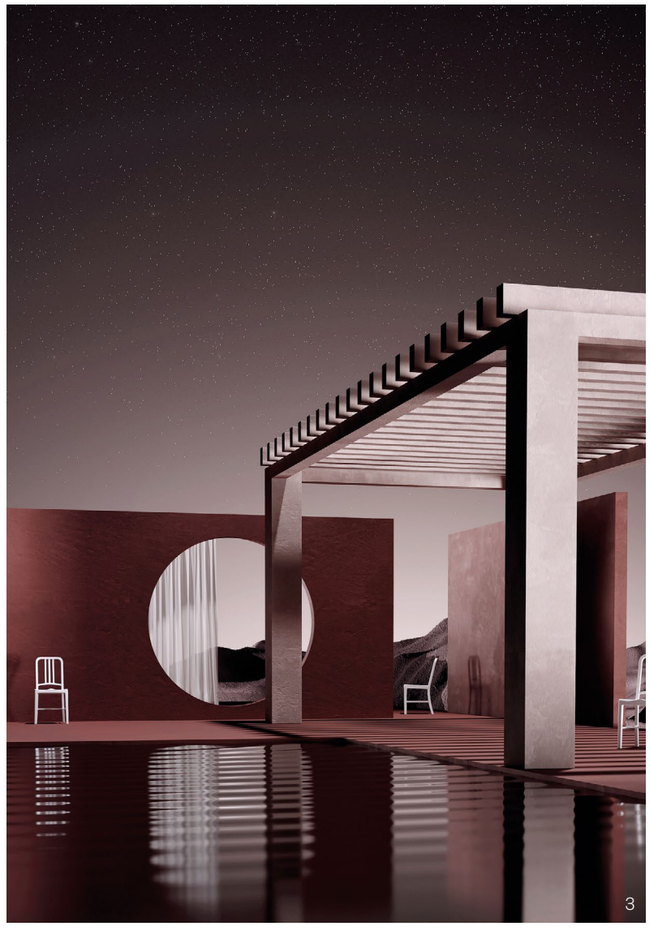
7

Crushed velvets with digitally printed tie dye effects look AI inspired
Lin Barrie for Robin Sprong, www.robinsprong.com

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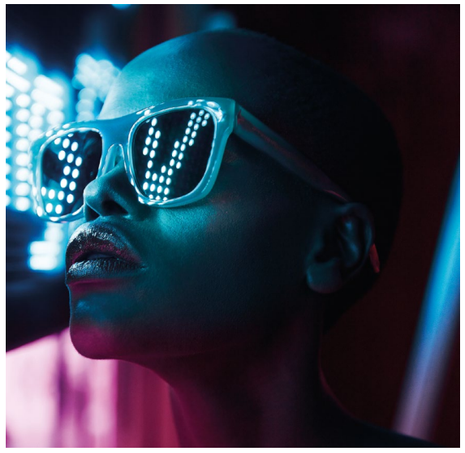

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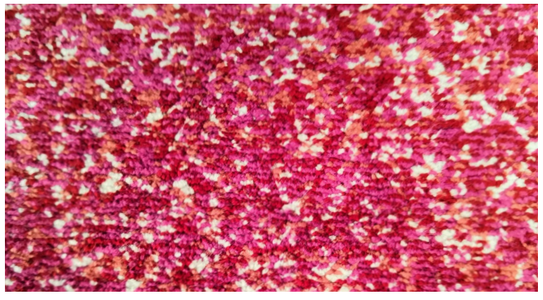

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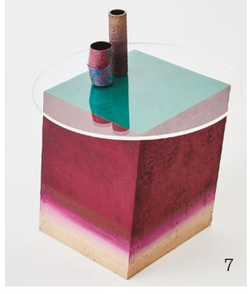
4+9
Ombréd coloured metallics bring newness to furniture surfaces. Opt for dark metallic ombrés for technology too


4

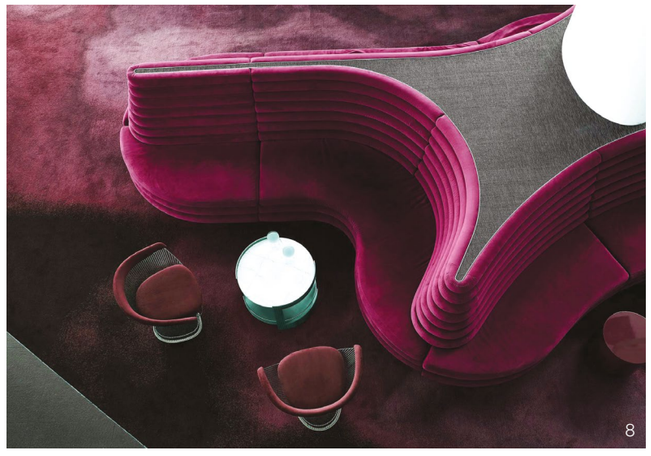


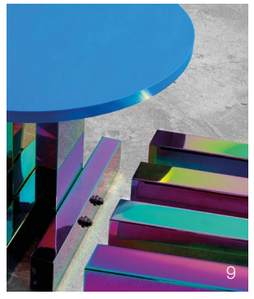



6


7

New pixelated textures come through in velvets
Casamance, www.casamance.com


8


9

8
Play with proportion and asymmetry for furniture design

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1, 3+6
Marbling and mottle effect textures add interest, most notably on new tile designs


1


2

2+7
Optical illusion lighting plays with circular shades and 3D effects




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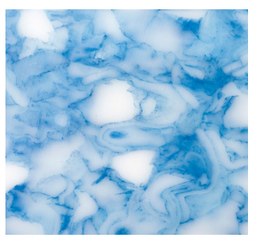

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Space dye effects on velvet add futuristic surface interest and texture
Dedar, www.dedar.com





Materials made from recycled plastics are key, featuring high contrast patterning
Smile Plastics, www.smile-plastics.com

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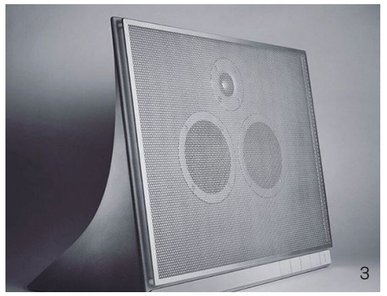
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Painterly brush stroke textures add interest to walls, screens and ceramics

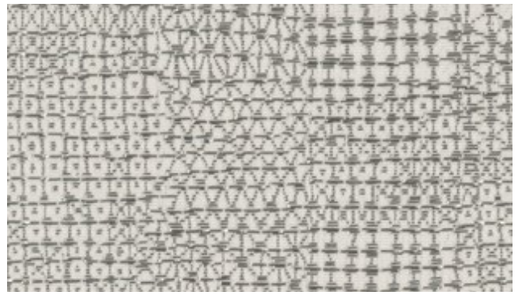


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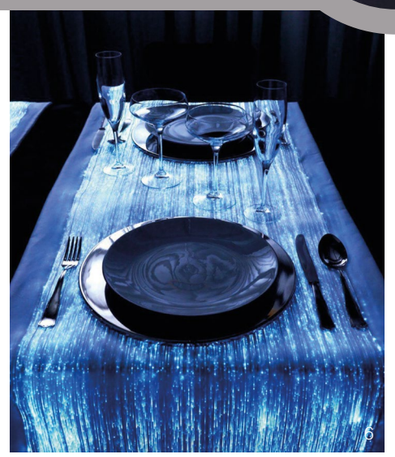
Micro jacquard designs are uplifted with metallic silver threads
Knoll, www.knoll.com


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1+8
Rich blue tableware and glassware look moody and opulent


7


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Sci-fi cracked effect silvers make a statement for trims and tapes
Maharam,
www.maharam.com

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2+6
Mix nostalgic silhouettes with modern materials and ombré hues for a new twist on retro futurism


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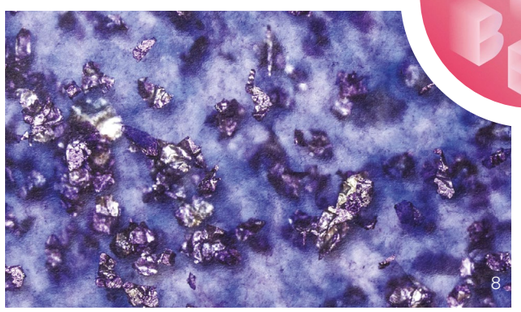

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Iridescent glitter speckles make a statement on buttons
Dill Buttons,
www.dill-buttons.com

New basket weaves in digitally printed metallics reinvent a traditional fabric for the future
Elitis, www.elitis.fr

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MICRO TREND

IRIDESCENT METALLIC EFFECTS

Coloured metallics are in abundance, achieved through a multitude of techniques. Look into the future and get creative with surface texture, pattern and design.

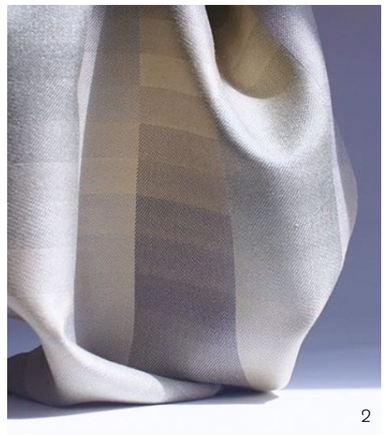
Ombré, foil effects, coatings with metallic particles, foiled mirrors and coloured metallic threads for textiles are all opportunities to create dual-tone products.

Illusional metallic effects offer new interest for best selling items. Opt for opulent finishes on simple silhouettes.

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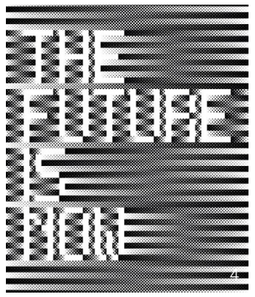
2, 6+9
Silver is a key colour for soft fabrications, seen in smooth metallic lamés to textural weaves and ombréd geometrics


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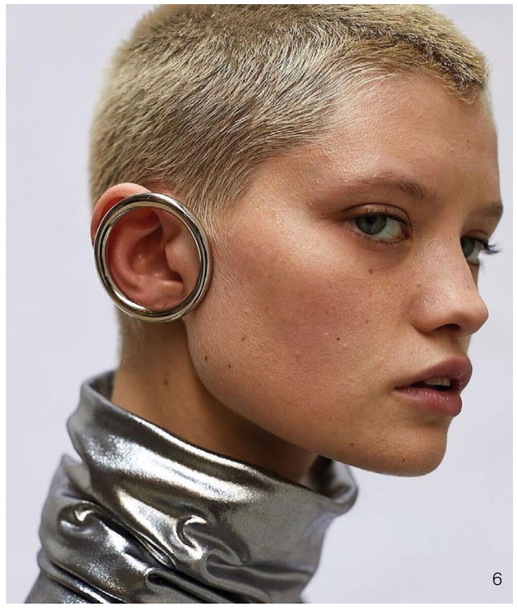

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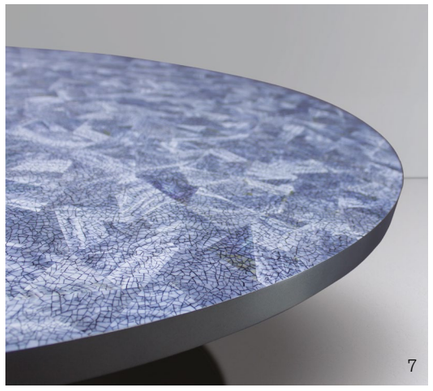
3+5
Glassware is bubble like and cylindrical



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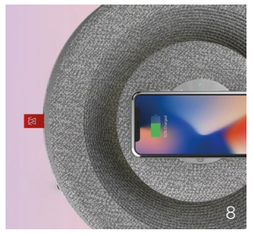

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Lite Stone,
www.lite-stone.co.uk



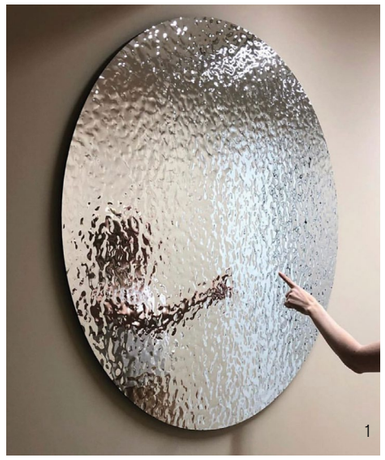

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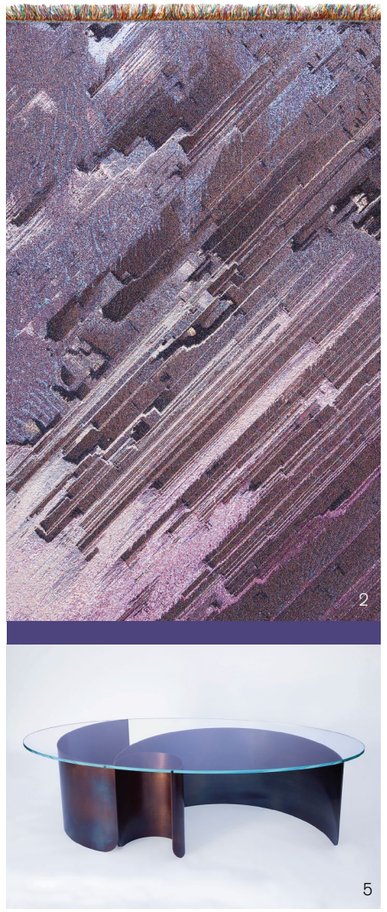

9

4
Blurred computer generated graphics look abstract for product labelling

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“The return of silver, from matt sheen aluminium to ultra polished chrome-looks and silvery shimmering textiles, is given a spiritual purple tint to create softness and calm.”

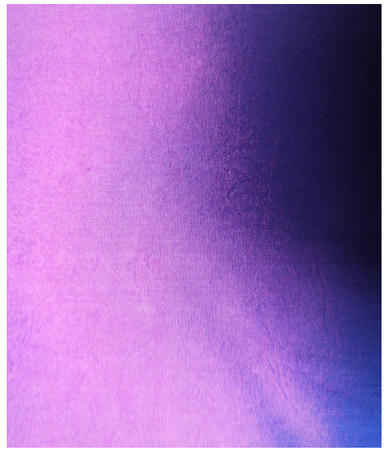

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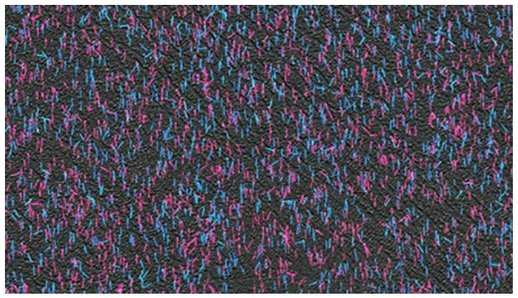

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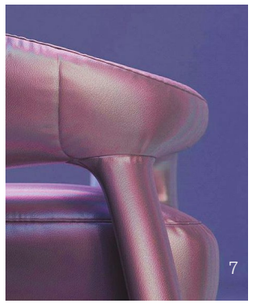
5



2+3
Mark making effects bring surface design to rugs and ceramics



Rubberised coatings with metallic flecks merge with softly brushed backs
Knoll, www.knoll.com


7


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4+5
Circular, cylindrical designs play with shape and dimension

Two-tone metallic lamés bring added interest to soft furnishings
Trend Bible archive

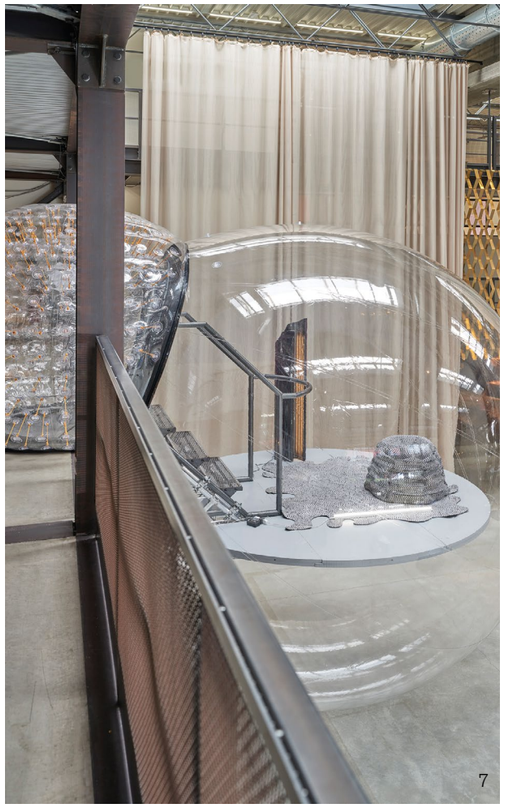
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1

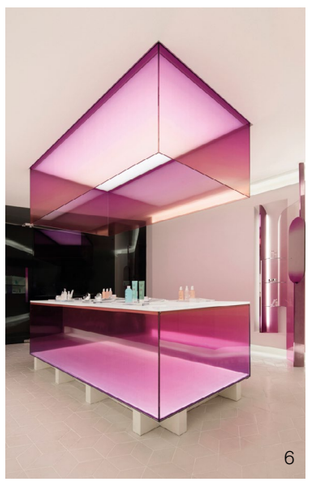

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MICRO TREND

LAB-INSPIRED DESIGN

Modern alchemy and scientific vessels inspire homeware products. Slick, clean, mirrored surfaces inform new product areas including bathroom furniture, kitchenware and stationery.

From lighting to tea sets we see products embrace ergonomic shapes that are bubbled, rounded and playful in design. Geometric grid-like forms exist in contrast creating a harder edge. Coloured ombréd effects on glassware in pink and purple hues offer a softer alternative to gunmetal greys otherwise prevalent.

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“

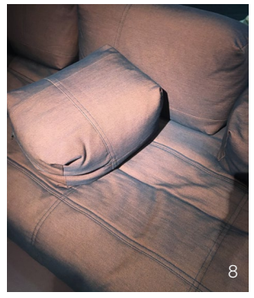
Duo-tone metallic fabrics come in pastel shades to add softness to surface design. Ombré and blurring effects feature on everything from hard surfaces to graphic designs. Opt for mood lighting for a quiet, calming atmosphere.

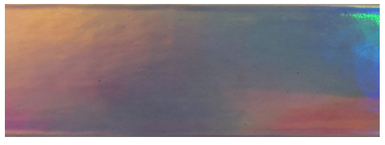
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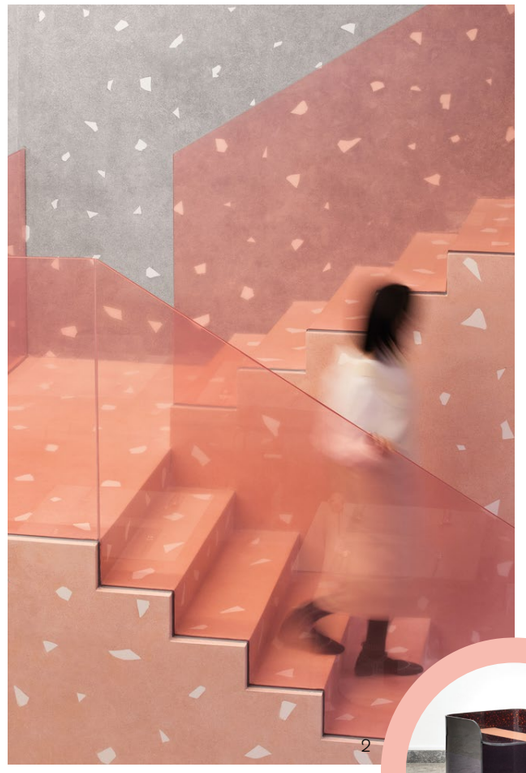


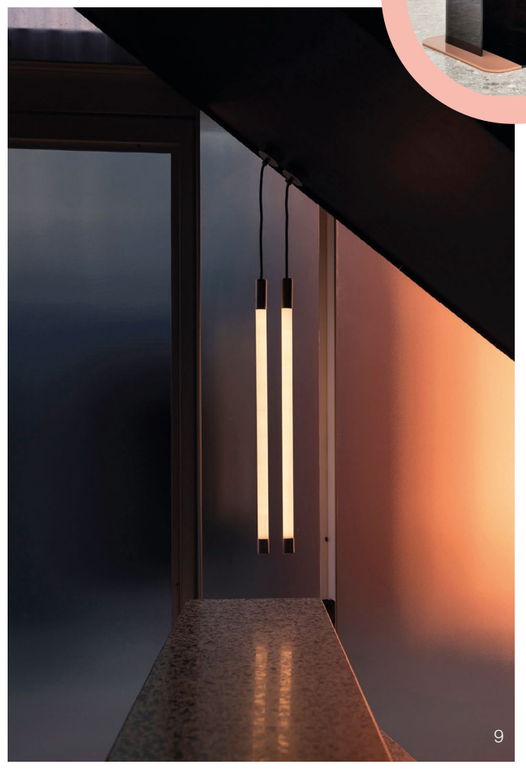

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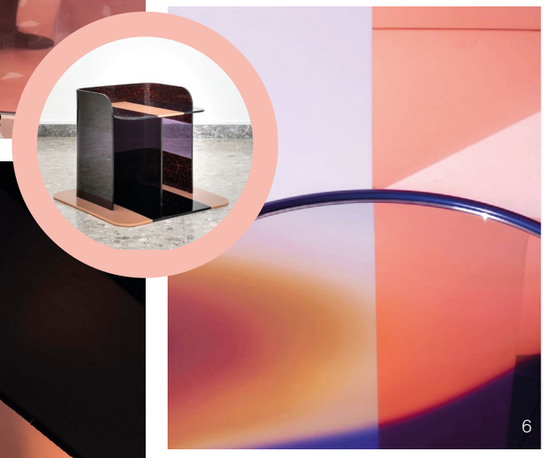
High shine mirror effect tape
Trend Bible archive

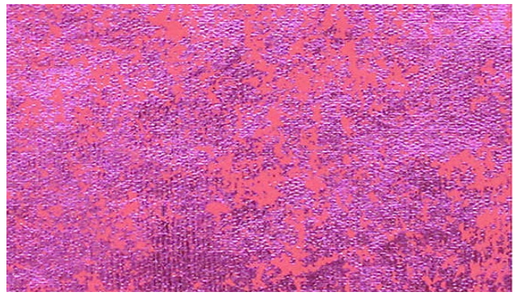

2


9

1
Moon crevice textures for lighting come in rounded forms


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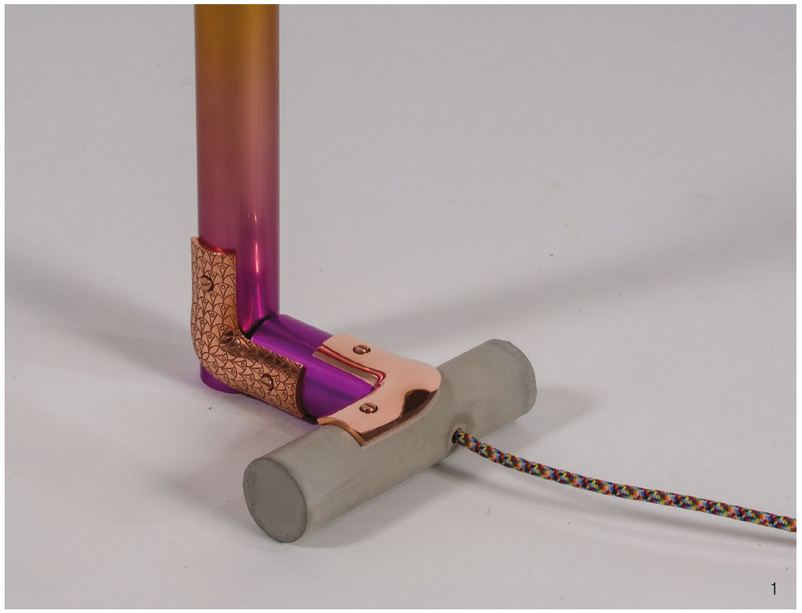


Opt for duo tone metallic surfaces in mark making patternations
Trend Bible archive

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Design Details

Multi-Coloured Wiring



1

Geometric Metalwork



2

Strapped Connections



3

Magnetic Closures



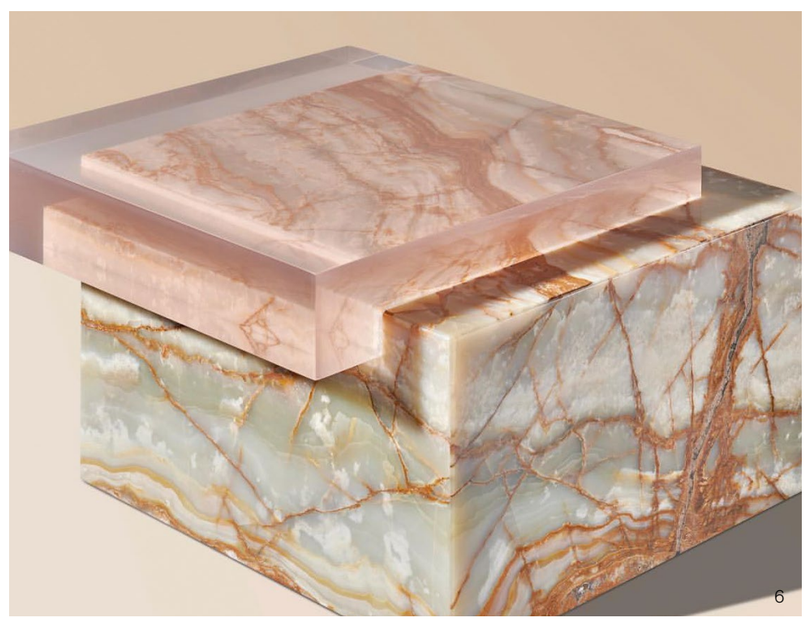
4

Crumpled Forms



5

Translucent Layering



6

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Don't Miss

Bold Metallic Petrol Effects



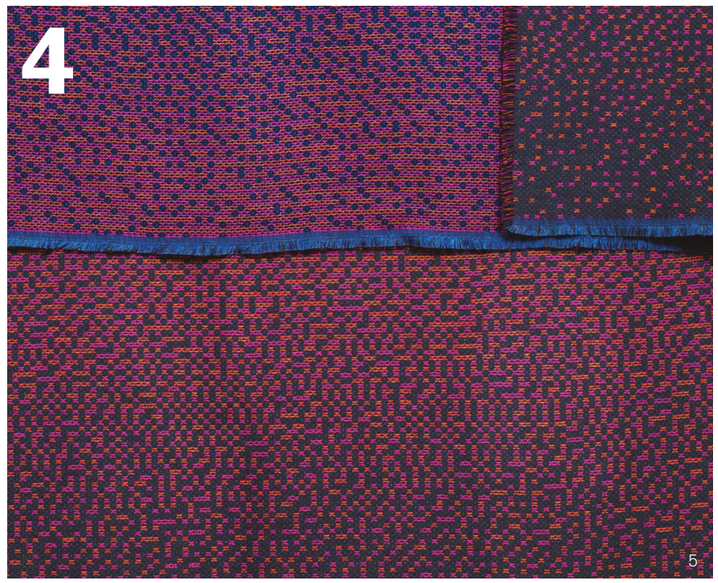
Rich Ombré Effects



Glitch & Blurred Graphics



Pixelated Glitch Prints



Slick Silver Tech



Lab-inspired Products



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Club Abode
Autumn Winter 2021/22

What's Driving This Trend?

Connections / Socialising / Analogue Activities / Sophisticated / Creativity

This trend responds to a desire to make more meaningful connections. Research from organisations such as the BBC, AARP, Mind and Cigna highlight the impact of loneliness, driven by social media, urbanisation and reduced social mobility. Consumers prioritise connections with others in daily life.

There is a focus on the art of socialising. Increasingly evenings are spent offline, sparking a return to the traditional board game night and card evenings. According to analysis from Research and Markets, the Europe board games market size is expected to reach revenues of approximately $4 billion by 2023, growing at a CAGR of around 6% during 2017-2023. Consequently, householders choose to create homes that accommodate a more social way of life, with spaces that facilitate analogue activities and encourage deeper conversation.

Driven by the wellness movement, an increasing number of people are choosing to adopt better drinking habits. A night out with friends becomes an indulgent treat and venues that offer a luxury experience particularly appeal. We see the late-night bar reinvented with innovative venues such as Kwant and Bobbys Fitzpatricks in London and The NoMad and Listen Bar in New York City drawing people in with luxury drinks (both alcoholic and non-alcoholic), classic games and high-end interiors. This taste for a more sophisticated approach to life emerges in the home with householders creating interiors to spoil themselves and guests.

As social media spurs on creativity in the home and householders seek a shift from grey, we see more adventurous consumers embracing risky design details. The experimental glamour of 1970s design appeals and décor is influenced by disco and the daring arts and design scene.

3

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Club Abode

Nightclub Nostalgia

Home Bar Revival

Luxe Lounging

Socialite

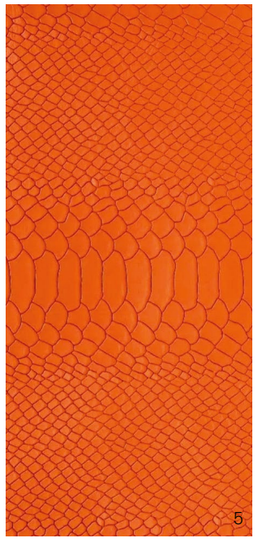
Playful Retro


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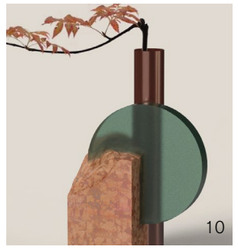

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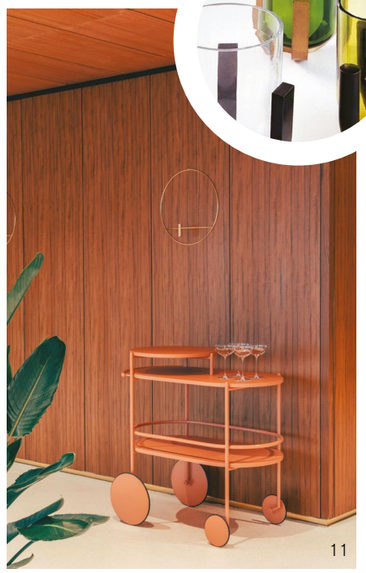


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Desktop Users:
Hover to view mood information

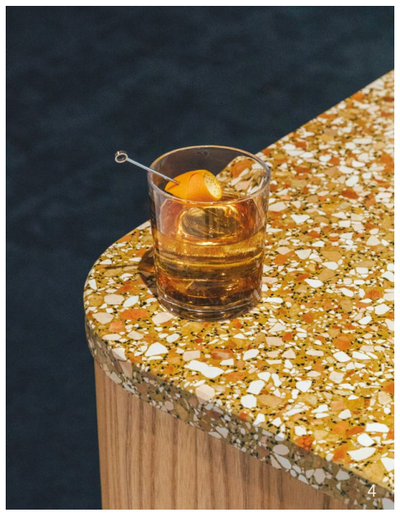
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Translate the Trend


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Shape & Construction

mid-century angles / modular / chain links / tubular / curvy corners / rounded padding / retro / bulbous quilting / bold lounge chairs / bar trolleys / heavily ruched

Textiles

matt velvet / corduroy / (fake) fur & shearling / heavily tufted / duo-tone upholstery / flecked wovens / bouclé / tweed / felt / soft mohair-inspired knits / fluffy textures / geometric quilts

Materials

parquet / teak / walnut / sustainably sourced leather / nubuk / brushed copper / polished brass / coloured glass / glazed ceramics / recycled moulded plastic / natural cork / silicone

Imagery

glam home bars / generous velvet & corduroy sofas / abstract leopard print / chainlink & grid-like pattern / retro stripes / cut glass decanters / geometric whisky tumblers / graphic 70s retro fonts / tongue-in-cheek slogans

Narrative

‘ohhh yes’ / ‘sexy new home’ / home bar revival / staying at home drinking luxe mocktails / sophisticated late 70s / playing board games / JOMO (joy of missing out) / nightclub nostalgia / avocado bath suite revival / lounging on a shaggy rug / after hours at home / glasses clinking / dimmed lighting

Scent & Substance

woody scents / leather & tobacco notes / coffee lip balms / rich cocoa butter creams / manuka honey balms / nourishing bath oils / musk oil / varsity striped soap bars

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Grey Green
PANTONE 16-0518 TCX

Myrtle
PANTONE 18-6114 TCX

Green Eyes
PANTONE 16-0224 TCX

Green Haze
PANTONE 14-0615 TCX

Henna
PANTONE 19-1334 TCX

Jaffa Orange
Pantone 16-1454 TCX

Frosty Green
Pantone 15-5706 TCX

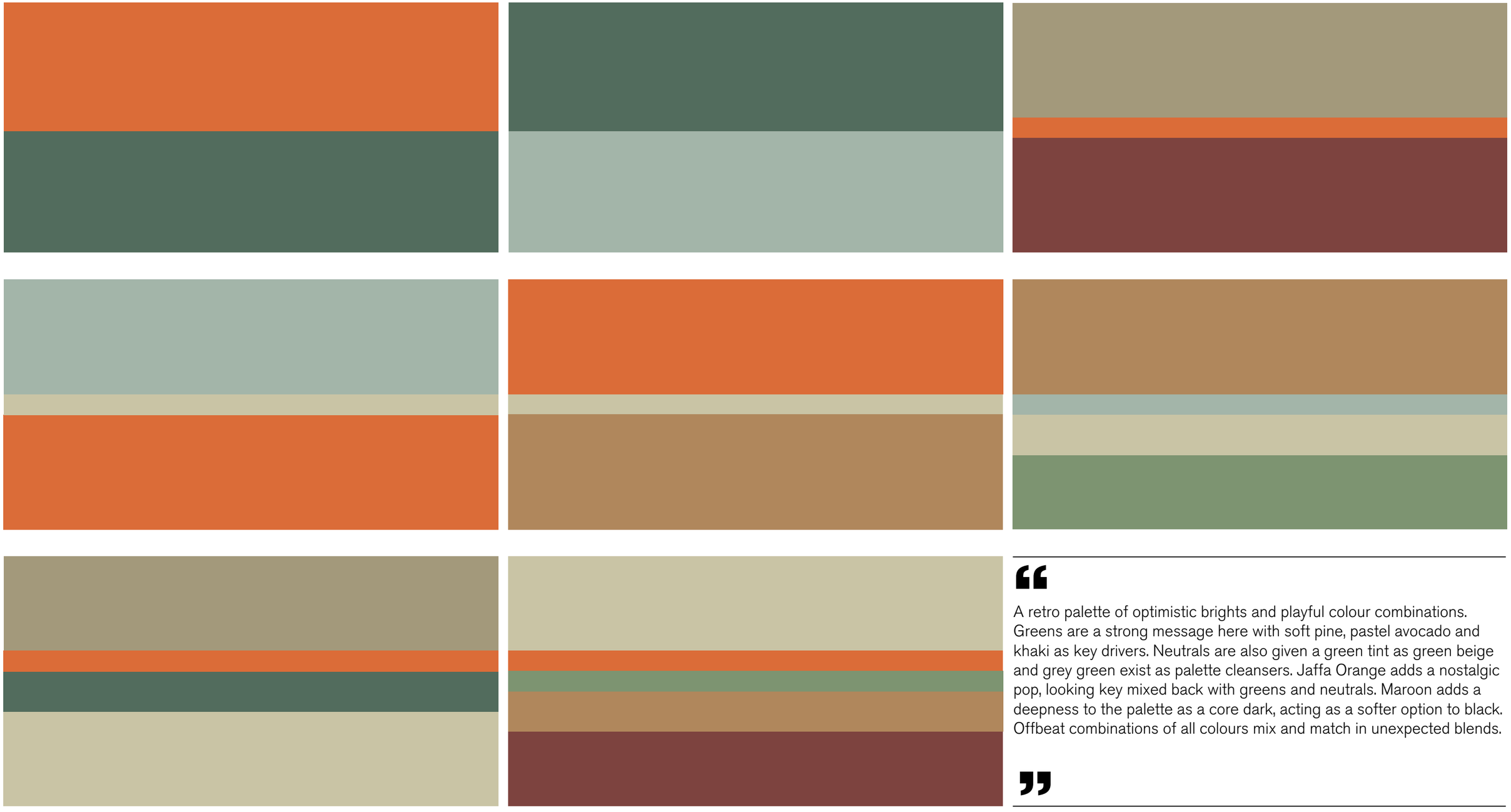
Apple Cinnamon
Pantone 17-1045 TCX

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Colour Combinations

Desktop Users: Hover to view colour names



A retro palette of optimistic brights and playful colour combinations. Greens are a strong message here with soft pine, pastel avocado and khaki as key drivers. Neutrals are also given a green tint as green beige and grey green exist as palette cleansers. Jaffa Orange adds a nostalgic pop, looking key mixed back with greens and neutrals. Maroon adds a deepness to the palette as a core dark, acting as a softer option to black. Offbeat combinations of all colours mix and match in unexpected blends.

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Print Direction

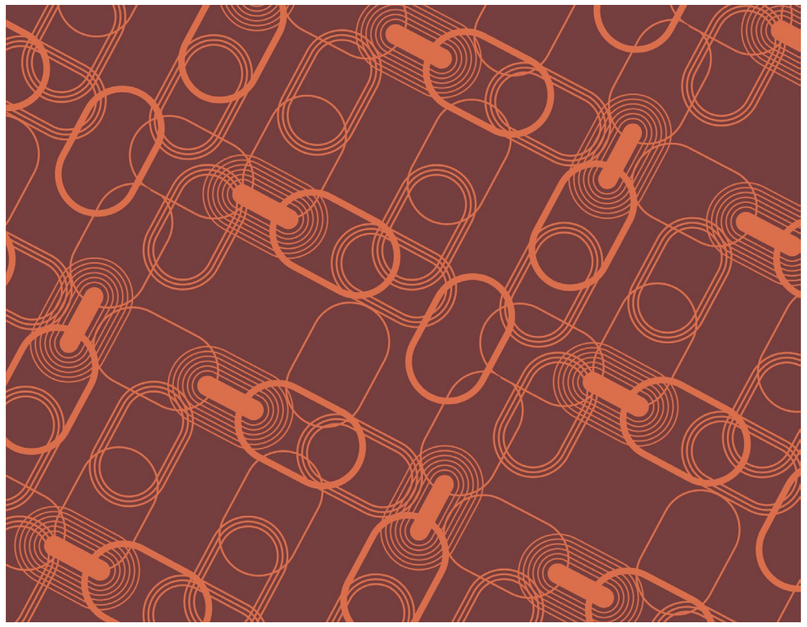
Editable versions of these original prints are available to download free by clicking the button to the right.

DOWNLOAD PRINTS

Parquet Geo Repeat



Chain Repeat



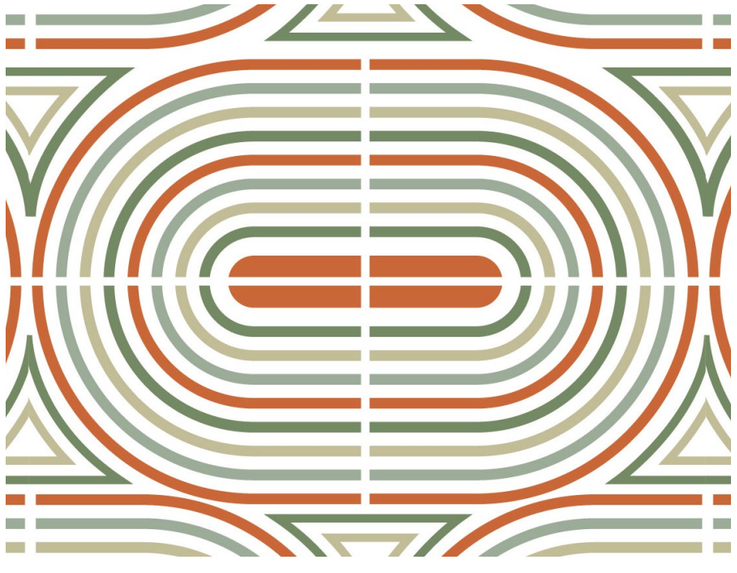
Retro Stripe Slogan



Abstract Animal



Geo Tile Print



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1



2

1+6
Animal print is seen in abundance across multi products from soft furnishings to the inside of envelopes

New geometric jacquards play with colour and scale
Dedar, www.dedar.com



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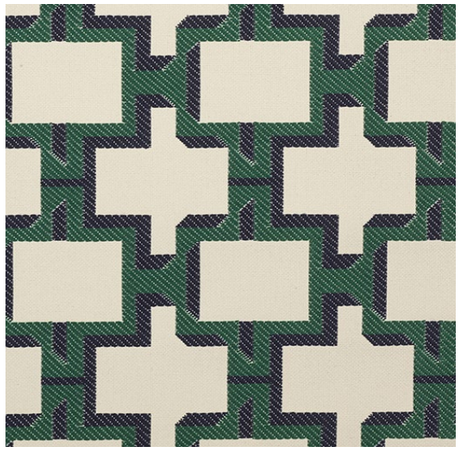


7



9

7+9
The resale movement is driving a trend for remixing eras; there's an opportunity to update vintage classics with new accessories



2+4
Rounded retro sofas in brown worn leathers and velvets cocoon and envelop

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MICRO TREND

CURATED SUPPER CLUB

Staying in continues to be the new going out as friends gather in the home to drink smartly; hanging out without the hangover. The rise of low alcoholic aperitifs is building. Craft beers and luxe mocktails are becoming fashionable to bring as a gift over wine.

Bartender-to-go kits are allowing consumers to enhance their mocktail making abilities at dinner parties. Collectable kits are driving consumers to think long term and buy beautiful products that will stand the test of time and create future heirlooms for their families.

The art of the supper club is emerging as a core trend with artists in residence creating and curating a feast for the eyes as well as the stomach.

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2, 3+7
Tonal greens balance mid tones, soft beige greens and gentle sage hues for a new play on this key colour group

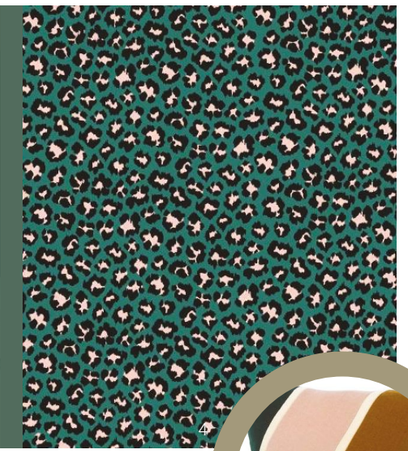

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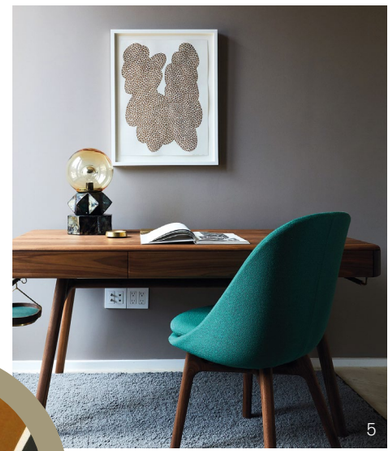

2

Oversized softly brushed checks look new in offbeat colour combinations
Pierre Frey,
www.pierrefrey.com




3


4


5

Animal print looks playful on buttons
Dill Buttons,
www.dill-buttons.com




7


8

6+8
Sporty retro stripes feature across hard and soft goods

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1



3

evergreen

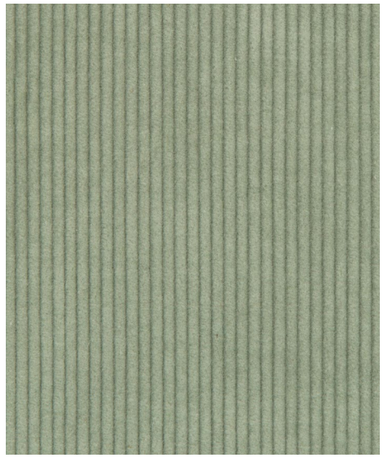
Opulent velvets continue for another season, newest with geometric patterns
Jab Anstoetz, www.jab.de





4

Texture in the home comes through mixed surfaces in tonal neutrals

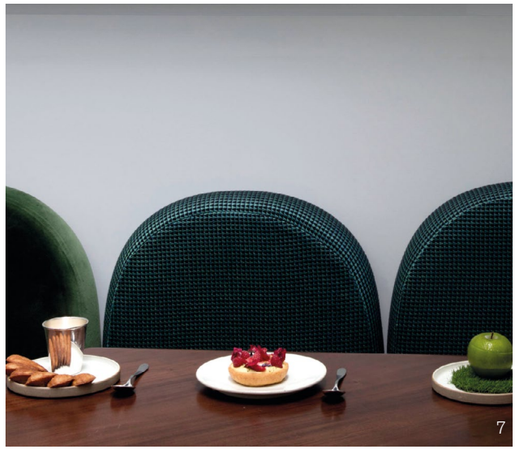




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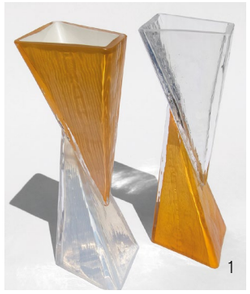
7

Linear cord fabrics look soft and inviting in new sage levels Lee Jofa, www.gpjbaker.com

5-7
Rounded furniture is upholstered in subtle geometric weaves or linear quilt designs

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2+5
Natural woods are fundamental to this look as grainy finishes, parquet patterns and lacquered looks emerge


1


2

2, 3+5
Orange hues inspired by the 60s and 70s are re-emerging as a key colour category for everything from lighting to wallpapers and paints


3



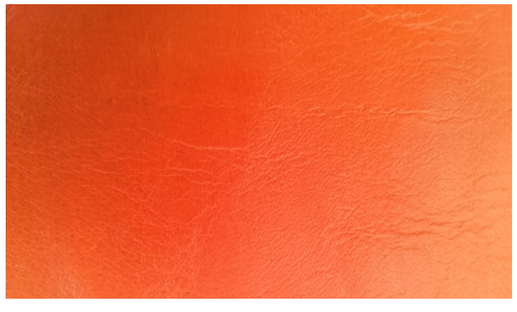
4

Leather is an important material seen in orange tan tones
Moore & Giles,
www.mooreandgiles.com


5


6

4+7
Retro geo art and chain patterns feature across soft furnishings and rugs




7

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1+2
Retro inspired glassware reworks shape and proportion



1


2

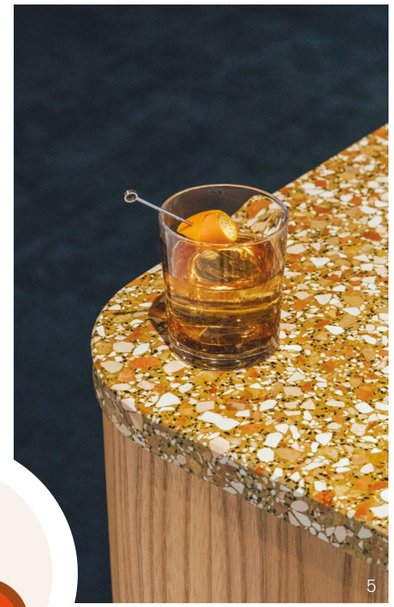
Geometric jacquards play with stitch and texture mixing for a 3D effect Lelievre Paris, www.lelievreparis.com



5
Marbling and recycled mottled effects come through in tones of yellow and orange for a new take on 70s




3


5

Gradient jacquards come in luxe satin fabrications Casamance, www.casamance.com

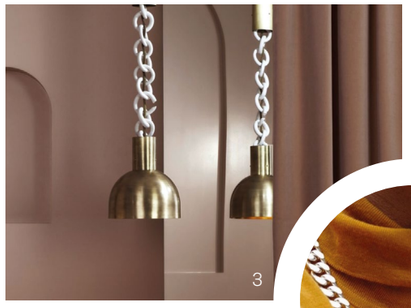

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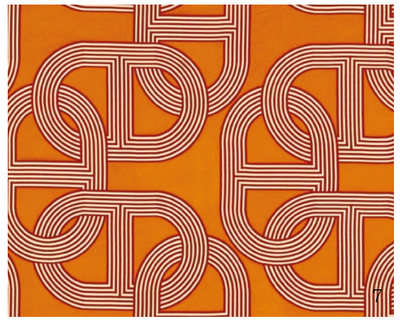

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MICRO TREND

CHAIN LINKS

Furniture, lighting and soft accessories take inspiration from jewellery, developing designs that make a statement and adorn interiors.

Chain links become a key motif for print, pattern and textile direction. Play with 3D effects in rugs and curtain textures.

Interlocking shapes inspire product design from furniture to lighting and decorative accessories. Make them multi-functional and interchangeable where removal of links change the height of lighting.

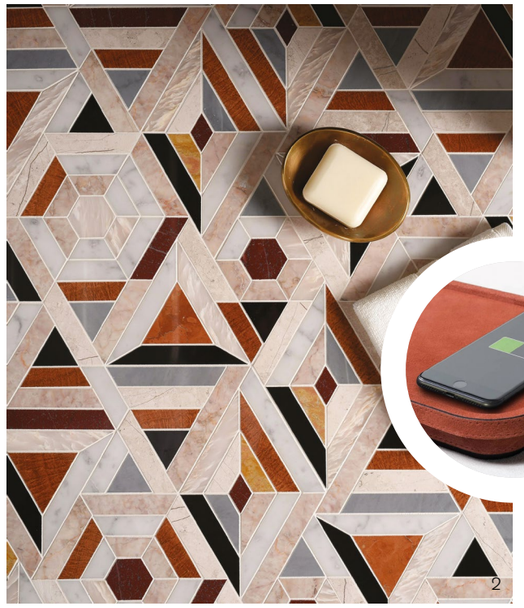
Materials vary from traditional metal work to plastic perspex and resins.

Oversized chain links make a statement across categories.

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1, 4+6
Plant life features in abundance as statement plants bring nature into the home

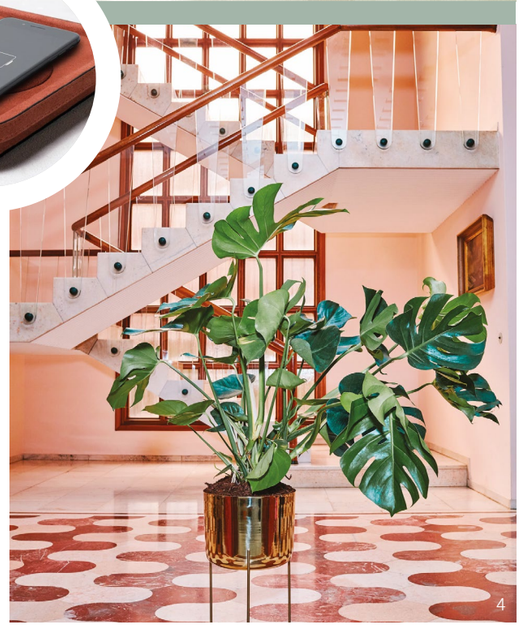

1


2

2+4
Statement tile and inlay patterns feature for walls and flooring with marbling textures and wavy and geometric formats


6


7


4



1+5
Softened curved metalwork and ceramics are high on the agenda for sofa designs and ornaments


5

5+6
Mid century lacquered furniture looks clean and geometric in design

Parquet flooring inspires updated geometric wood patterns for laminates and wallpaper designs
Arte-International, www.arte-international.com

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1


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4
Retro inspired tableware and technology reinterprets 70s vintage for the modern consumer


3


4


5


6


7



Naive print and pattern features for bedding and cushions
Pat Bravo for Art Gallery Fabrics, www.artgalleryfabrics.com


8

5+8
Continuous curved lines bring shape and form to furniture design

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1+4
Window pane checks feature across tabletops and terry towelling



1


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2+6
Rubberised accessories use retro shapes for modern new generation products

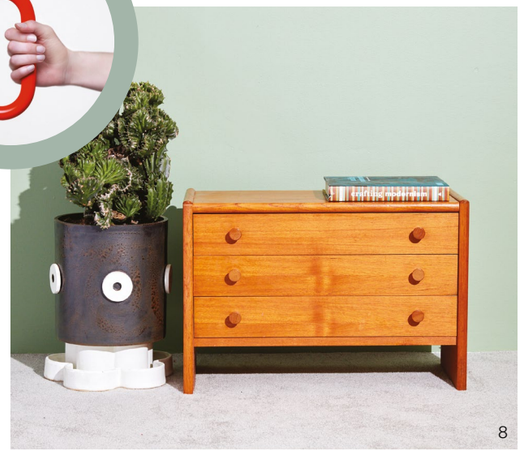

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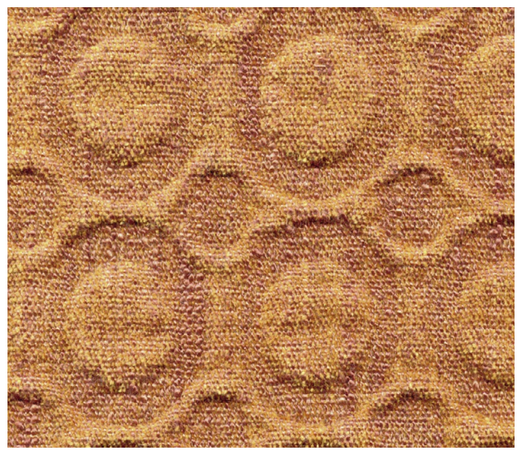
6


7




8

2, 6-8
Objects have a rounded appeal from retro handles to technology



70s inspired 3D geometric jacquards re-emerge in this vintage resale era
Elitis, www.elitis.fr

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Design Details

Encapsulated Glassware


1

Tone-on-tone



Retro Inverted Handles


3

Varsity Stripes


4

Envelope Fold Finishes


5

Button Back Detailing


6

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Don't Miss

Rounded Retro Sofas



Plush Velvets



Nostalgic Glassware & Cutlery



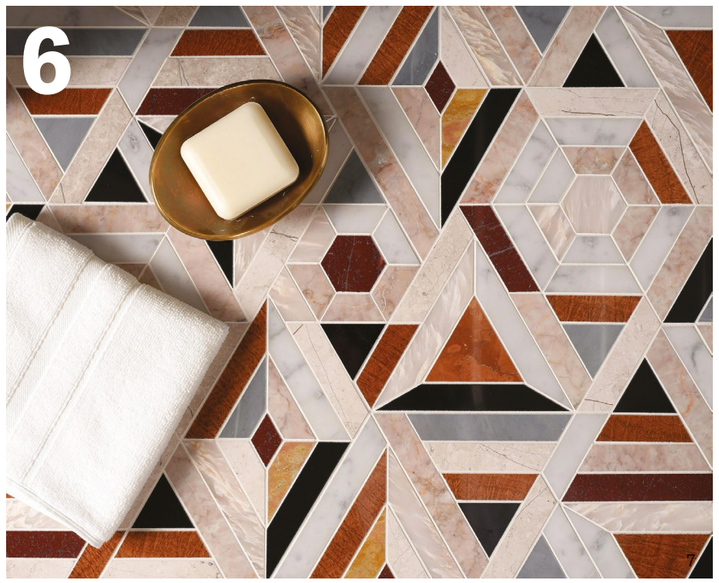
Maximalist Plants



Chain Links



Parquet-inspired Tiles



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Shanghai Lights
Autumn Winter 2021/22

What's Driving This Trend?

New Chinese Design / Indulgent / Standing Out / Fashion / Urban Life

A focus on China provides the rich design and cultural inspiration for this sensual winter story. Increased tourism coincides with a desire to return to cultural roots in the region, as many Chinese people look to reconnect with their nation's complex past. Chinese designers explore this, incorporating centuries old craftmanship and tradition with modern-day design and manufacturing techniques to create premium pieces. Maison & Objet's Rising Talent Awards 2019 focused on six young Chinese designers that are redefining traditional forms with innovative materials and modern shapes. This new era resonates with a growing appetite for premium design and the home takes inspiration from high end modern day Chinese design.

Householders are increasingly looking to create unique and eye-catching spaces that say something about who they are. It's no longer about blending in but standing out. The home is meticulously considered and attention to detail is key to creating a space to surprise and delight guests.

Fashion continues to have an influence on the design of the home. Striking a balance between maximal and minimal styles, this trend offers householders a contemporary look and feel. Dark interiors appeal to consumers living in the long dark hours of winter nights, creating comforting and opulent spaces to unwind.

4

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Shanghai Lights

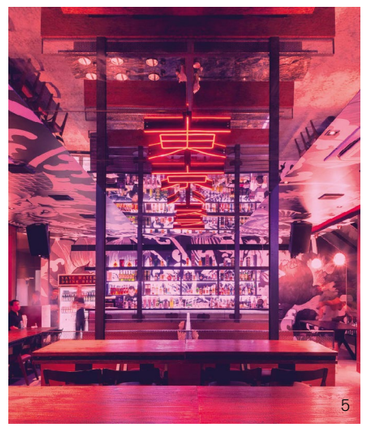
New Orientalism
Urban Opulence
Luxe & Maximalist
Deco Nostalgia
Dazzling Lights


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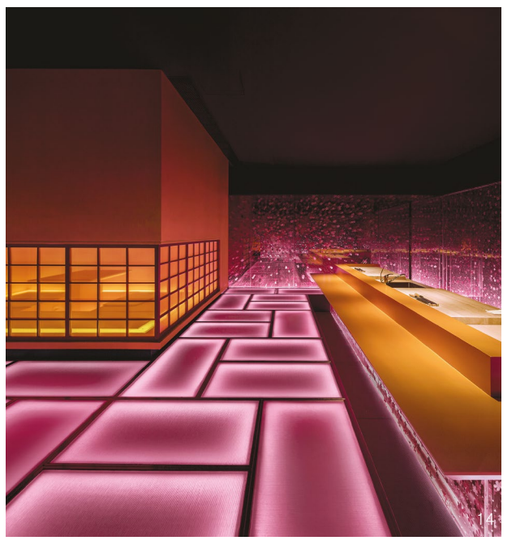

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8

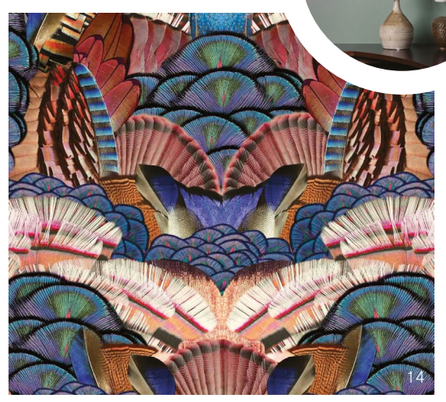

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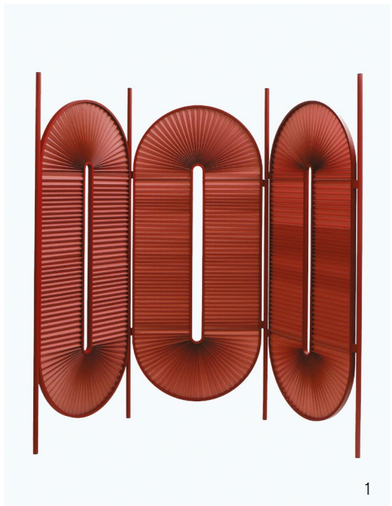

14


15

Desktop Users:
Hover to view mood information

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Translate the Trend


1


2


3


4


5


6

Shape & Construction

modern Art Deco / maximalist adornment / smooth surfaces / moulded bamboo / tradition meets modernity / bud & ginkgo shapes / cones & latticework / fan shapes

Textiles

raw sillk / shimmering satin / floral damask / organza / jacquard / grasscloth / lacquered textures / rich tapestry silks / digitally printed velvets / jewel toned leather / silky fringing

Materials

lacquered wood / rattan / woven cane / sea-grass / modern marquetry / glazed ceramic / painted bone china / moulded bamboo / coloured glass / lattice & fretwork / richly veined marble / polished brass

Imagery

modern lantern lights / light filtering screens / hyper-real florals / crysanthemum / ginkgo / orchids / contemporary table settings / Chinese inspired typography / modern chinoisery / flowering tea / neon lighting / flower arrangements / marbled worktops

Narrative

glamorous dinner nights with friends / entertaining at home / modern meets tradition / fashion inspires interior design / Shanghai by night / after dinner fortunes / lavish tea ceremonies / maximalist luxury

Scent & Substance

lotus spritz / rich spicy & floral scents / saffron petals / bamboo room spray / orchid pink bath oils / rose petals / jasmine / blooming tea / jewel toned bath pearls / pressed powders

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Almond Cream
PANTONE 13-1017 TCX

Golden Apricot
PANTONE 14-1041 TCX

Black Onyx
PANTONE 19-4003 TCX

Tibetan Red
PANTONE 19-1934 TCX

Striking Purple
PANTONE 18-3025 TCX

Baked Apple
PANTONE 18-1648 TCX

Larkspur
PANTONE 17-4421 TCX

Nightshadow Blue
PANTONE 19-3919 TCX

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Colour Combinations

Desktop Users: Hover to view colour names



> Rich and aromatic hues are teamed together in opulent combinations. Warm and Chinese reds tonally merge as a bicolour fusion in contrast to black and gold. Deep aqua blue, orchid purple, gold and Tibetan Red make for maximalist combinations in mixed and matched blends. Nightshadow Blue acts as a softer alternative to black, key when merged with tones of red. This is a vibrant palette about grandeur and wealth. Play with a mix of rich and plush surface texture and sheen to create a lavish and exuberant aesthetic.

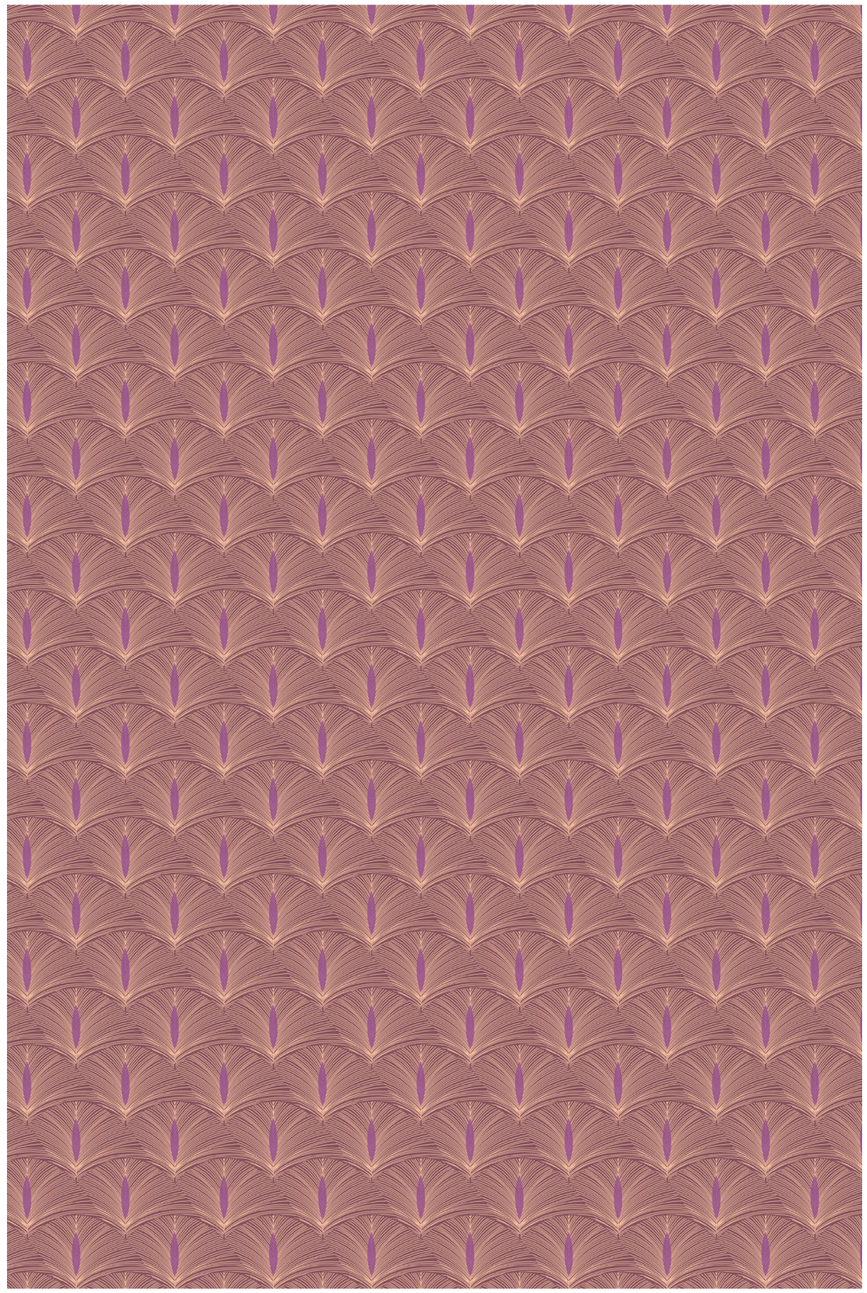
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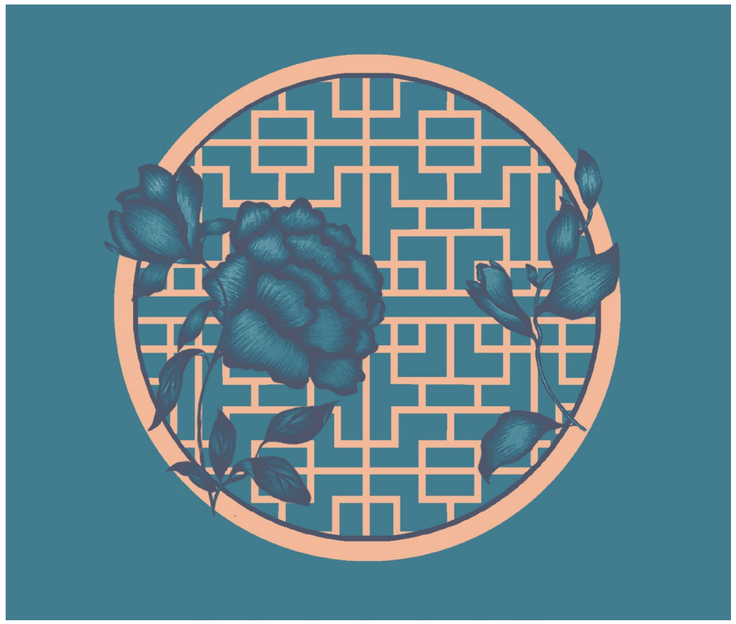
Opulent Fan Repeat



Ombré Ginkgo Print



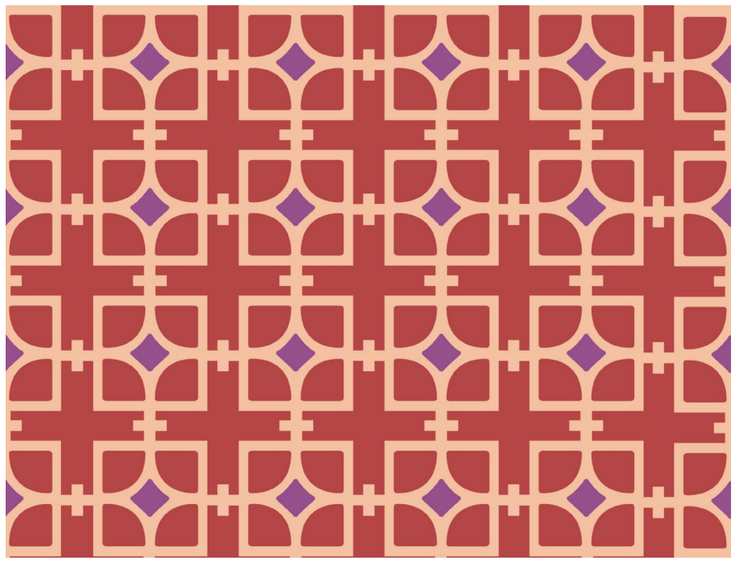
Chinese Lattice Placement



Orchid Repeat

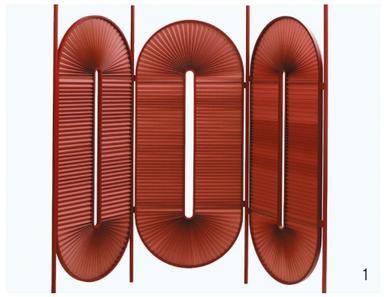


Oriental Tile Repeat



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2+6
Geometric tiling patternations inspire flooring and packaging, seen in tone-on-tone forms



1



New metallic textures for wallpapers look maximalist in leaf motifs
Casamance,
www.casamance.com







2



5

Experiment with fringing trims to make a statement
Samuel & Sons,
www.samuelandsons.com

4
Border florals inspire wallpaper and soft furnishings



3



4

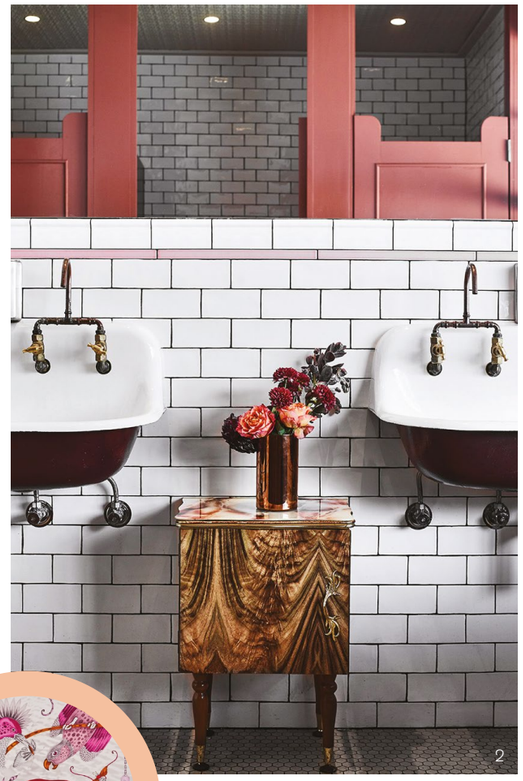


6

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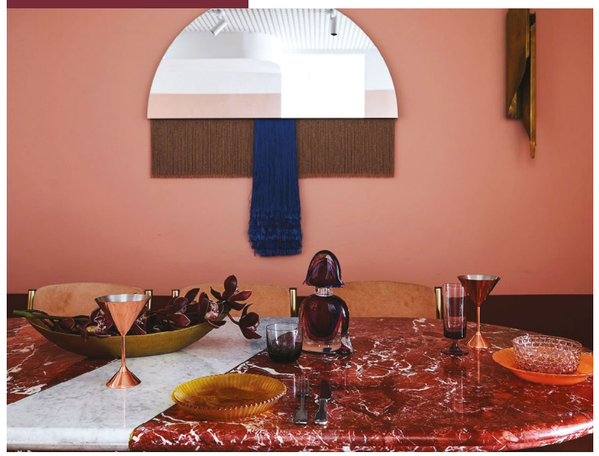
“Rich colour and sleek finishes enhance the impact of maximalism in this trend. Boldly rich florals and foliage patterns, heavy textures and fringing trims feature.”


1

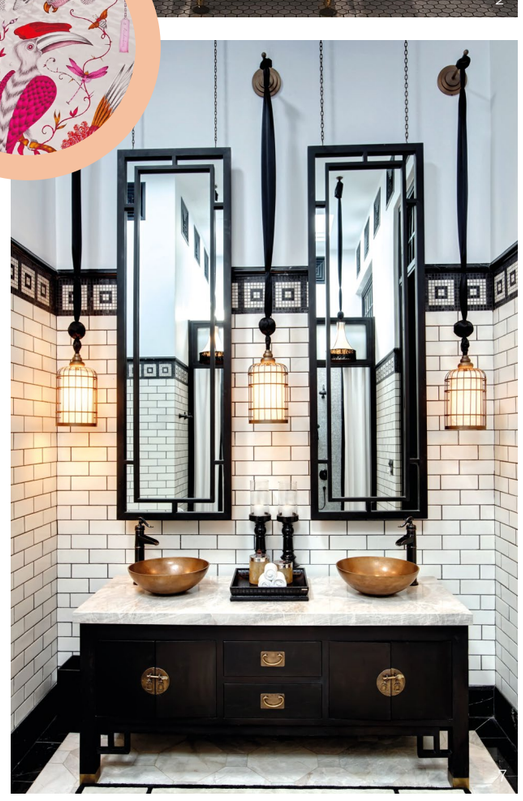

2


3

3+7
Lantern lighting in modern environments nod to Oriental design




6


7


8

2, 4+8
Elaborate marbling in rich burgundy and gold look lavish for bathroom furniture and dinner table settings

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1


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MICRO TREND

HYPER REAL FLORALS

As lines blur between the digital and the natural worlds, we see hyper real nature come to the fore. Vibrant neon tones are knocked back with moody darks and smoky pastels, playing with contrasting colour combinations.

Floral scents will make a comeback for perfumes and room diffusers. Vases become a key product to house real and replica florals. Origami paper floral forms will grow in importance, used to adorn tables for banquets.

Packaging will take on floral designs in vibrant colour combinations, whilst wallpaper and upholstery will play with pattern in abundance. New surface design sees florals embedded into resins to create a 3D illusion.

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1
Continuing the indoor plant trend, flowers in vibrant coloured vessels move on from greenery and succulents


1


2

3+6
Monochrome table settings give contrast to the opulent rich hues, looking lavish in marble textures

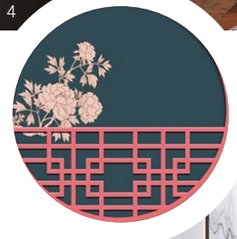

3


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4
A tea revival is happening as drink connoisseurs are looking to new ways to approach the market with excitement




8


9

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“Product direction draws upon contemporary interpretations of Chinese traditions. Materials, shapes and techniques receive a modern update.”


1

1+5
Recycled resins and marbling techniques in new mottled effects

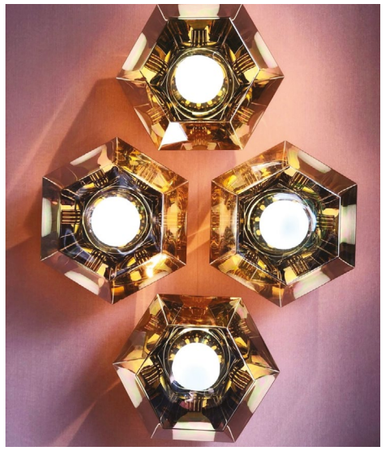
2
Modern curve shapes in coloured glass give traditional tea sets a new look


2




4

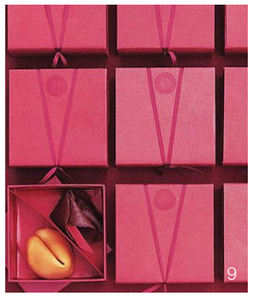

5








8


9

3+4
Luxury fine jacquards for modern bedding are inspired by the kimono

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1+2
Landscape wallpapers and blurred floral prints update the classics


1


2



1, 3+6
Burgundy and blue combinations for use on head boards, marbling and print


4


5


6


7

3D tapes and trims make a statement for soft furnishings and as fringing on furniture
Samuel & Sons,
www.samuelandsons.com


8



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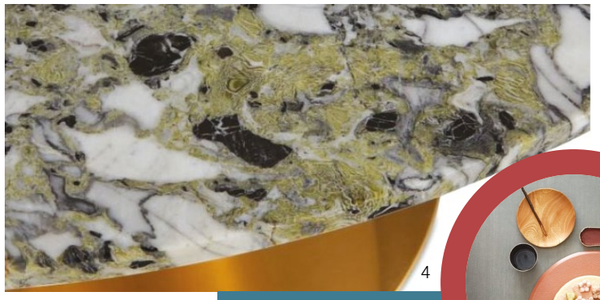
2
Rough unfinished walls contrast with metallic trims, ornate ceramics and elaborate furnishings

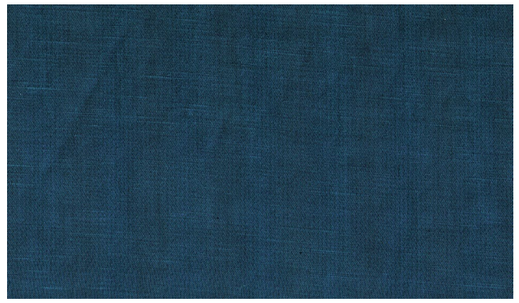

1


2

Silks in rich and opulent colours are key
Elitis, www.elitis.fr


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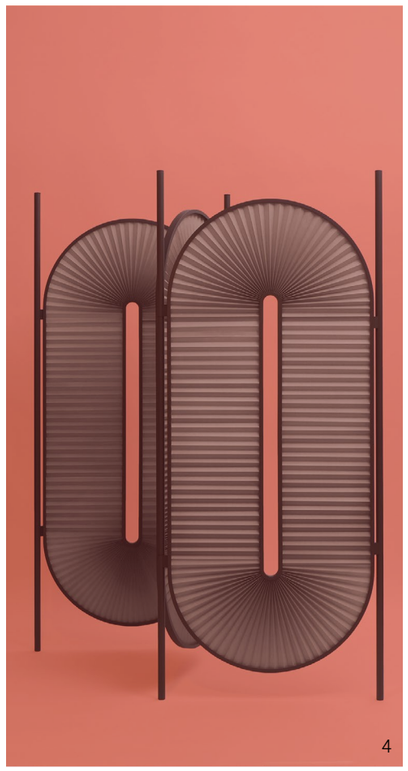
6+8
Ginkgo patterns feature on ceramic tableware and new luxurious jacquard designs

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6

MICRO TREND

MODERN ROOM DIVISION

Customary Chinese screens are reinvented for a modern market, playing with scale, shape and material.

Room dividers are rescaled and reshaped, using new gloss finishes and confetti textures or marbling and mirror effects.

The traditional scalloped edge of a screen is introduced into spaces to offer a play on perspective.

Experiment with screen design in other product areas like lighting to reinterpret the silhouettes with modernity in mind.

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2+7
Black glass looks moody for lighting and vases in curved forms


1


2


3

4+5
Tonal hues of gold in opulent textures feature in soft room settings

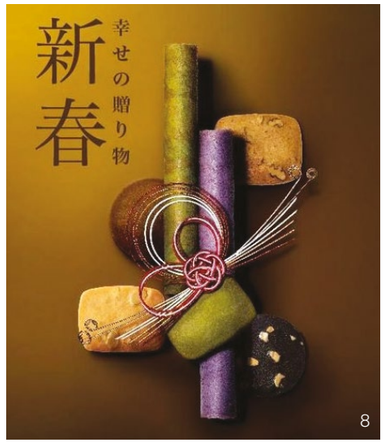

4


5


6


7

4+8
Still life inspires considered and curated campaigns. Moon cake and green tea provide inspiration for marketing



8


9



Black veneer acts as a striking contrast to rich golds
Mundy Veneer,
www.mundyveneer.com

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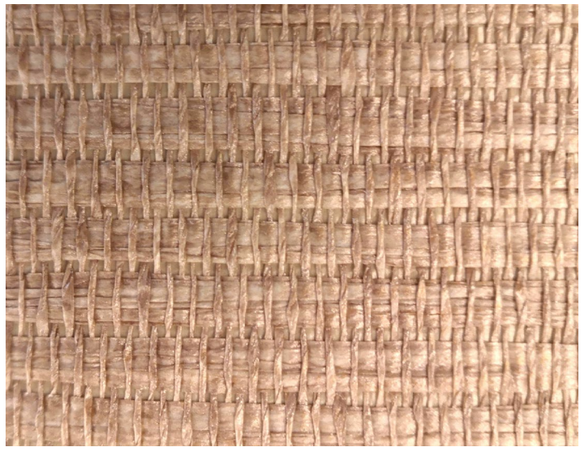
2+6
Laser cutting designs are elaborate and maximalist to inspire bottles, ornaments and packaging


1


2


3

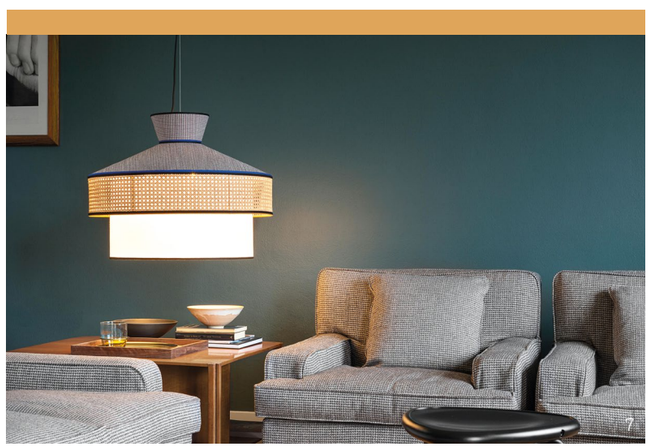





5


6

Update natural raffias in new metallics for a hybrid look Maharam, www.maharam.com


7



Natural wooden buttons with leaf motifs look traditional Dill Buttons, www.dill-buttons.com

1, 4+7
Lighting is key; play with statement petal forms inspired by nature or modern lantern aesthetics

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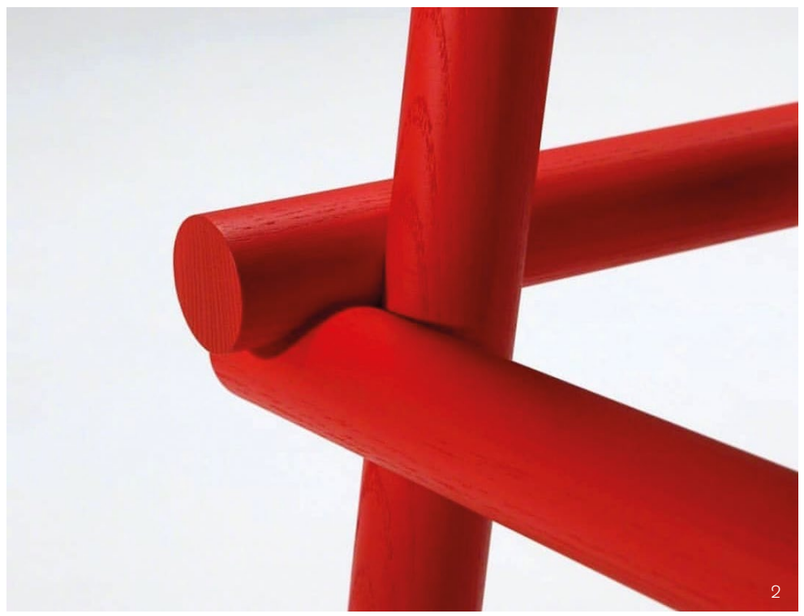
Design Details

Modern Origami & Laser Cutting



1

Slotted Connections



2

Decorative Handles



3

Ball Bearing Beading



4

Tassels & Fringing



5

Luxe Zip Finishes



6

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Don't Miss

Hyper Real Florals



Reinterpreted Room Dividers



Opulent Marbling



Lantern-inspired Lighting



Experimental Teas



Modern Recolours for Upholstery



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Colour Overview

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Soulful Sanctuary

- Coral Pink
- Deep Lichen Green
- Bleached Sand
- Marlin
- Boa — **Key Colour**
- Dawn Pink
- Light Mahogany
- Sirocco — **Key Colour**

Future Now

- Infinity
- Rapture Rose
- Red Plum
- Silver — **Key Colour**
- Cosmic Sky
- Orient Blue — **Key Colour**
- Palace Blue
- Veiled Rose

Club Abode

- Gray Green
- Myrtle — **Key Colour**
- Green Eyes
- Green Haze
- Henna
- Jaffa Orange — **Key Colour**
- Frosty Green
- Apple Cinnamon

Shanghai Lights

- Almond Cream
- Golden Apricot
- Black Onyx
- Tibetan Red
- Striking Purple — **Key Colour**
- Baked Apple
- Larkspur
- Nightshadow Blue — **Key Colour**

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Colour Evolution

Desktop Users: Hover over colour names to read more

Spring Summer 2020	Autumn Winter 2020/21	Spring Summer 2021	**Autumn Winter 2021/22**	**Colour Evolution**
				Yellows
				Oranges
				Reds
				Pinks
				Purples
				Neutrals
				Blues
				Greens
				Browns

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Trend Evolution

Each season we monitor how trends shift and morph, explaining the seasonal emphasis whether this is a subtle colour nuance or a complete change in direction.

Whilst the very nature of trends is that they change, they also operate at different speeds and some larger, over-arching themes can be seen over a period of years, not seasons.

We believe that there are currently nine Macro ‘umbrella themes’ that influence trends; Natural, Luxury, Cultural, Nostalgic, Optimistic, Escapist, Minimalist, Maximalist and Experimental. It’s clear to see that Natural is a category that constantly evolves each season, but is something that’s important enough to be seen as more than a design trend.

We also measure how Modern or Traditional the seasonal references are.

Our Trend Evolution pages allow you to track these bigger themes and evolve them season on season.

Desktop Users: Hover over each theme to read more

Natural

Experimental

Minimalist

Maximalist

Luxury

Nostalgic

Optimistic

Escapist

Cultural

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This Season

Update: This season we have added ‘Maximalist’ as a ninth Macro umbrella theme. After a decade of predominantly minimalist designs, we are now seeing an appetite for more elaborate shapes, heavier pattern and often purely ornamental decoration.

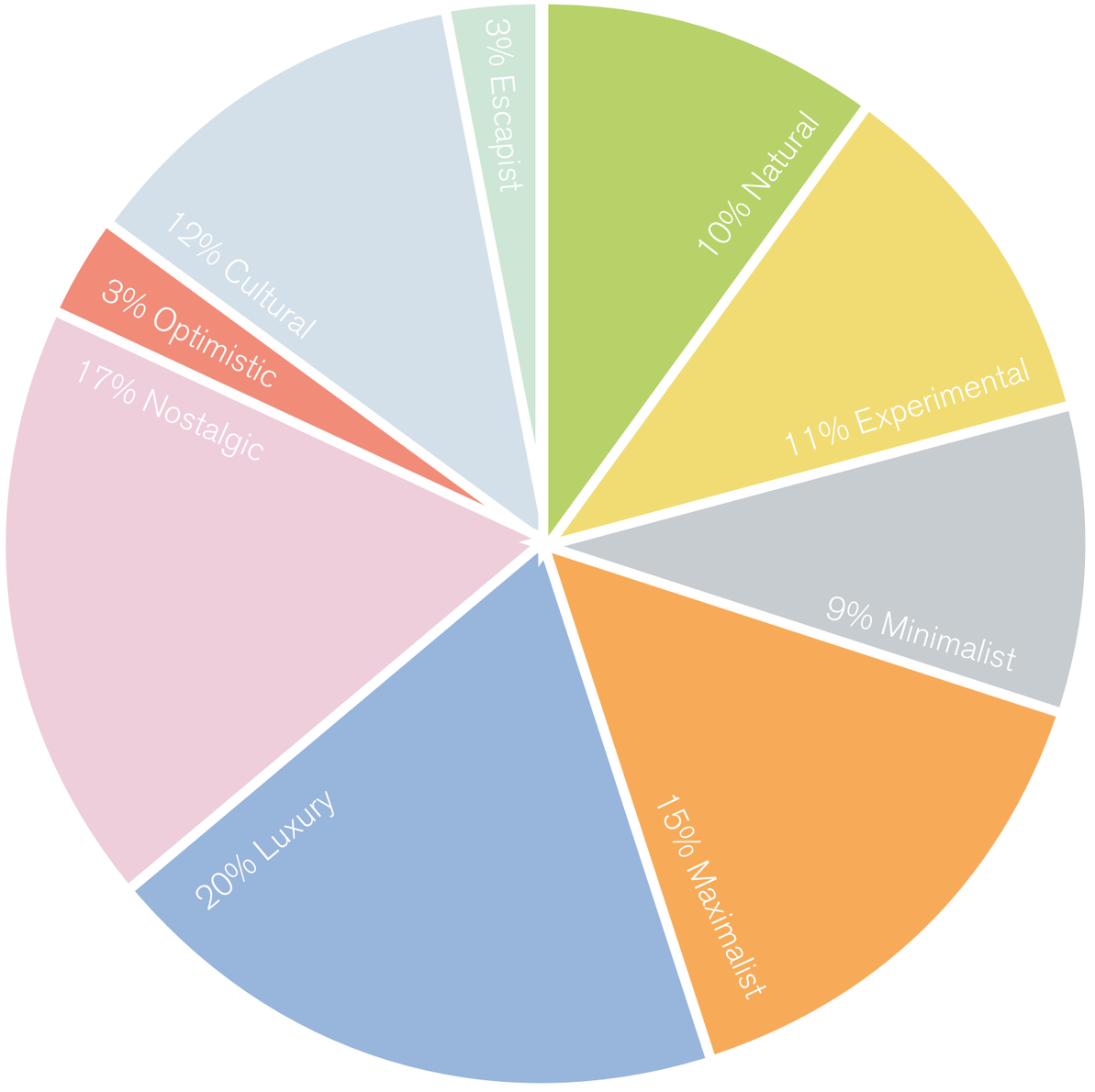
For Spring Summer 2021 Maximalist themes are overtaking the pared back designs we have seen in previous seasons. Classic Minimalism is decreasing as a major overarching trend as householders seek out more heavily decorated schemes without forgetting our impact on the planet. The analysis of this season’s trends shows that more minimalist trends incorporate more colour, pattern and expressive shapes compared to previous seasons.

It is worth noting that Luxury is considerably lower than in Autumn Winter 2020/21, hinting towards an interest for accessible designs and more humble daily luxuries.

The biggest shift this season is a powerful growth of Natural themes. With increasing environmental concerns we see consumers not only having a heightened awareness but actively demanding change to enable a sustainable future for all. This is reflected in a dramatic decrease of Nostalgic and Escapist influences. Optimistic influences reflect a can-do approach to real action for positive change.

The rise of Cultural and Experimental influences can be attributed to a return to traditionally sustainable materials and natural dyes, new cradle-to-cradle concepts as well as a push for the smart home turning even more environmentally friendly and aesthetically appealing.

Overall, this season’s trends create a sense of wellbeing at home, with an awareness for the wider home - our planet.



10%
Natural

11%
Experimental

9%
Minimalist

15%
Maximalist

20%
Luxury

17%
Nostalgic

3%
Optimistic

3%
Escapist

12%
Cultural

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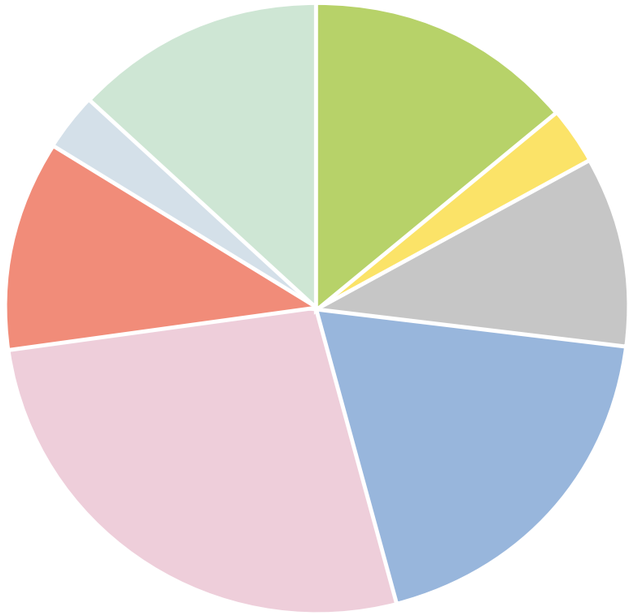
Previous Seasons

Spring Summer 2020



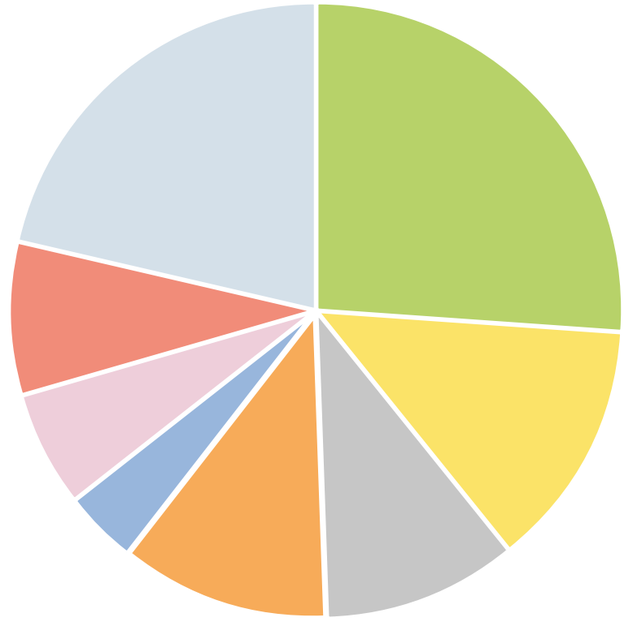
- **18%** Optimistic
- **16%** Minimal
- 14% Cultural
- 10% Luxury
- 10% Escapist
- 15% Natural
- 5% Nostalgic
- 12% Experimental

Autumn Winter 2020/21



- **27%** Nostalgic
- **19%** Luxury
- 14% Natural
- 13% Escapist
- 11% Optimistic
- 10% Minimalist
- 3% Cultural
- 3% Experimental

Spring Summer 2021



- **26%** Natural
- **21%** Cultural
- 13% Experimental
- 11% Maximalist
- 10% Minimalist
- 8% Optimistic
- 6% Nostalgia
- 4% Luxury

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Modern Vs. Traditional

We analyse each of the seasonal trends on a sliding scale of how Modern or Traditional they are. Trends are rarely entirely at one end of the spectrum, but this chart articulates where a trend has more modern or traditional aspects than others. This tool is designed to help you understand how the trends work in context with each other, and helps you consider how to appropriate the trends for your particular audience.

Modern
Clean, contemporary design references and colour application are monitored seasonally and across all trends.

Traditional
Traditional references are monitored and can include heritage and classic aspects.

Autumn Winter 2021/22



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Trend 4: Shanghai Lights [Reference only copyright Images]

Digital Colour Palette

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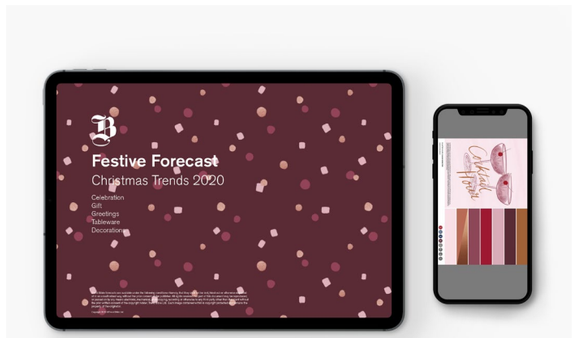
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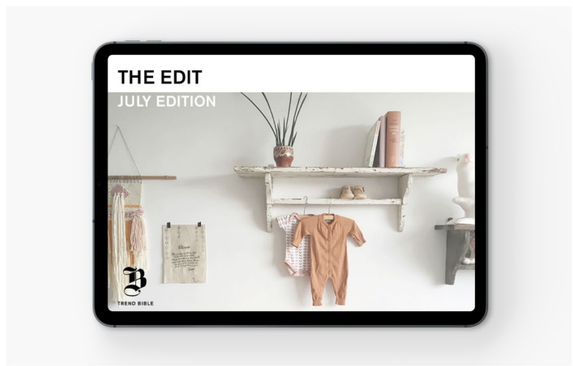
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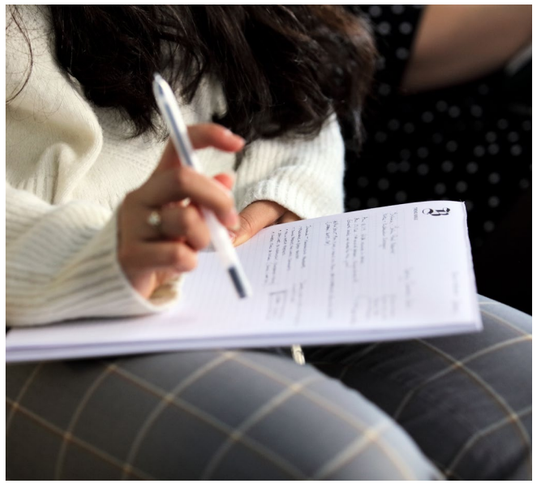
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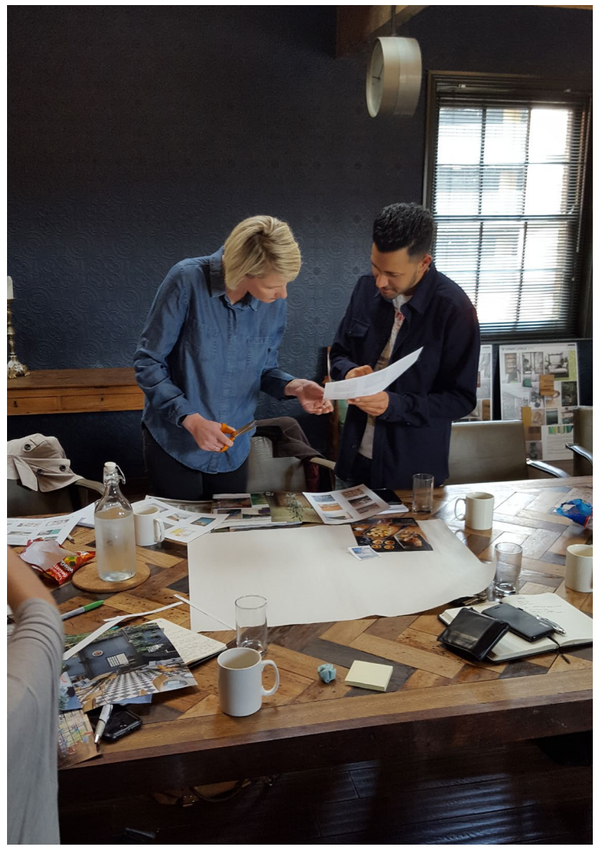
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