FOOD IS HAPPINESS

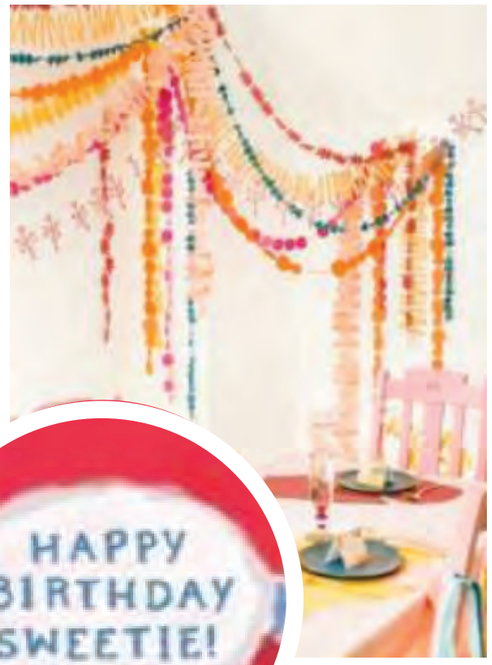
SS27 TREND 1

Full of family fun and bold flavours, shared moments around the table are celebrated.



TREND | FOOD IS HAPPINESS |

























This trend captures the joyful energy of shared moments, playful design, and colourful celebration. Bold pattern, hand-drawn typography, graphic food motifs, and cheerful colour blocking create a lively, feel-good aesthetic rooted in togetherness and everyday happiness. A palette of bright reds, sunshine yellow, sky blue, fresh green, and candy pastels evokes nostalgia, spontaneity, and child-like delight. Layered prints, expressive illustration, and tactile table settings encourage creativity, connection, and storytelling across home, gifting, and social spaces. The overall mood is optimistic, welcoming, and emotionally uplifting — celebrating food, friendship, and the simple pleasures that bring people together.

JOYFUL

EXPRESSIVE

BOLD PATTERN

HAND-DRAWN

FOOD-INSPIRED

TOGETHERNESS

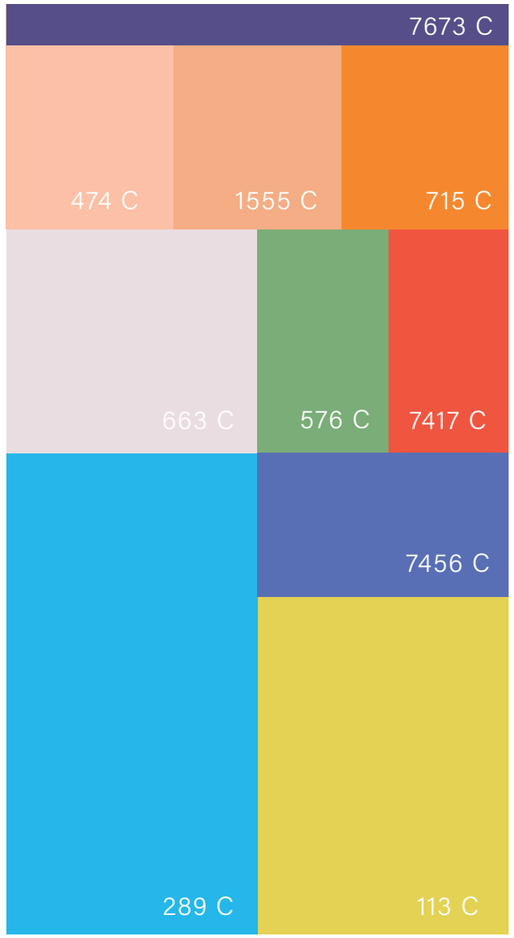
FEEL-GOOD

ENERGETIC

COLOUR BLOCKING

TABLETOP STYLING

YOUTHFUL SPIRIT



COLOUR

A bold, expressive and optimisitic palette bolstered by bright yellows, tangerine reds and a variety of sky blues. It exudes playful joy and reminds us of childhood, where colour and pattern clashes are playfully encouraged. Colour is inviting and speaks of building community when paired with illustrations of allotment food and dinner shared at the table.

Bright harlequin checks are paired with birdseye view illustrations of tabletop dining and healthy shopping baskets. Slogans are full of love and gratitude, reaffirming the sentiment of love being shared through food. Allotment food is mixed with vibrant breakfast set ups and playful european desserts.

ICONS







FINISH

Playful opportunities to heighten a bold colour palette with neon finishes, tipons that encourage interactivity and minimal foiling for a glint of sheen.

For the family-focused consumer, where providing food is an act of love and necessity. Creating new worlds of joy through everyday acts, this consumer explores through experimentation without the fear of failure. Food is used as a tool for spontaneity, self-expression and bringing those we love together.

CONSUMER



ORGANIC MEDITERRANEAN

SS27 TREND 2

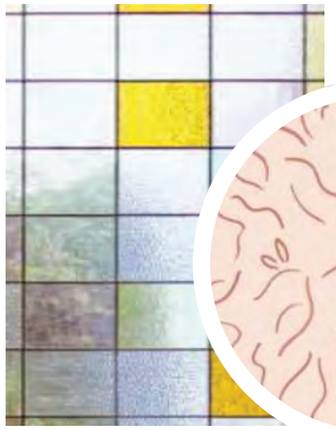
The ancient is reimagined as value for mending and caring for ancestry over centuries heightens. A mindful and balanced approach to life is celebrated.



ORGANIC MEDITERRANEAN | TREND

























NATURE

CALMING

ELEGANCE

HANDCRAFTED

FOLK-INSPIRED

ARTISANAL

EXPRESSIVE

ORGANIC

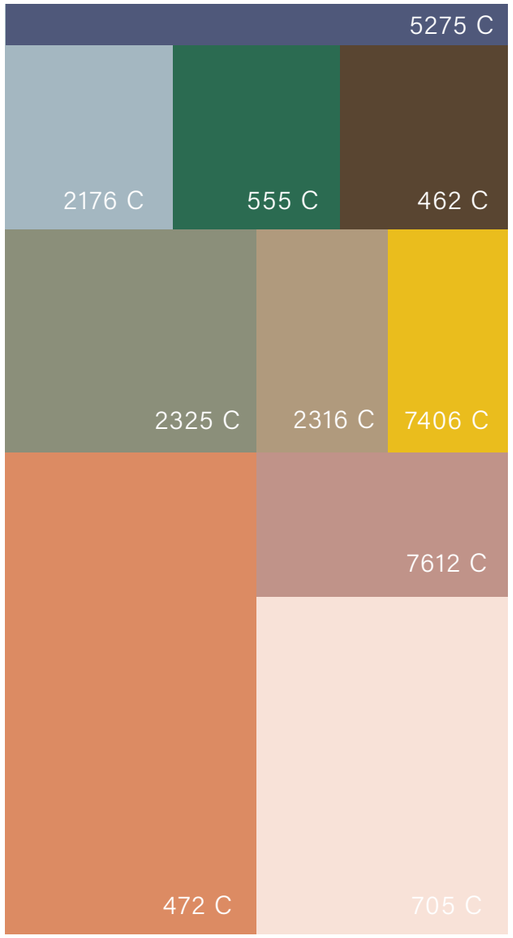
WARM

TACTILE

PATTERN-LED



This trend embraces grounded joy through handcrafted pattern, expressive colour, and nature-inspired design. Folk motifs, hand-drawn florals, stained-glass geometry, and tactile ceramics create warmth, personality, and a strong sense of human connection. A palette of sunlit yellows, leafy greens, soft terracotta, warm neutrals, and calming blues evokes optimism, slow living, and everyday ritual. Layered textures and playful repeats balance nostalgia with freshness, encouraging mindful spaces and products that feel comforting, creative, and emotionally uplifting.



COLOUR

Meditative and grounding hues stem directly from nature, forming an intuitive approach to colour. Soft and serene, muted olives and browns provide a base for hues of orange and yellow to pop across floral imagery.

Torn and tesselated, tiling and geos are constructed by a formulaic and considered hand. Paired with loose and leafy florals that are soft in nature, providing a sense of calm in bloom. Linework is organic and handpainted, with playful collage that mimicks ancient architecture that's aged beautifully.

ICONS

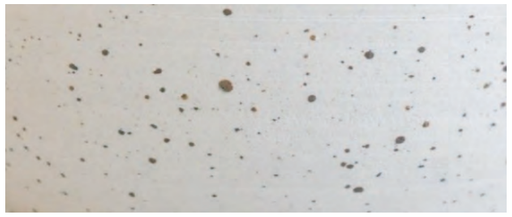












FINISH

Gentle embosses replicate hand-torn patternation, focusing on tactility or the appearance-of tactility. Surfaces are predominantly matte, focusing on imprinting and speckled glazes for an ancient, organic feel.

There is beauty in stillness. Slow summers provide balance and space to nurture, as this consumer values privacy and anonymity. Purchases are considered and independent, with the earth and local community in mind.

CONSUMER



BOTANICAL BEAUTY

SS27 TREND 3

A curious lust for life encourages us to gather together to embrace the natural world.



TREND | BOTANICAL BEAUTY |

















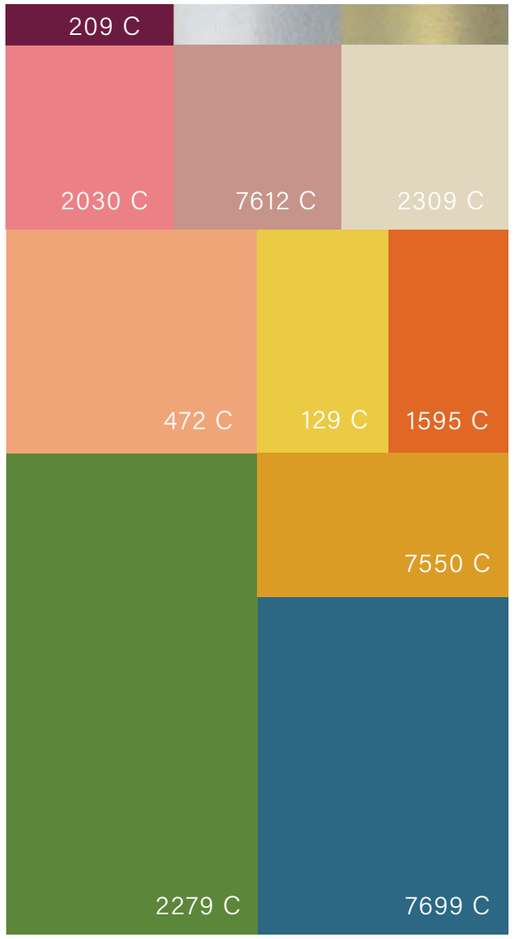
This trend embraces immersive botanical living through lush greenery, layered pattern, and rejuvenating colour. Tropical foliage, organic textures, and sculptural glass create spaces that feel vibrant, calming, and connected to nature. A palette of fresh greens, soft jade, leafy teal, and warm natural accents evokes growth, wellbeing, and slow living. The overall mood blends energy with serenity, encouraging mindful interiors that feel restorative, expressive, and alive.







BOTANICAL
NATURE-INSPIRED
GREEN LIVING
ORGANIC
TROPICAL
FRESH
CALMING
WELLNESS
EXPRESSIVE PATTERN
LAYERED TEXTURE
NATURAL MATERIALS



COLOUR

True teals and vibrant greens are paired with sunshine yellows and rustic ochres for a lively tropical impact. Consider building risographic layers, playing with transparency and exploring the relationships between colours to create visuals that are both vibrant and deep.

Banana trees and rays of sunshine are paired with bountiful depictions of lush greenery and border prints for a playful paradisial feel. Co-ordinating patterns stem from decorative stripes and hand-made marks, letting the paintbrush guide texture and application of tone.

ICONS







FINISH

Gold and silver foiling adds luxury against gentle barely-there embossing and organic textures. Finishes evoke a sense of elevated play, with layering and interactivity at its core - whether it be through colour or tactility.

Travel-orientated hosts thrive with an abundance of people and nature. High summer provides an opportunity to flirt with the idea of visiting the tropics, and gather community for the simplicity of celebrating the sun.

CONSUMER



SWEET ROMANCE

SS27 TREND 4

Slow living and analogue hobbies allow us to deepen relationships with hand-drawn illustrations and softly celebrated sentiments.



SWEET ROMANCE | TREND

























REGENCY ROMANCE

MODERN HEIRLOOM

PASTEL OPULENCE

DECORATIVE FEMININITY

FLORAL ABUNDANCE

BOW DETAILS

ORNAMENTAL ICONS

DELICATE DRAMA

REFINED WHIMSY

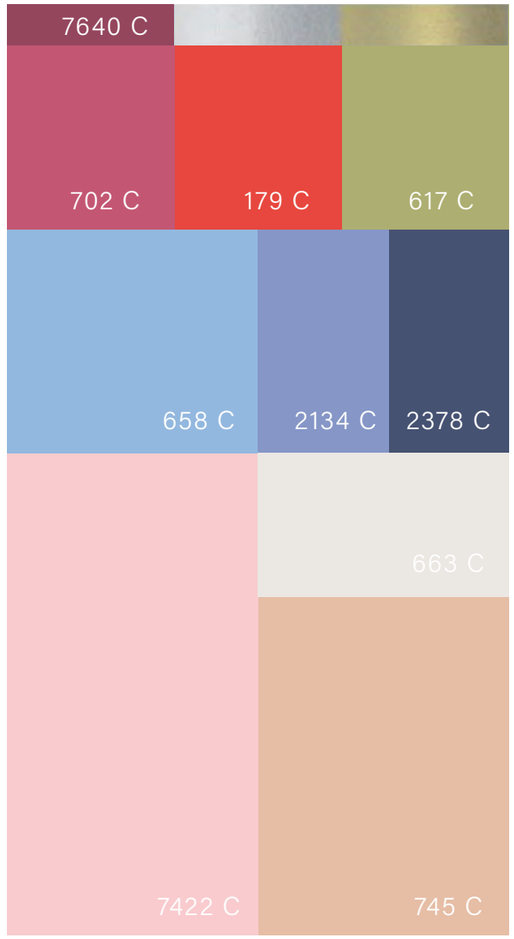
ROMANTIC ESCAPISM

ELEGANT NOSTALGIA

This trend embraces soft botanical living through layered patterns, organic textures, and gentle colour. Pastels blend with fresh greens and warm natural accents, while hand-drawn icons—bows, florals, glassware, and playful motifs—add charm and a sense of craft. The overall mood is calm yet expressive, encouraging slower, more mindful moments and a deeper connection to nature.







COLOUR

Pastel romantic hues are paired with inky blues that emanate from natural handwriting. Tonal blues and pinks form the base of the palette, with lilac and cherry undertones. Olive green nods to nature, whilst the key neutral is greyed off for a vintage feel.

Inky hydrangeas and handwritten notes create an air of affluent romanticism. Freedom is found in loose line drawing, delicately drawn florals and nods to french patisserie. Playfully produced yet elegantly executed, regency motifs are woven together.

ICONS





FINISH

Tactility is key as embossed borders mimick letter-stamping, organic textures provide a sensory base and small nods of lustre and shaped die-cuts add elements of luxury. Foiling is small and considered, a tiny imprint of luxury amongst a predominantly natural-feel trend.

With a penchant for the analogue, considerate consumers are finding the beauty in how slow living nourishes our closest relationships. With a continued rise in junk journalling and long-distance pen pals, hobbyists are finding new ways to share the quiet joy and tactility found in paper itself.

CONSUMER

