

Home & Interiors Lifestyle Trends

Spring Summer 2024



Introducing Spring Summer 2024

This season, we present four aesthetically and thematically diverse stories. Their diversity reflects the cataclysmic change we are seeing – a clash between dramatic changes in technology, the economy, society, and the environment. Of course, the size and scale of the upcoming changes span beyond a single season. It's in 2024 we'll begin to see these inform home life.

The modern householder will need the home to do and be so much more. It's a place to heal, escape, deal with the realities of domestic life, and to help us shape our many fragmented moods and mindsets.

This season, we want home to comfort and nourish us, but we want to do that without reliance on excess. Householders will recognise a desire to be self-sufficient and satisfied with less, as they embrace the Age of Frugality, where limited natural resources encourage them to find more meaningful minimalism and become active in 'climate investing'. Cradle to cradle thinking is going mainstream.

There is also an interesting tension between creating calmer, healing spaces and those that motivate us and fill us with joy. Think visual stress reduction without losing personality.

Whilst there's no denying the anticipation of the explosion of creativity across digital realms such as the Metaverse, it will remain semi-abstract for 2024; a series of screen-based experiences which can be accessed rather than something that fundamentally changes the physical home environment. It will, however, begin to influence aesthetics, imagery, and interior design as consumers experience 'techceptance' and enter the Avatar Lounge. Here they indulge in distraction, drawn to escapist digital concepts and environments, craving and creating any scrap of optimism they can.

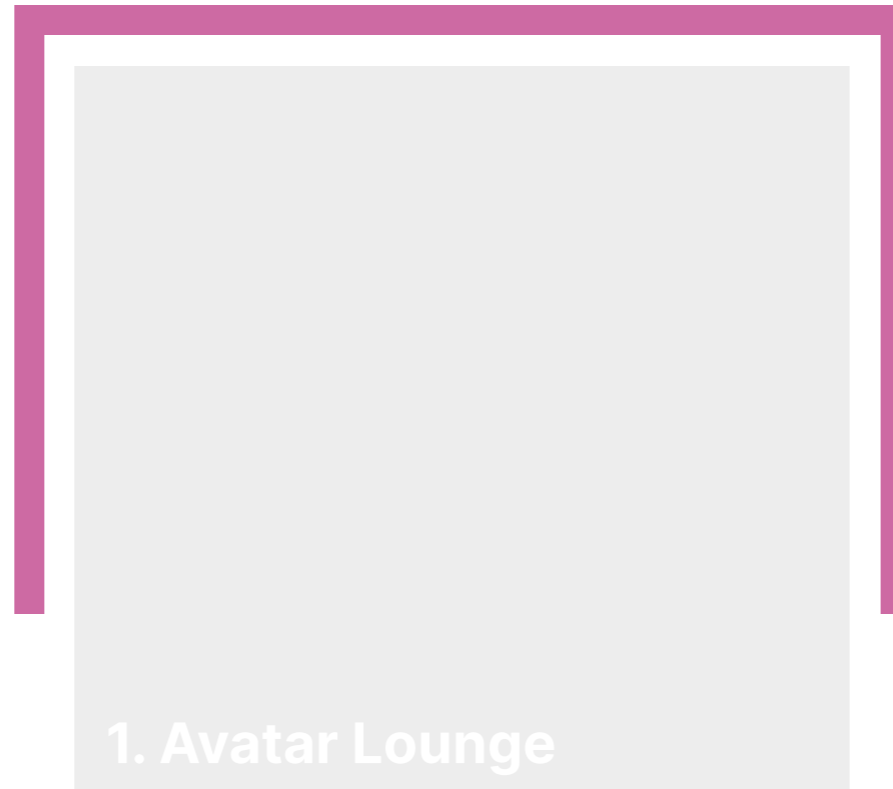
Spring Summer 2024 Trends

Natural Balance forms one of four trends published in TrendBible's Spring Summer 2024 Home & Interiors trend forecast. In partnership with Glee we've included a few key spreads from one trend in our forecast.

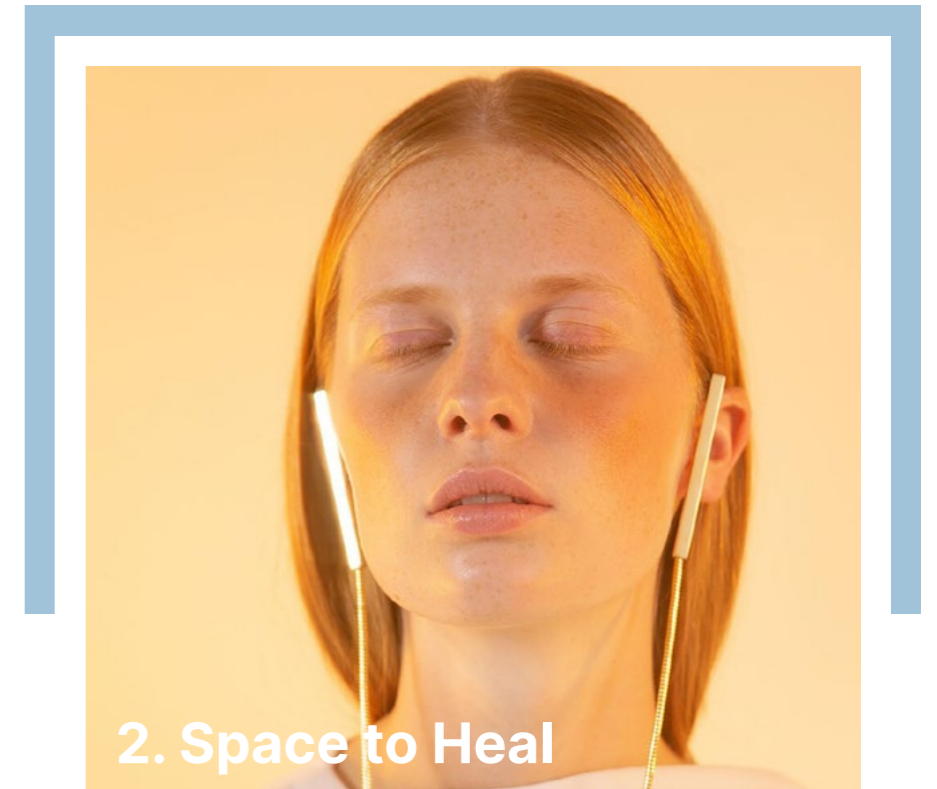


**Home & Interiors
Spring Summer 2024 Forecast**

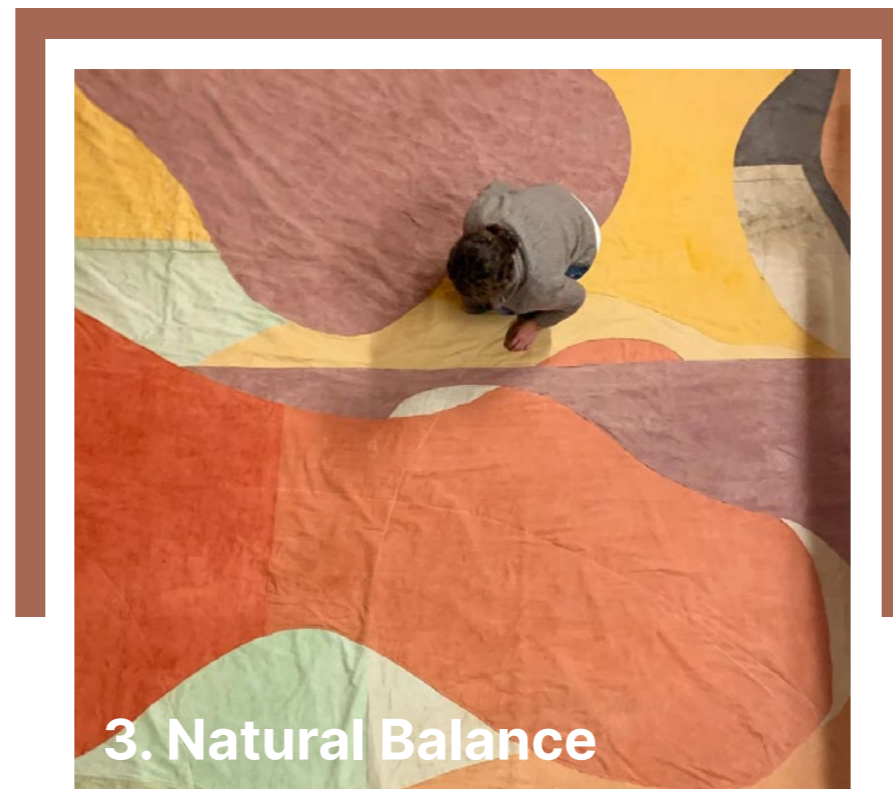
Now £1,400 + VAT



1. Avatar Lounge



2. Space to Heal



3. Natural Balance



4. Memory Collectors

What's inside our Trend Forecasts

Spring Summer 2024

Our trend books are a valuable forecasting tool for those working in the home and interiors industry. Detailing the broader lifestyle context through to colour and design inspiration, this practical trend book will guide you through the season.

Our forecasts also include a seasonal walk-through video with our Trend Editor for more trend inspiration and guidance on how to use the book.



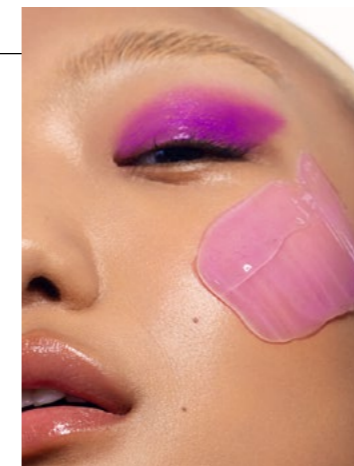
Trend Drivers

Understand the social and cultural influences underpinning the trend. Build confidence and validate strategic and product decisions.



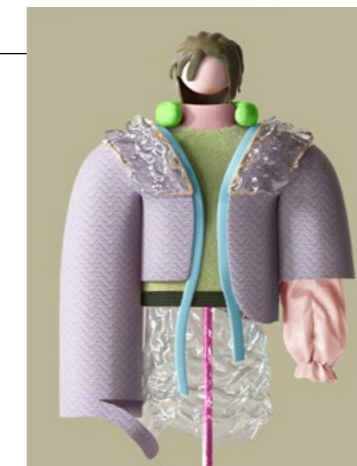
What's the Mood?

Immerse yourself in the narrative. Understand the key moments for your customer; how they want their homes to look and feel.



Translate the Trend

Use this tool to help you apply the trend to your specialism, whether it's product design, art direction or even fragrance design.



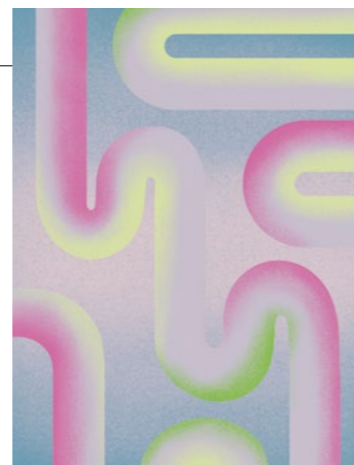
Colour Direction

8 key PANTONE® TCX and Solid Coated shades per trend.



Colour Combinations

See how these colours interact in a diverse set of combinations and how proportion plays a role in the overall impact of the palette.



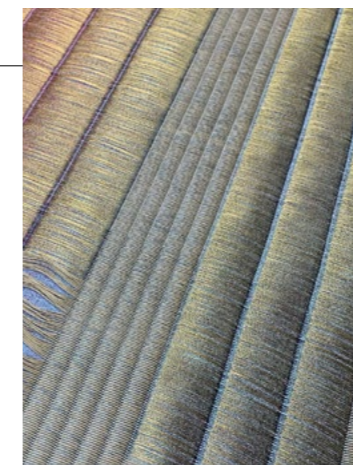
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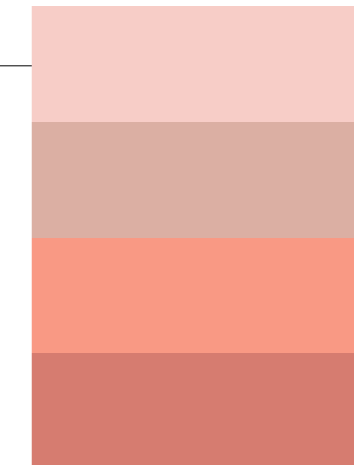
Product Direction

Commercial, product-led visual guidance on how the materials, colours and prints can be applied across a variety of categories.



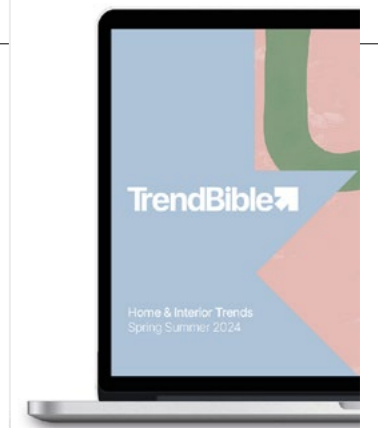
Material Direction

Direction for printed and woven textiles, soft furnishings, furniture, hard goods, paper goods, stationery and craft. Material sample packs available; enquiries@trendbible.com.



Trend + Colour Evolution

Designed to help you track the broader influences affecting consumer purchasing decisions and demonstrate how key shades are shifting over time.



Digital Downloads

Instant download of:

- JPEG files for all copyright protected images, for reference
- Digital colour swatches
- Editable artwork for all original Trend Bible copyright free prints
- Video walk-through of the season

Natural Balance

Trend 3 of 4
Spring Summer 2024

What's driving this trend?

Craftivism / Post COP26 Energy / Cohabiting with Nature / Global Colours / New Naive Art

Striving for Natural Balance is reckoning with harsh truths to attain harmonious cohabitation with the world, its resources, and people.

Designers find the answers in nature, giving rise to an obsession with biomaterials, harnessing the power of nature for design, and an emphasis on doing more good rather than less harm. The environments we build pay homage to our natural surroundings, even in heavily urban areas. It is a modern biophilia that savours nature, where indoor-outdoor blending continues to grow in importance and manifest in interesting ways.

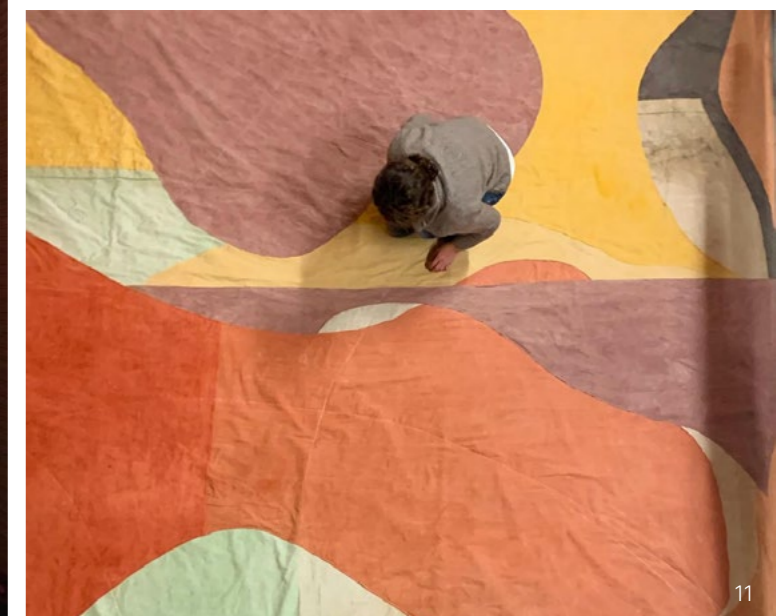
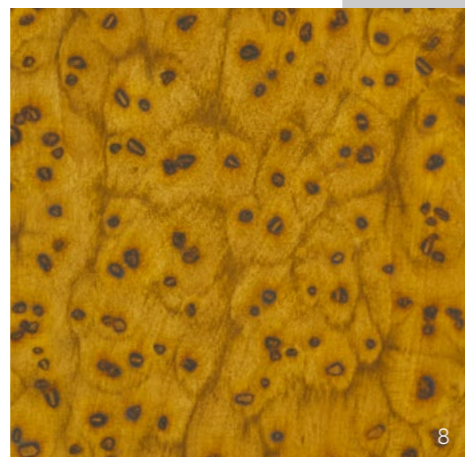
While global and vast in its overriding scale, this trend driver truly unfolds in localised areas whose ecology and resources dictate how, what, and why things are built. This resource-led output circles back to craftivism, the art of activism expressed by modern artisans using creativity to stand for something new to inspire a better world for all.

For further insight, see our Inherent in Nature and Great Renovation macro trends within our [2024 Macro Trend Report](#).



Natural Balance

Sun-baked
Relaxed
Naturally made
Sculptural
Craftivist





Natural Balance: Mood

Natural and optimistic, this story helps us find our equilibrium and cohabit with nature.

Recreating the feeling of soaking up the sun in an art garden or sculpture park, this story intertwines art, craft, and nature. This customer has an appreciation of hand-crafted goods, from papier-mâché and block printing to pigmented clay coloured by minerals, earth, and metal waste streams.

Mixing raw and polished elements adds an earthy tactility to modern homes. Sculptural forms inspired by primitivist art inspire decorative accessories and furniture. Material irregularities and hand-crafted effects are to be embraced. Hand-rendered stripes and grids adorn simple linen textiles and rough pulped paper goods.

Indoor-outdoor blending continues to appeal, as materials once reserved for outdoors like rammed earth, unglazed terracotta and hempcrete work their way indoors. Bold, upscaled abstract prints adorn textiles and wall art, depicting the symbiotic connection between humans and nature.

The colour palette is a collection of dried-out, sunbaked tones and dusty chromatic neutrals. Terracotta neutrals continue to be important and are updated with chalky baked yellow shades this season.

Colour Combinations

Dusty, sandy neutrals sit alongside a collection of pink terracotta shades in this feel-good, summery palette. Sunbaked yellows have a dried-out quality, while natural pigments inspire harmonious earth tones. Deep cornflower blue and turf green become strong but soothing accent colours.



Granada Sky / Pink Sand



Sunburn / Orange Ochre



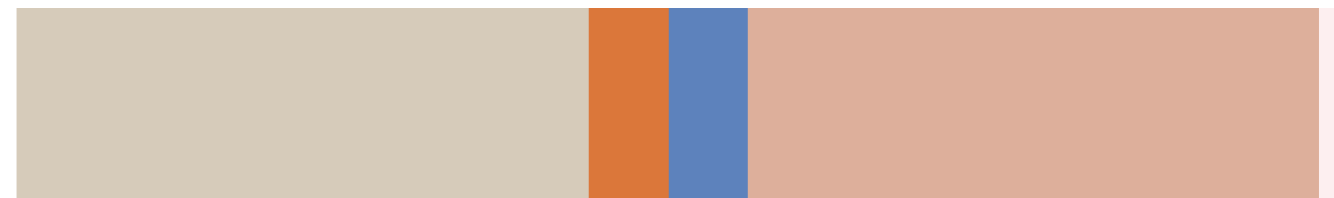
Summer Sand / Turf Green / Pink Sand



Summer Sand / Yarrow / Sunlight



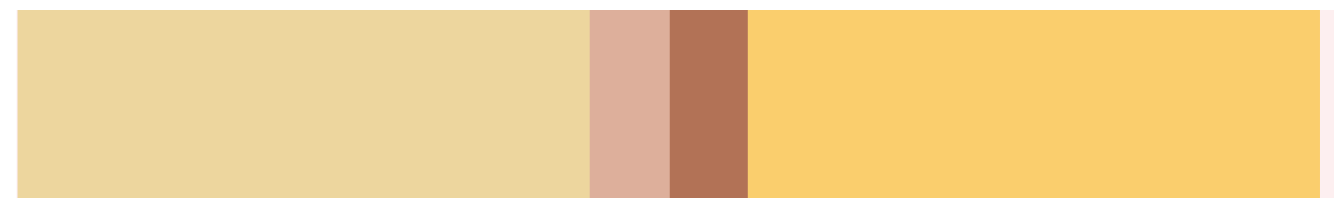
Yarrow / Sunburn / Sunlight



Summer Sand / Orange Ochre / Granada Sky / Pink Sand



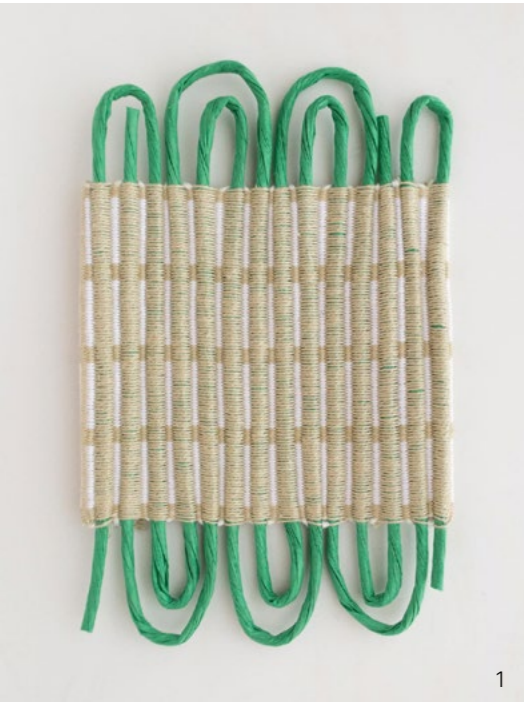
Pink Sand / Summer Sand / Granada Sky / Yarrow



Sunlight / Pink Sand / Sunburn / Yarrow



The home is a place for sharing. Think sun-drenched dinners on the patio with loved ones. The table is set with terracotta earthenware cookware, rope chairs, rattan placemats and linen napkins.



Even in places lacking access to outside, indoor/outdoor blending continues to be important. Symbiotic prints depict the connection between humans and nature.





Micro Trend Sculptural Forms

An art garden aesthetic informs indoors and outdoors, where sculptures create firm focal points and intertwine with foliage and nature.

Inspired by primitivist art, decorative accessories, garden ornaments and even furniture and lighting embrace creative shape-making. Unrefined, textured ceramics, rammed earth and rough clay materials have a dried-out, sunbaked quality.



“Balance is found at the intersection of craft and nature, where homemakers seek to do more good and appreciate a rustic, sunbaked aesthetic.”



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services drop us a
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