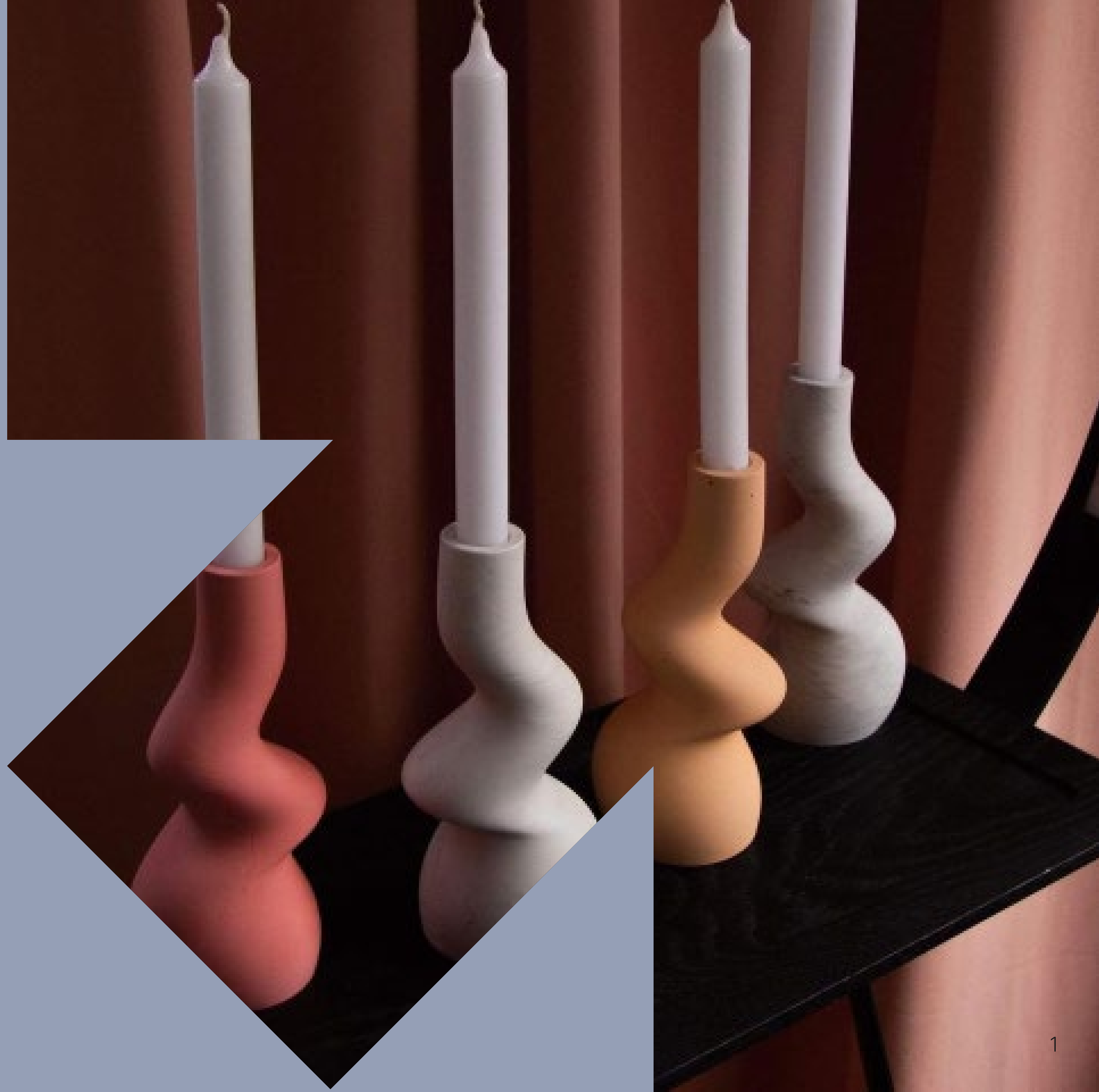


Home Trends for 2023

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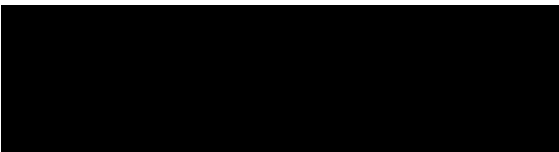
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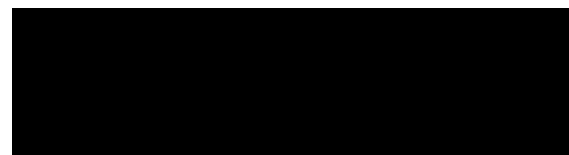
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Macro Trend

Age of Emotion

What's driving this trend?

In the wake of wide spread social distancing and travel limitation as well as round the clock news cycles reporting on unemployment rates, loss of life and an impending financial crisis; it will be impossible for consumers to avoid dealing with the related trauma of the pandemic.

2023 will see individuals assessing their emotional and physical status with a new understanding of how the two are related, and how they contribute to their overall health and wellbeing.

The home will become a healing space, with the smart home further permeating product development and 'invisible design' engaging and delighting each of the senses.

With the home now functioning as a hub and healing space, wellness-boosting features will need to be embedded throughout product ranges and rooms. Both Hi-tech and lo-fi solutions will gain importance as advanced smart home solutions become wide spread.

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Image Credit: Heal Haus

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Active engagement
Cultivating kindness
Decision exhaustion
Calm commerce
Recuperative rituals

Home & Interiors SS23

Trend Overview

1 Future Eden



2 Age of Sensitivity



3 Superbloom



4 Altered States



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Age of Sensitivity

Home & Interiors

Spring Summer

2023



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Spring Fair Home Trends 2023

Image Credit: Cold Laundry

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What's driving this trend?

Age of Sensitivity

This trend sees homemakers seek lightness and healing after an extended period of uncertainty. There is a newfound sense of preciousness from awareness of their vulnerability, coupled with a want to showcase their fully authentic selves to the world.

The pandemic brought a deluge of cultural traumas, from job insecurity to the passing of loved ones. Simultaneously, indirect losses from the media's coverage of social injustice and inequalities have left their mark.

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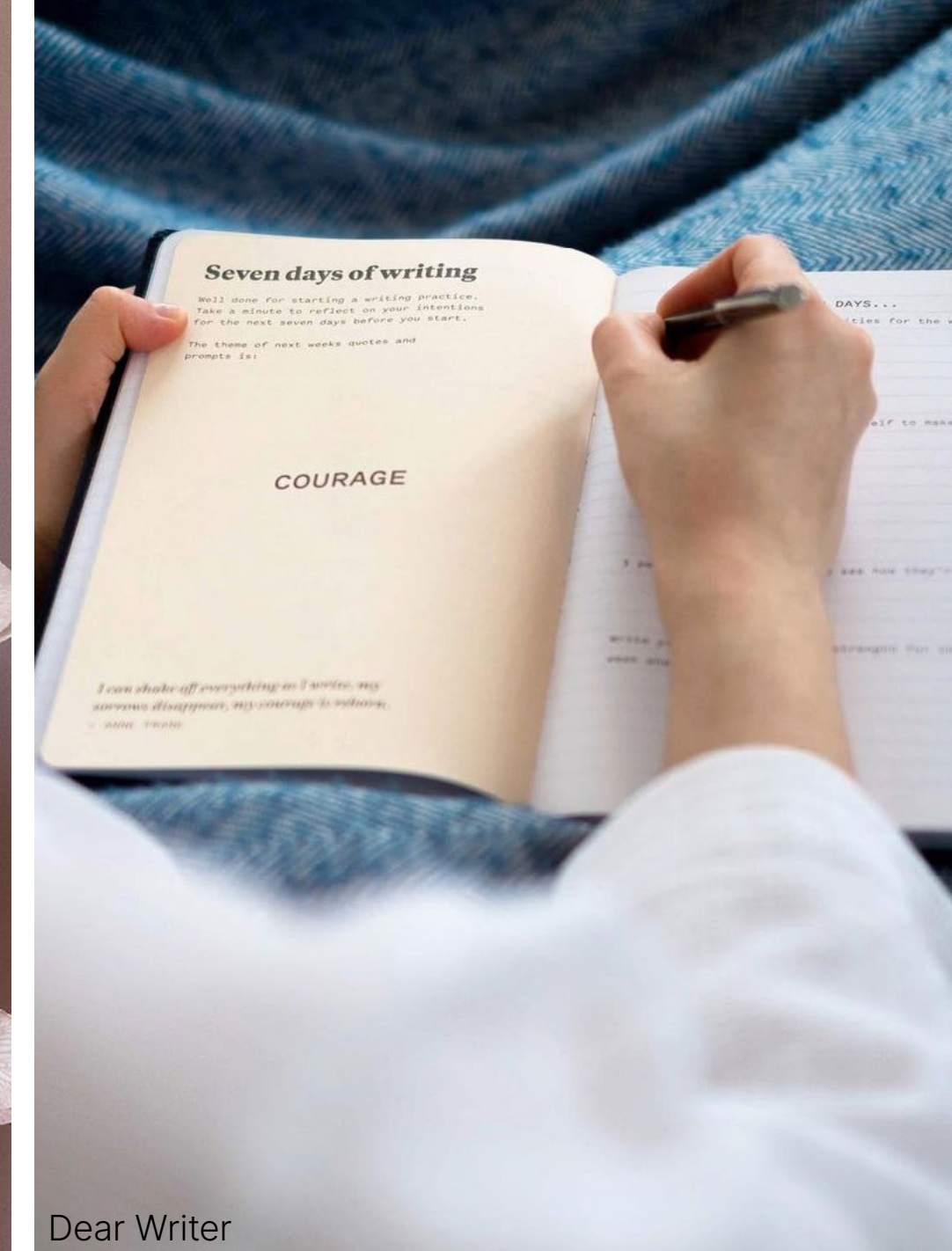
Nuria Estella Fabra



Merle Kooiman



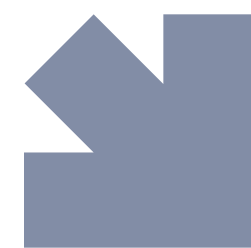
Brett Matthew John



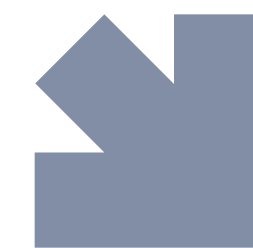
Dear Writer



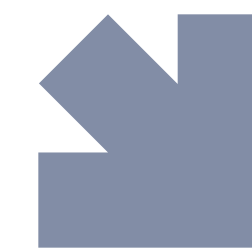
Grief management



Guided Togetherness



Embracing Fragility



Post-Pandemic Healing

Mood

Age of Sensitivity

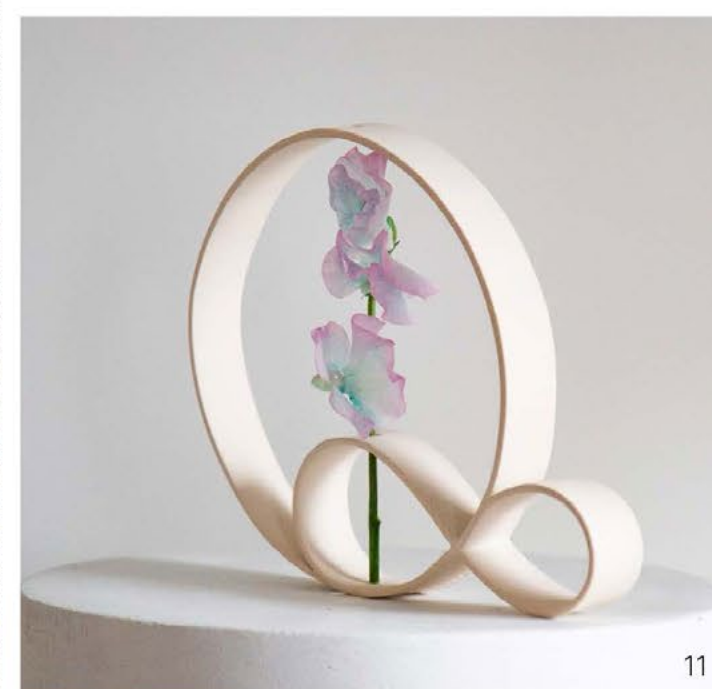
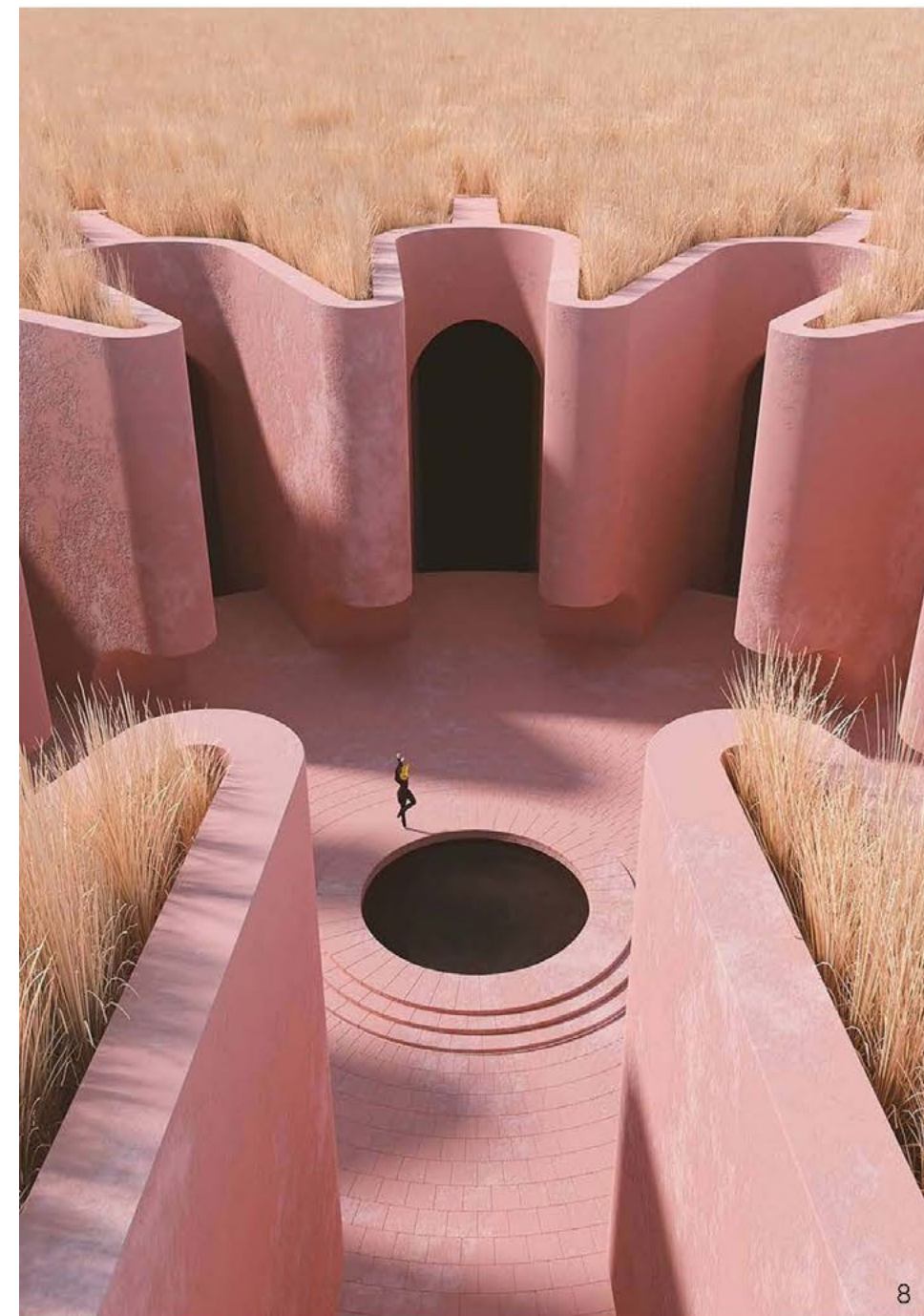
Create reassuring environments where people can truly feel safe and understood. Interiors foster a new gentleness, harnessing calming aesthetics, therapeutic colour and soothing textures. Human-centred design promotes companionship, preservation of treasured memories and time to heal; out of troubles and pain emerge the strongest souls.

The home is a place for nurturing intimate relationships, as products and furniture enhance the way families and cohabitants relate to one another and their guests. let thoughts flow.

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Age of Sensitivity

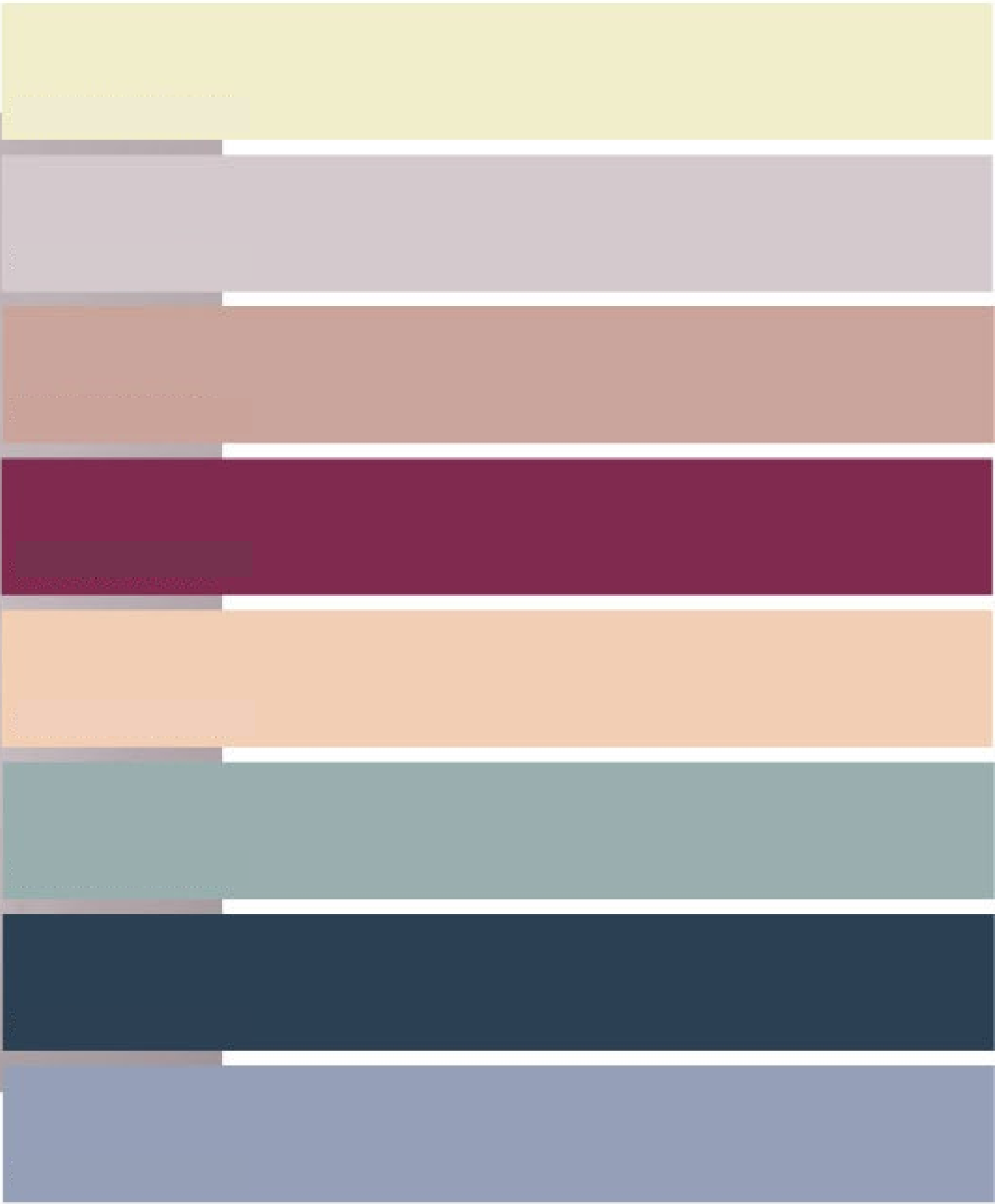
Ethereal & delicate
Togetherness
Sensual pleasure
Healing
Preserving memories
Introspection



Colour Palette

Age of Sensitivity

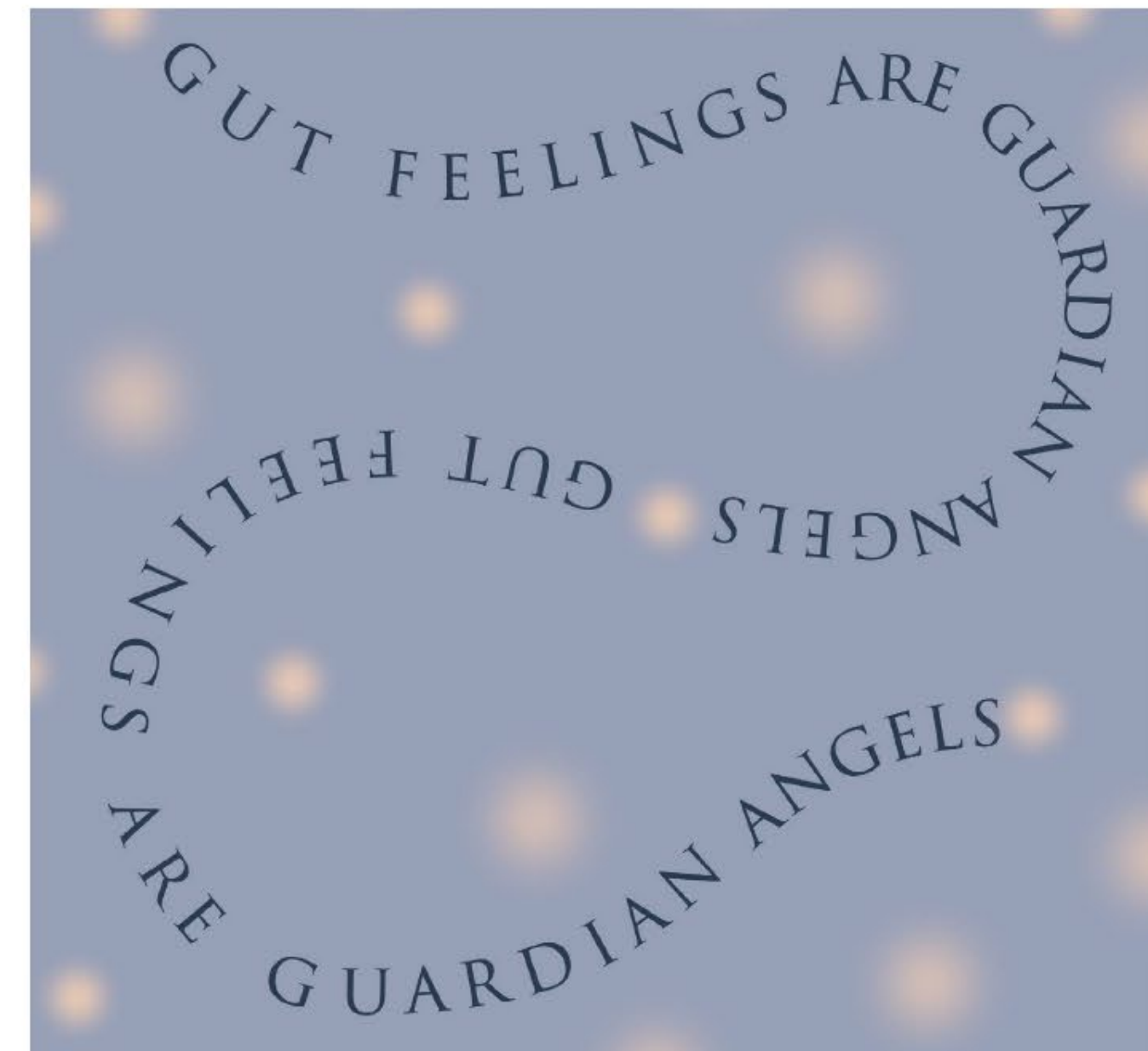
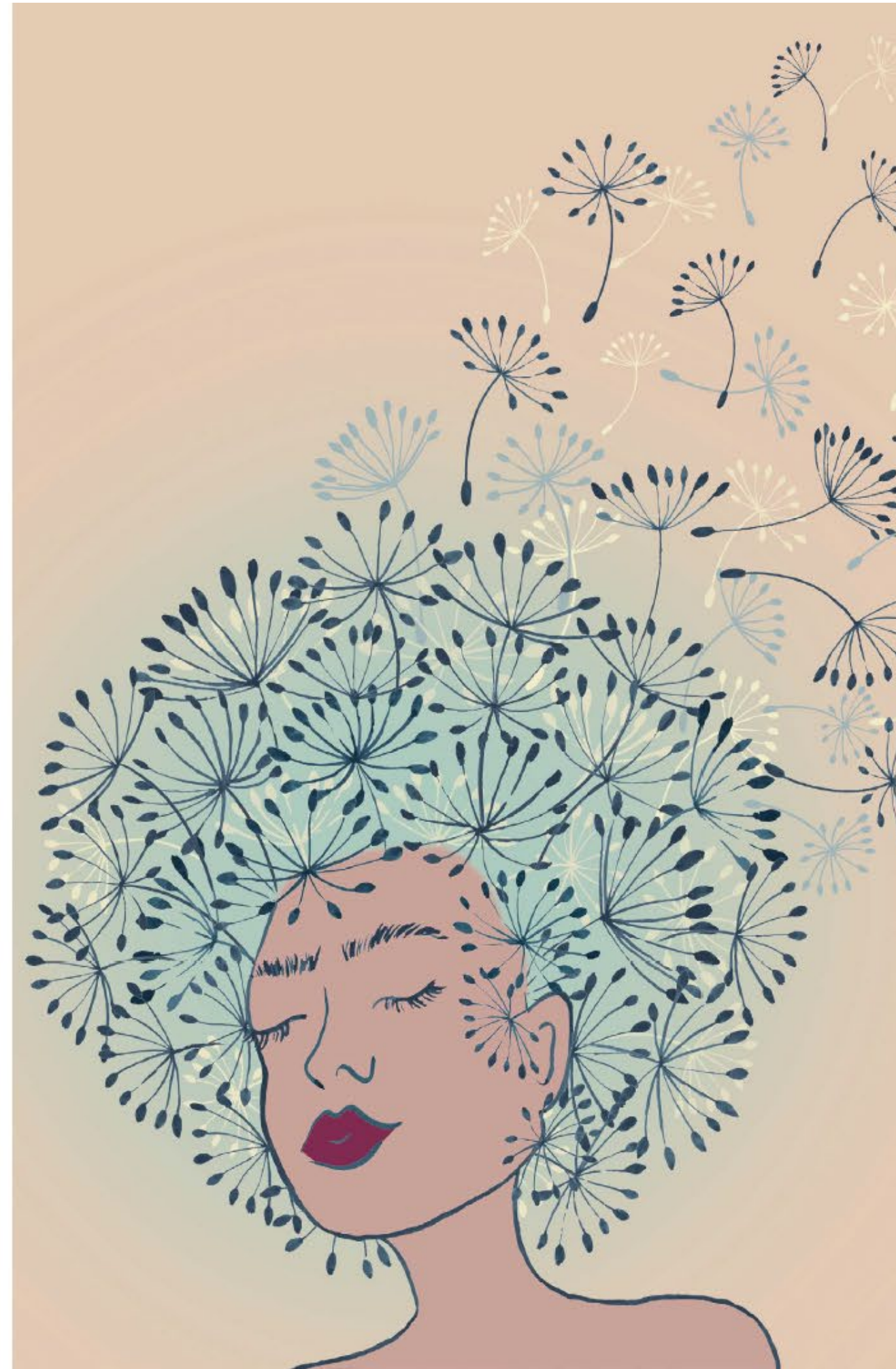
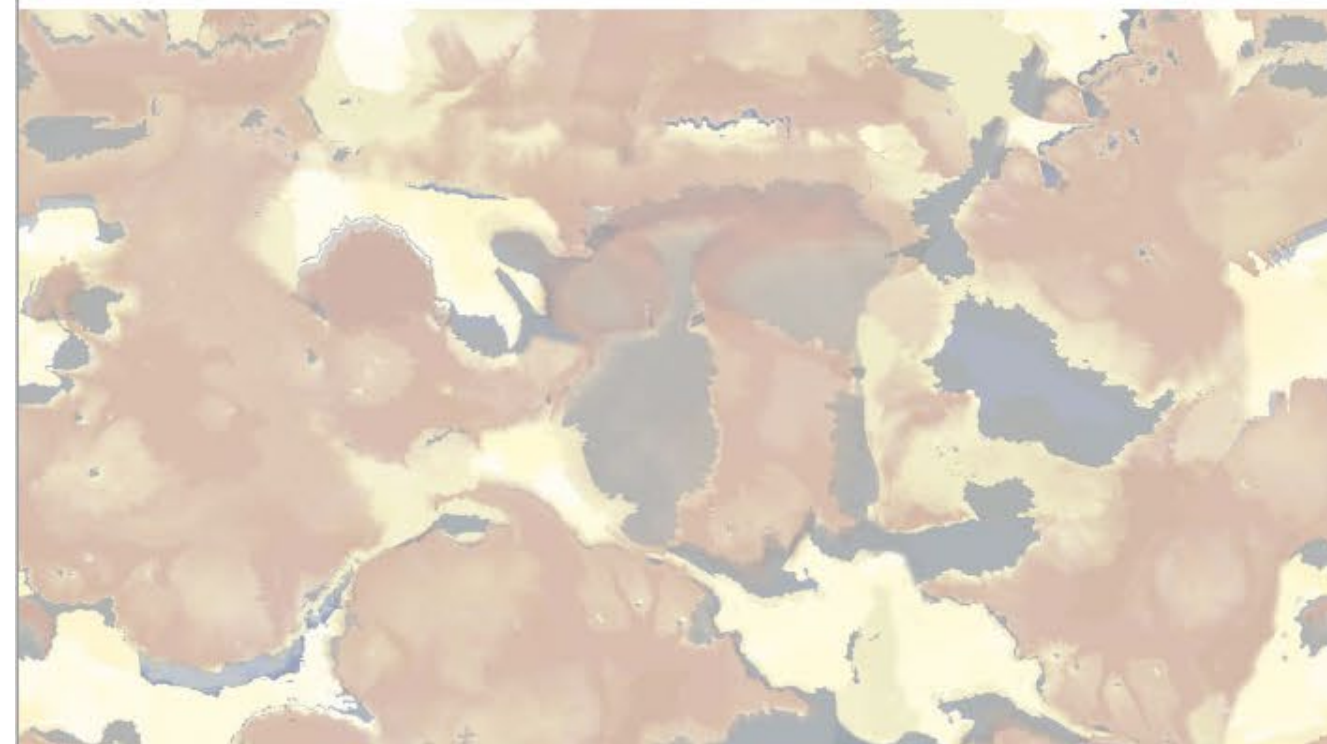
Gentle combinations of sophisticated pastels are perfect for delicate layering of colour and support the soothing effect of this poetic story. Blue Wing Teal and Raspberry Radiance inject a sense of strength to the otherwise soft and relatively light hues. Gendered colour clichés are finally completely overcome in this trend. This palette naturally lends itself to tonal gradients and elegant compositions. Mild warm-cold contrasts add interest and nod to the holistic, balanced aesthetic of this story.



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Age of Sensitivity

Echoing the fragile nature of this trend, transparent layers and fine line sketches expose the delicate character of flower petals. To symbolise vanishing worries, ethereal portraits depict dandelion pollens taking flight. Meanwhile, typography follows gentle, winding pathways.



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Home Accessories

Age of Sensitivity



Bonadea



Stephane Parmentier



Nendo

Sensuous & flowing curves.



Extra & Ordinary Design



Ema Mamisu

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Beauty & Wellbeing
Age of Sensitivity



Hotel Bienvenue



Kaleidoscope Labs

Therapeutic rounded forms and dissolvable packaging.



Superegg

Household Care

Age of Sensitivity

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Keiko Akatsuka

Natural scents trigger memories and emotions.



Oikku Home

Table & Dining

Age of Sensitivity



Casa de Perrin



Fazeek

Elegant fine dining is achieved with thin flatware and delicate glassware.



Ladies & Gentlemen Studio

Greetings & Stationery

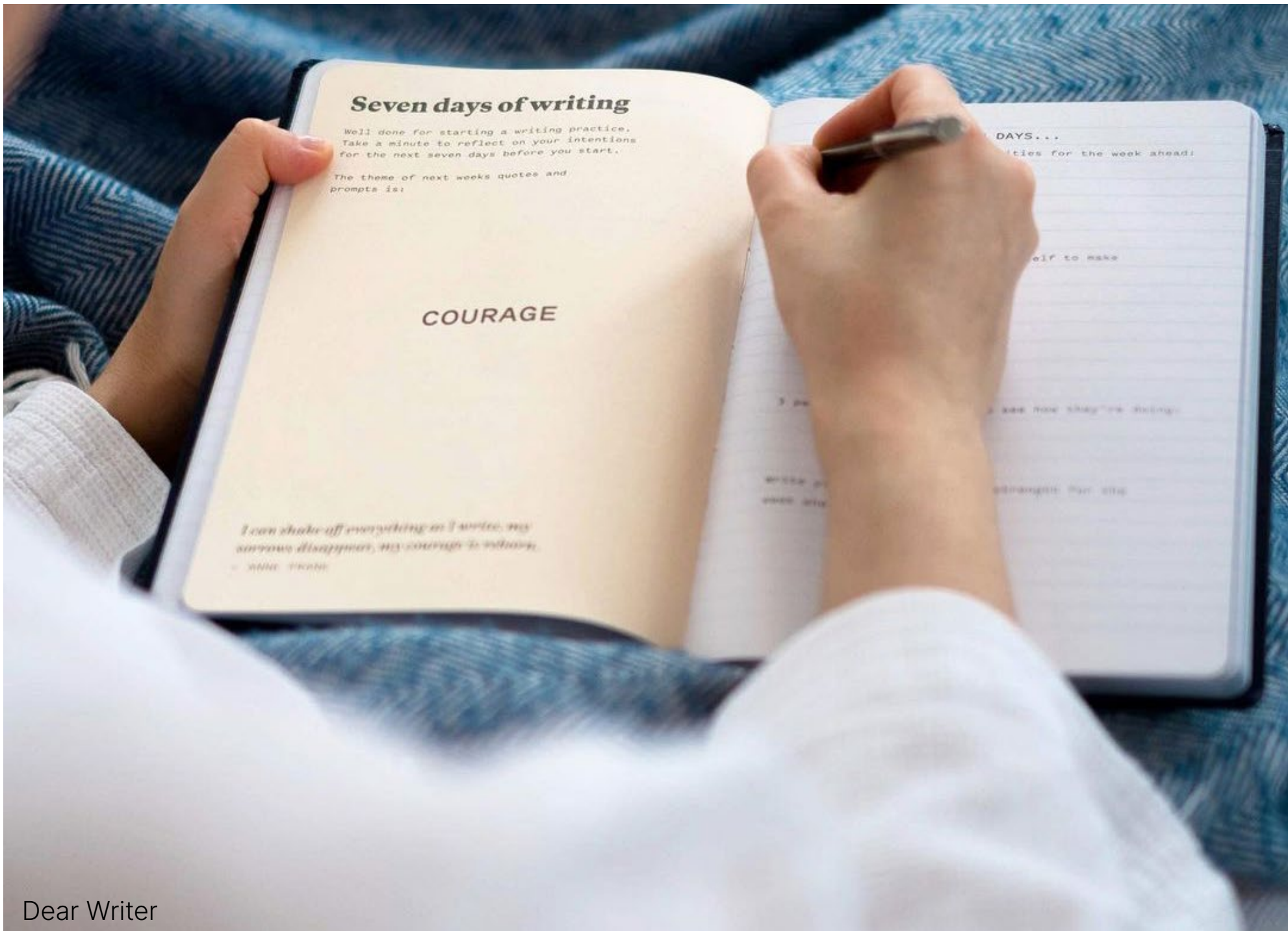
Age of Sensitivity

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The Note Library



Dear Writer



Elizabeth Dow

Party

Age of Sensitivity

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Callico Wallpaper



Edible flowers like mini dianthus, violas and lavender double up as pretty garnishes.



Willow Sage Events



Tomeinohito

“Age of Sensitivity allows you to carefully listen to your audience and create products and services that help embrace their softer side; be it by encouraging self-soothing rituals, interiors fostering kindness and intimate relationships, or preserving treasured memories.”

Jamie Shackleton, TrendBible

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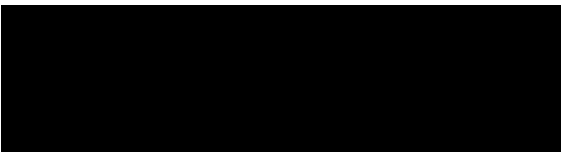
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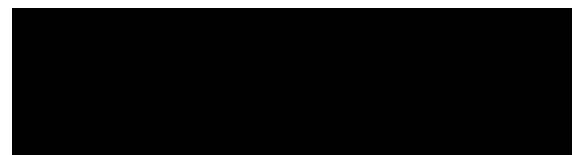
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