



BIOPHILIA

'Biophilia' - a design driver that engages the end user by connecting them to primal instincts about the relationship between humans and nature. It's about introducing the sight of greenery in the form of live plants and living walls, the sight and sound of water, access to views of natural settings and tactile organic materials such as wood and stone.

It's becoming increasingly important in today's technology-fueled world, where people are increasingly craving a connection back to human-centric and natural elements.

**TREND:
STYLE**



70S SCANDI

This pared-back look with clean, simple lines and a cheery colour palette is straight from the 70s, using an earthy colour palette, geometric prints and natural materials.

Macrame planters and wall hangings add a natural element, complemented by rich accent colours and statement lighting.

'Less is more' is the philosophy here and it's a big no to clutter.

**TREND:
STYLE**



MARIE KONDO TIDY

'Tidy your space, transform your life.'

Marie Kondo has hit the scene with the goal to help more people tidy their spaces by choosing joy.

Her bestselling book and TV show introduced the simplest and most effective tools to help people around the world to transform their cluttered homes into spaces of serenity and inspiration.

TREND: STYLE



WELLBEING

Scientific studies and bestselling books are repeatedly verifying the disastrous effects of poor sleep on our bodies, health and happiness. The business around sleep is set to explode:

- advice apps that promote better understanding
- high-spec mattresses & devices to improve & track our sleep
- private home zones
- ambient noise reduction

Pollution is an ever-hot topic, with niche paint brands looking to reduce airborne odours, bacteria and dirt (Airlite)

The ability of plants to naturally clean our air, indoors and out = the boom of houseplants to promote health benefits rather than aesthetics.

Gardening also becomes more about the useful than the purely ornamental - healing scented gardens in hospitals or vegetable growing in window boxes.

TREND: LIFESTYLE

SPICED HONEY

Spiced Honey was announced as Dulux's Colour of the Year for 2019 - a warm neutral with a woody, sandy and inviting undertone. Reminiscent of salted caramel this hue has kicked the grey/monochrome trend to the curb. Instead you can expect to see versions of sand and earthier colours like ochre, burnt gold, and terracotta.

**TREND:
COLOUR**





LIVING CORAL

Pantone's Colour Of The Year for 2019 is Living Coral, a fun, bright hue which can be used in a variety of ways.

Its life-affirming coral hue with a golden undertone energises a space, but also infuses a playful edge and enlivens with a softer edge and can be used as a bold accent wall, or to add a pop of colour to a space space through accessories such as lampshades, wall art, pillows, and throws.

TREND: COLOUR