



Decoding  
**Trend and Forecast**  
2024-25



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## Education

1997

National Institute of Fashion technology  
New Delhi, India

**Master of Design**

Textile Design and Development  
Visualization and Prototyping  
Design Thinking  
Design Research

1995

Delhi University  
Delhi, India

**Master of Science**

Organic Chemistry

1995

Council of Scientific and Industrial Research  
Delhi, India

**CSIR UGC NET**

Qualified for Junior Research Fellowship (JRF)  
and for Lectureship/Assistant Professor  
in Indian universities

2002

Triveni Kala Sangam  
New Delhi, India

**Certificate Course of Photography**

Photography



## Objectives

- Understand the essence of trends and forecasting.
- Decode how leading agencies predict future trends.
- Gain insight into the 2025 home textiles market.



## Trend vs. Forecast

- **Trend:** "A general direction in which something is developing or changing."
- **Forecast:** "A prediction or estimate of future events or trends based on data and analysis."



# Why is this Essential for Us?



Being prepared equals more significant market share and profitability.



European and US markets are highly dynamic.

Adapting to trends ensures brand relevancy and consumer engagement.



market expansion





## Why is this Essential for Us?

- emotions can be stirred by colour
- whoever controls colour, controls the world.
- It has been argued that 'when colour has a specific, predetermined function that acts to support the overall strategy, your marketing effort can do all you've designed it to do.'





Gearing Up for 2025:

**The Future Consumer & Strategic Planning**

# Key Profiles

## The Practical Minimalists

**The Practical Minimalists** are characterized by their pursuit of **efficiency and uncluttered aesthetics**. They gravitate towards designs that embody **clean lines, functionality, and a 'less is more' philosophy**. This group appreciates products that seamlessly blend into their lives, offering **ease of use, durability, and timeless appeal**. Their lifestyle is about **reducing excess**, focusing on essentials that bring value and simplicity.



# Key Profiles

## The Tech Enthusiasts

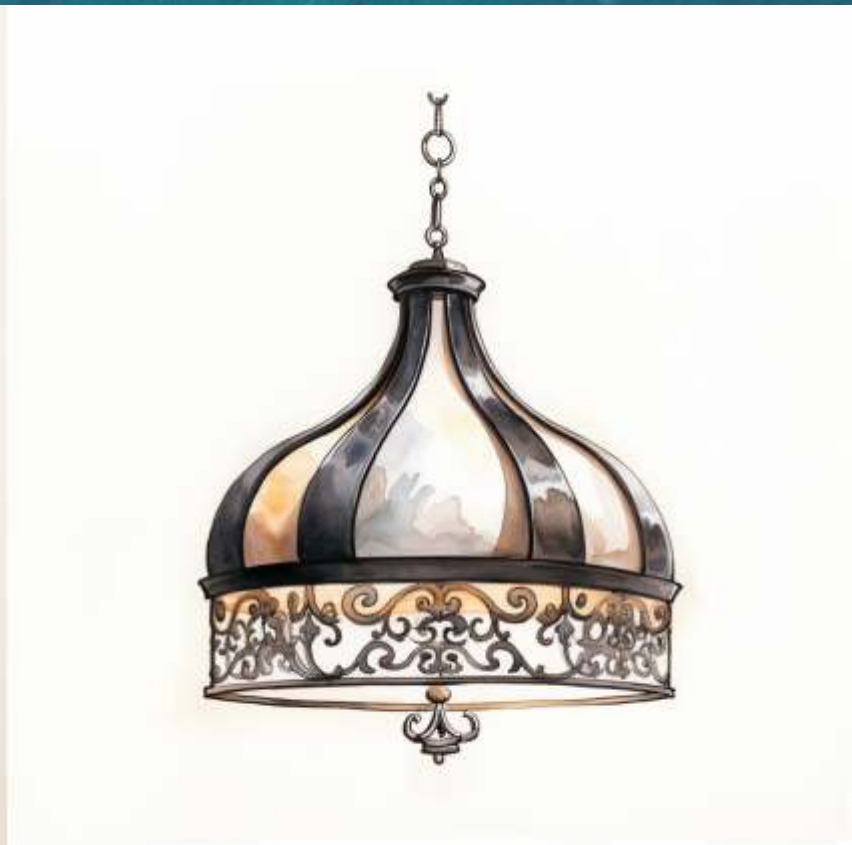
**The Tech Enthusiasts** are captivated by **innovation and the latest technological advancements**. They seek products that **integrate smart features** to enhance functionality and user experience. This group is attracted to **futuristic designs** that showcase **cutting-edge technology**. They value **efficiency, convenience, and a modern lifestyle**, often looking for products that **simplify tasks** and offer **interactive experiences**.



# Key Profiles

## The Traditionalists

**The Traditionalists** cherish **classic designs and a sense of history** in their home and garden choices. They are drawn to products that exude **time-honored craftsmanship and enduring elegance**. This group appreciates **rich details, ornate patterns, and materials that age gracefully**. They seek a connection to the past through items that tell a story, preferring designs that **reflect heritage and artisanal quality**.

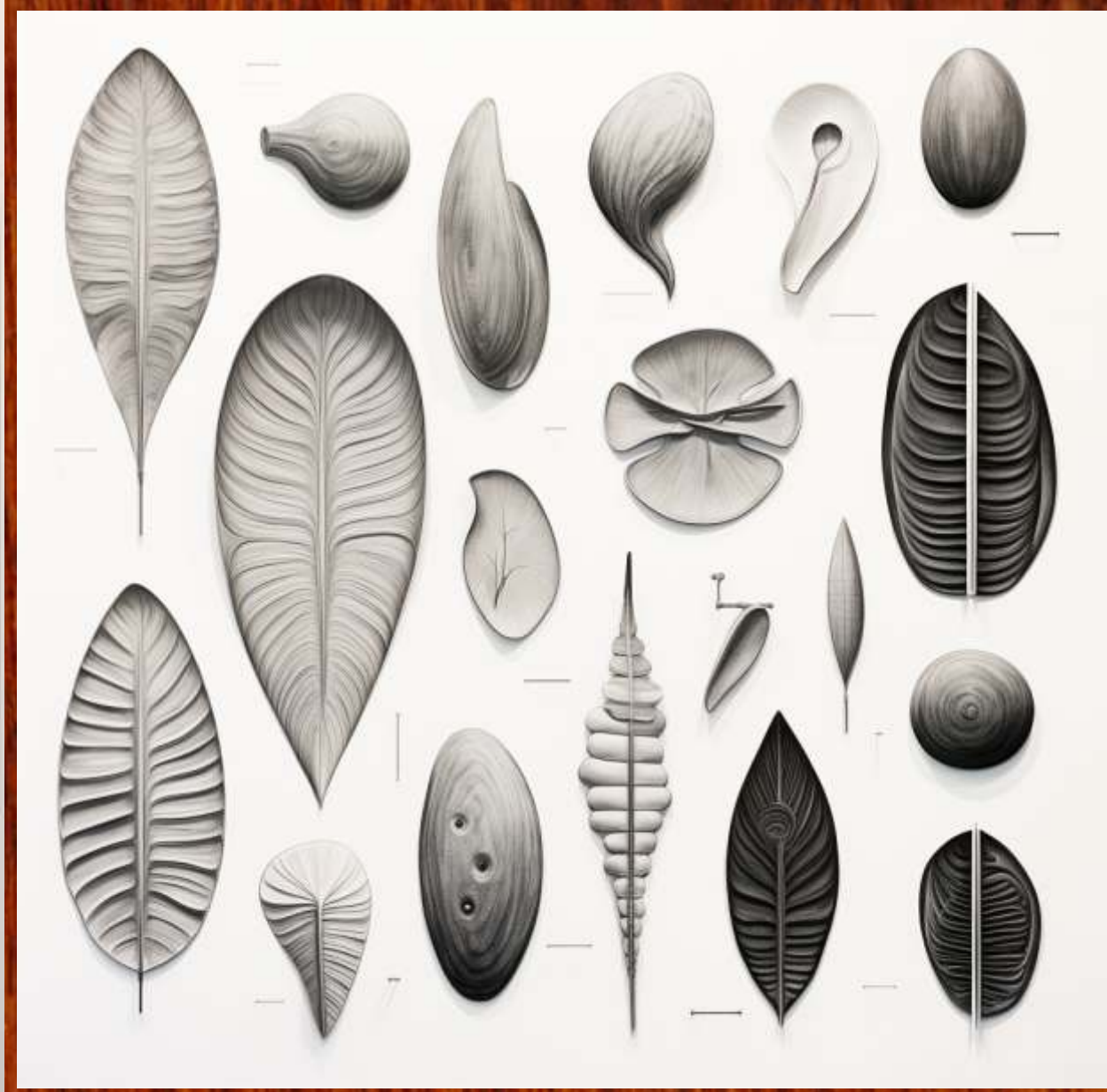


# Key Profiles

## The Eco-Conscious

**The Eco-Conscious** consumers are deeply committed to **sustainability and environmental responsibility**. They prioritize products made from **recycled materials** and those that **minimize environmental impact**. This group values **transparency in production processes** and seeks items that **contribute to a sustainable lifestyle**. They are attracted to designs that **reflect their ecological values**, often choosing products that **support conservation efforts**.





# Global Color Forecast

A/W 2024-25



# Intense Rust



# Intense Rust







Intense Rust



Mettalic Grey



# Mettalic Grey





# Mettalic Grey



# Mettalic Grey



# Golden

## Golden: The Sun-Kissed Neutral for Interiors

### Significance of the Shade:

Golden leaning towards yellow, underscores the rise of tinted natural neutrals. It's not just a color but a luminous addition, treating light as a tangible element in interior design.

### Application & Texture:

Its creamy texture shines in matte and peach-skin finishes, making it perfect for diverse applications, from plush furniture to elegant dinnerware and cozy rugs.

### Versatility in Pairing:

A chameleon in design, **Golden brightens neutrals, harmonizes with pastels**, and creates intriguing contrasts with brights and darks. Paired with reflective metals, it hints at a futuristic vibe.



# Golden



# Golden



# Golden



# Vegetable Green







# Vegetable Green



# Vegetable Green



# Apricot Peach



# Apricot Peach





# Apricot Peach





KITANO



Deep Plum



Deep Plum



# Deep Plum



# Elemental blue

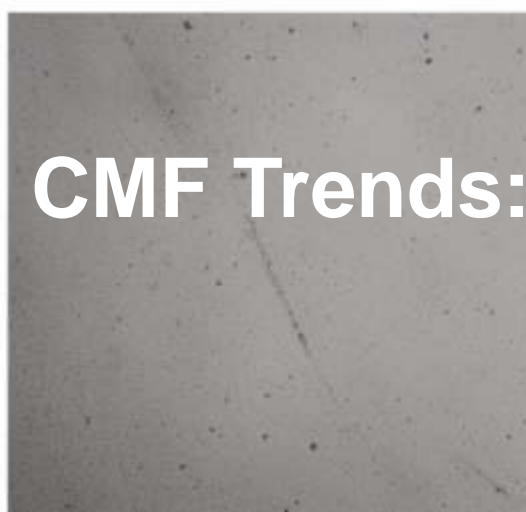


# Elemental blue



# Elemental blue





**CMF Trends:**

**Innovations  
in Metal Use**



## CMF Trends: Innovations in Metal Use

- **Durability and Versatility:** Metals are renowned for their **long-lasting** nature and **flexible applications**.
- **Eco-Friendly:** Their **recyclability** makes them a preferred choice in the era of **environmental consciousness**.
- **Aesthetic Aging:** Metals are appreciated for their ability to **age gracefully**, adding character over time.
- **Mindful Purchasing:** As consumers increasingly opt for **sustainable and mindful** buying, metals stand out as a key material.
- **Key Trends:** Stay informed about the **latest developments** and **emerging preferences** in metal usage.



# Mirror Finish: Reflective Elegance in Interiors

- **Cool-Toned Reflections:** Polished chrome and mirror-finished stainless steel add **cool-toned, wraparound reflections** to interiors, creating alluring and space-altering effects.
- **Futuristic Quality:** These reflective surfaces lend a **futuristic, metaverse-inspired** feel to interior designs.
- **Old Meets New:** When combined with traditional styles, mirror finishes create a unique blend of old and new. For instance, **Saba Yazdjerdi**, an Iranian designer, achieves a traditional yet futuristic look with a welded stainless steel mirror.
- **Center Stage Accessories:** Mirrored metal accessories like pendant lights and side tables bring these finishes to the forefront, offering both a sense of camouflage and a modern touch that seamlessly integrates with existing styles.





Hauvette & Madani



William Holland



H&M Home



Keuco



Saba Yazdjerdi

Saba Yazdjerdi's shield-like mirror references traditional Iranian combat sports in a resolutely modern material



Levi, Copenhagen



Hallerød

## Gently Aged: Embracing Time-Worn Metal Surfaces

- **Trusted Permanence:** Pre-aged, cracked, or scratched metal surfaces offer a **lasting appeal** and convey a sense of **trusted permanence** in both environments and products.
- **Lived-In Comfort:** Distressed or softly buffed finishes, embodying an **#imperfectconstruction** design, evoke a feeling of lived-in comfort and practicality.
- **Aging with Grace:** Consider how touchpoints like faucet controls and handles can age elegantly. For instance, **Astra Walker's** Eco Bronze finish on brass taps naturally evolves over time, reflecting usage and atmospheric reactions.
- **Authentic Aged Effects:** Aim for authentic aged effects with a natural randomness, as if they have developed over decades. Bronze suits traditional forms, while steel offers a contemporary, well-used look. Techniques like mechanical vibrations and stone-washing can create these abrasions.
- **Heirloom-Like Appeal:** Choose metals that age gracefully and improve with use, forging long-term connections between consumers and their products or spaces. Acknowledge the environmental and ethical value of products with an heirloom-like appeal.



Brokis



Serax

Serax's latest tableware range by Belgian designer Marie Michielssen includes stainless steel cutlery that has been stone-washed for a lived-in, organic look and feel



Astra Walker



Lusso Stone



@daandewitstudio



Manu Baño at Galerie Philia

Manu Baño's latest pieces investigate the qualities and limitations of copper via the expertise of artisans in the region of Michoacán, Mexico

# Hyper-Textural Castings: Artisanal Meets Contemporary

- **Artisanal Techniques in Modern Forms:** Contemporary designs are enhanced with traditional sand casting methods and hand-finished textures.
- **Sensorial Texture Trend:** With over 458 million views for #wabisabi on TikTok as of April 2023, there's a clear demand for sensorial textures in product design and interiors. Sand-cast aluminum, brass, and bronze add engaging textures to furniture and decorative items.
- **Softened Brutalism:** Sebastian Herkner's sand-cast aluminum lamp for the German brand **Pulpo** exemplifies a softened Brutalist style.
- **Warm Artisanal Aesthetics:** Cast brass and bronze are featured in the works of Lagos-based **nmbello Studio** and **Maison Intègre**, collaborating with artisans in Ouagadougou, Burkina Faso, for sculptural furniture and lighting.
- **Authentic and Recyclable:** Employ sand casting and lost wax processes for mono-material products that are both authentic and visibly recyclable, preserving material value.



The lamps come in either sand-blasted or raw cast finishes



## Darkened Hues: Elegance in Rich Tones

- **Mysterious Allure:** Spaces gain a mysterious and alluring elegance with the rich, dark hues of copper, bronze, and rusted weathering steel.
- **Architectural Example:** The **Veil House** by **5468796 Architecture** in Winnipeg, Canada, utilizes Cor-Ten steel for solar shading, privacy, and subdued luxury, complementing its contemporary architecture.
- **Accessible Premium Touches:** For an entry-level premium feel, UK brand **Tom Faulkner Furniture** offers door pulls in a scaled-down version of its signature lily form, making designer elements more accessible. For further insights, refer to the Hardware Design Innovations report.
- **Achieving Deep Tones:** Deep tones in metals can be attained through burnishing, oil-rubbing, and other surface treatments, adding depth to the material. **Fir Italia** has broadened its range in taps, mixers, and shower systems, catering to the growing demand for customized bathroom details.



Zara Home

The uneven coating enhances the textural quality of the blackened aluminium to achieve an artisanal look and feel



Tom Faulkner



Fir Italia



Stelton



Spaces Within



5488796 Architecture

# Robust and Inert: Iron and Carbon Steel's Rising Popularity

- **Durability and Safety:** Iron and carbon steel are gaining attention for their robustness and chemical stability, particularly in cookware.
- **Industry Shift:** With the US EPA aiming to ban PFAS in non-stick coatings, safer alternatives like cast iron with ceramic coatings and carbon steel are becoming preferred choices.
- **Market Growth:** The global cast iron cookware market is projected to grow at a 5% CAGR from 2022 to 2031, reflecting a rising consumer interest in durable cookware.
- **Smithey's Innovation: Smithey (US)** stands out with its carbon steel skillet, combining traditional design with lighter weight.
- **Artisanal Appeal:** An artisanal blacksmith style is emerging in durable, heirloom-quality small furniture and accessories.





Bertazzoni's cooktop implements innovative ventilation and suction with a heritage look



Our Place (UK) brings cast iron to contemporary audiences via brightly coloured palettes





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