

MC&Co

T R E N D

September '21

INSIGHTS & OBSERVATIONS THE EURO ISSUE

01 NEW EURO
An emerging trend from our next forecast

02 MILAN & PARIS
Key trends from the newest Design Weeks

03 PATRICIA URQUIOLA
Discover one of Europe's leading designers



CONTENTS

01.

COVER STORY: NEW EURO

Explore one of the fastest growing trends in contemporary interiors the New Euro mood.

02.

ASIAN HABITAT

We analyse one of the more commercially viable moods. It reflects the long term trend towards calming interiors.

03.

DESIGNER FOCUS: PATRICIA URQUIOLA

Delve deep into Urquiola's wonderful world of high-end design.

04.

MONOCHROME & FRIENDS

In line with the New Euro style we share our monochromatic palette and pattern ideas.

05.

TOP SHAPES MILAN

We share the key shapes from the recent Milan Supersalone.

06.

PARIS HIGHLIGHTS

We share the most important themes from the recent Paris Maison & Objet.

07.

OUR WEBINAR

Find how to register for our exciting and informative upcoming webinar on Milan's Supersalone & Paris's Maison et Objet.

08.

D STUDIO

Explore Milan's newest must-see design destination.

09.

THE SPOT: TOP 8 PRODUCTS

We share our most exciting new products from the recent Milan & Paris Design Week.

101 Copenhagen's Sumo vases reflect the rise in playfulness.



ON THE COVER

[Cassina](#)

THIS PAGE

[101 Copenhagen](#)

Editor's Note

We welcome you to our September Insights & Observations issue, where we figuratively "travel" to Europe and present its newest trends. With great excitement, we share with you some of the top new products from the recent Milan Supersalone and Paris Maison & Objet, both of which took place in September. The latest designs have mesmerised us, and we're excited to present our research and industry knowledge of the events.

Our team was busy researching & analysing thousands of images whilst working on this month's newsletter to bring you all the latest as swiftly as possible. Milan & Paris are important destinations where trends originate from and will reverberate across the world. Thus we recommend keeping a close watch. We've been forecasting the rise in playfulness across all interiors, and we're happy to report that the design fairs featured playful elements prominently.

The contemporary European designers are skilled in creating with a monochromatic palette that features one intense pop of colour — a very modern approach. Further in the issue, we've shared a few suggested palettes and patterns using this technique to guide those who wish to incorporate such styles in their own business.

With each newsletter, we strive to provide real value to our clients. In this issue, we've provided a highlight reel of key trends to keep you up-to-date. It's been an outstanding month for design, and we hope it leaves you inspired!

01 New Euro

When exploring new designs and moods in the industry, we like to look at the movements of classic European and US brands. These signalled the enduring importance of Ordered and Structured moods, which currently account for 12% of all moods. Styles in this category focus on functionality, classic design and architecturally inspired pieces. As the instability in the world appears to increase, seeking comfort in order seems only natural.

The latest aesthetic making its mark and originating from Europe is the New Euro mood, which sits in the Ordered Aspirational segment, with touches of the Playful Aspiration. This mood takes inspiration from Spanish designers such as Jaime Hayon and Patricia Urquiola, a monochromatic palette, and shapes that feature arches and softened edges. The aim is to create a mature, pared-back type of elegance with an unexpected mix of textures, shapes and colours.

Rapidly strengthening in commercial viability and velocity, it's one of the fastest-growing trends in contemporary interiors at the moment. Neutral tones and subtle hints of playfulness with colourful abstract cushions and whimsical details help widen the breadth of the style's appeal.



Above: [Kezu](#)

Below: [Jaime Hayon x Wittman \(via Domo\)](#)

Right: [Ditre Italia](#)



“
curves,
which are of
paramount
importance
to this look,
are cocooning
and soft

Finishes are of the highest quality, and textiles are predominantly seen in boucle & wool. Materials selected have long-lasting attraction and include brushed gold metallics. Seating is characterised by skeletal framing and radial elements. And curves, which are of paramount importance in this look, are cocooning and soft to enhance feelings of femininity, tranquillity and safety. Aligning with broader trends that highlight an upsurge in feminine structures & forms in the past six months.

The mood charms those consumers who identify as confident and accomplished and who seek structured classic pared-back design.



“ classic
pared-back
design



Top: [Market Set](#)
Bottom: [Cristina Celestino](#)

Top: [Noma Editions](#)
Middle: [Ext](#)
Bottom: [Lee Broom](#)
Opposite: [HC28 \(via Domo\)](#)

Asian Habitat

02

What happens when you combine Northern Italian aesthetics with an overlay of Japanese and Korean minimalism? A high-end design story in the form of the Asian Habitat mood. Whilst, it may sound like an odd mix on paper, it holds an established space in the market and is exceptionally commercially viable. Its currently already being interpreted for mainstream retail spaces. Simplicity, clean lines and light to mid-tone timbers are all signatures of the look.

The Asian Habitat mood radiates mature, masculine energy and is firmly entrenched in the Ordered Aspirational segment, with subtle elements of the Grounded Aspiration. It exemplifies the Disciplined "approach to life," which exudes an aura of balance, relaxation and sophistication. It's achieved with the use of organic shapes, linear forms and brushed cotton. Natural timbers with screen-like effects help contribute to the Zen feeling of the style. As does the exquisite craftsmanship of all pieces, which enhance the serenity factor.

Its elevated contemporary design with Asian elements is incorporated more strikingly in homewares. These elements appear in paper shades in lighting, raku finishes and organic earthenware in ceramics.

Featuring a subdued palette, the key colours of the mood are olive greens, cream neutrals, black and green-grey monochromes — a delightful accompaniment to the style's architectural details.

Below: [Norm Architects](#)

Top: [Obriv Architects \(Behance\)](#)

Bottom: [Norm Architects x &Tradition](#)

Opposite: [5 Solidos](#)



organic shapes,
linear forms and
brushed cotton





Above: [Obry Architects \(Behance\)](#).
Left + Below + Opposite: [Norm Architects](#) Lower Below: [Gubi](#).



clean lines
and light to
mid-tone
timbers are
all signatures



03

Patricia Urquiola

Designer focus

Purveyor of original style and individuality, Spanish designer Patricia Urquiola creates a wide range of pieces in the design sphere under her eponymous label, established in 2001. Her breadth of work is far-reaching, encompassing industrial product design, homewares and the fit-out of architectural spaces (hotels, retail, residences). A multi-hyphenate extraordinaire, she has worked with some of the leading brands in the industry, the likes of Cassina, B&B Italia, CC-Tapis and Louis Vuitton.

Urquiola's flair for coupling high-end, avant-garde design with commerciality has led her to design lust-worthy hotel projects. Including the Four Seasons Hotel spa in Milan, the St. Regis Hotel restaurant in Bangkok and our personal favourite, the Il Sereno Hotel in Lake Como. Situated lakeside, the hotel's combination of rich local materials, Venetian terrazzo floors and Canaletto walnut ceilings place it high on our must-see bucket list.

Why do we love her? Particularly in her furniture design, she seems to create new shapes seemingly out of nowhere, utilising the simple basics of geometry available to all designers. Yet, with her unique touch and unique mix of textiles & forms, she creates something new. A shape never-before-seen. All her work is infused with subtle femininity in the form of soft fabric choices and sumptuous curves.

Earlier in this issue, we discussed the New Euro mood. Patricia Urquiola's designs perfectly embody this aesthetic.

Fresh from the Milan Furniture Fair 2021 are her latest creations for Kartell (pictured). The luscious radial elements of the couch & armchair — that we can easily see ourselves nestled in for the foreseeable future — and the unexpected use of steel for a candleholder reveals Patricia Urquiola's enduring brilliance.

All Images are [Patricia Urquiola's](#) creations for various companies



unique mix of textiles
& forms creates
never-before-seen
shapes





“
New Euro
mood
embodied

MONOCHROME and friends 04

The Northern European aesthetic has the wonderful ability to mix monochromatic tones of grey, black & white with one pop of colour. It's a highly sophisticated type of "warm minimalism" that features in the recent Milan & Paris Design Trade Fairs.

We're hoping to guide our clients to use these colour and pattern forecasts to create similar styles in their work.

Monochromatic tones have been selected from the Disciplined approach quadrant, and our graphic artist has used these to show how the European designers may use patterns and prints. The weighting of each tone is illustrated (by box size). Greater weighting is given to the monochromatic tones combined with slight hints of colour accenting.

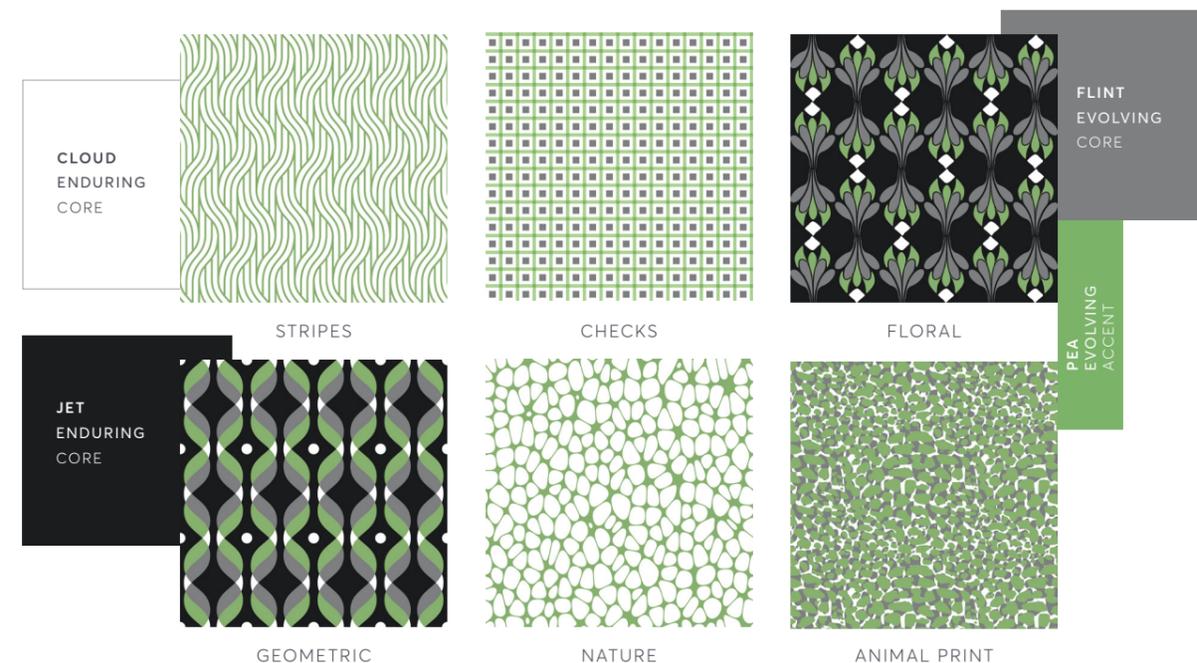
Seven colour palettes have been created; all expressed with the same six key patterns — highlighting the versatility of the style. Palettes are monochrome mixed with an accent colour blue, green, yellow, red, orange, purple and a neutral. It's a refined and restrained use of colour that creates a striking effect and overall sophisticated aesthetic.

[See our Colour Trend Forecasts for more.](#)

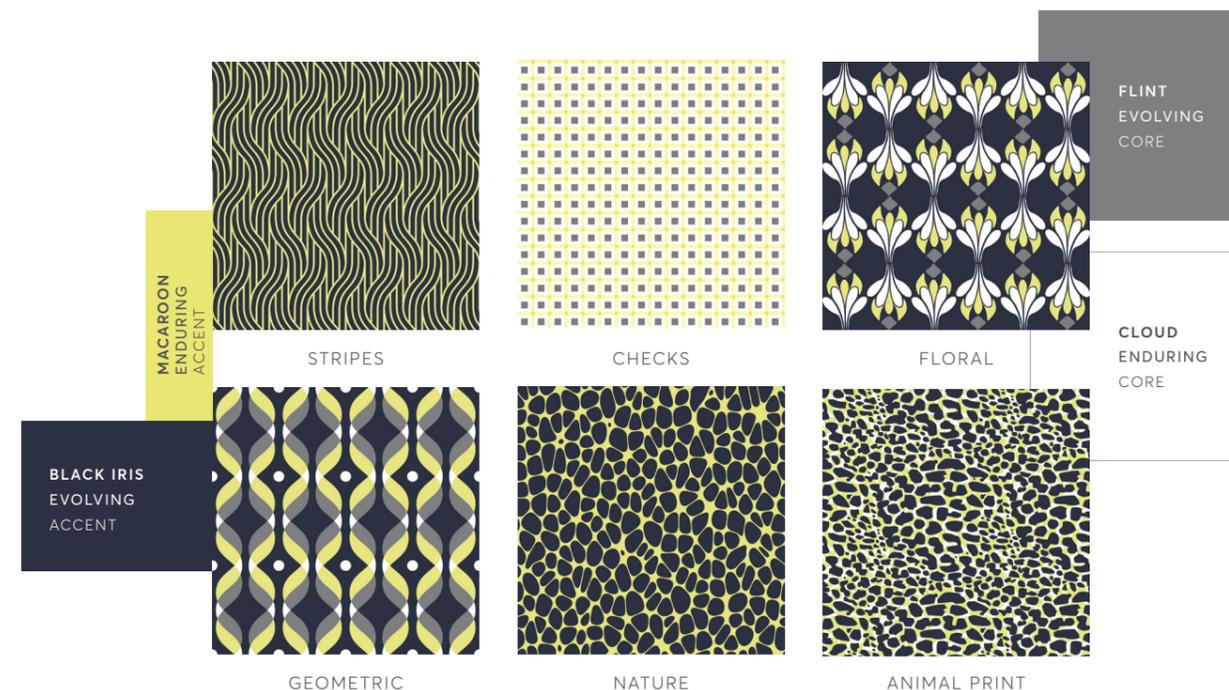
A DISCIPLINED APPROACH WITH BLUE



A DISCIPLINED APPROACH WITH GREEN



A DISCIPLINED APPROACH WITH YELLOW



A DISCIPLINED APPROACH WITH RED

BLOOM EMERGING CORE

STRIPES

CHECKS

FLORAL

BLACK IRIS EVOLVING ACCENT

EUCALPYT GREY EMERGING ACCENT

GEOMETRIC

NATURE

ANIMAL PRINT

CLOUD ENDURING CORE

A DISCIPLINED APPROACH WITH NEUTRAL

CLOUD ENDURING CORE

STRIPES

CHECKS

FLORAL

ASH EVOLVING CORE

JET ENDURING CORE

GEOMETRIC

NATURE

ANIMAL PRINT

MAHOGANY ENDURING CORE

A DISCIPLINED APPROACH WITH ORANGE

AMARYLIS EMERGING ACCENT

STRIPES

CHECKS

FLORAL

JET ENDURING CORE

FLINT EVOLVING CORE

GEOMETRIC

NATURE

ANIMAL PRINT

CLOUD ENDURING CORE

A DISCIPLINED APPROACH WITH PURPLE

STRIPES

CHECKS

FLORAL

JET ENDURING CORE

FLINT EVOLVING CORE

GEOMETRIC

NATURE

ANIMAL PRINT

ROYALE EMERGING CORE

CLOUD ENDURING CORE

Top Shapes Milan

Here we present a snapshot of the most important shapes from the recent Milan Supersalone 2021 — an edited view of the hundreds of images featured in our [newest Milan report](#).



Streamline Moderne Effect
[Tom Dixon](#)
"Press Cone Pendant"



Facial Shape Recognition
[Jaime Hayon](#)
"Instrument No.1"



Skeletal Forms
[MAD Architects](#)
"Gu Chair"



Nostalgic Shapes
[Gio Ponti](#)
"Round D.154.5"



Acordion Inspiration
[Artemide](#)
"Slicing"



Romantic Fluidity
[Driade](#)
"Sissi Collection"



External Supports
[Ethimo](#)
"Rotin"



Halos
[Fenabel](#)
"Eder"

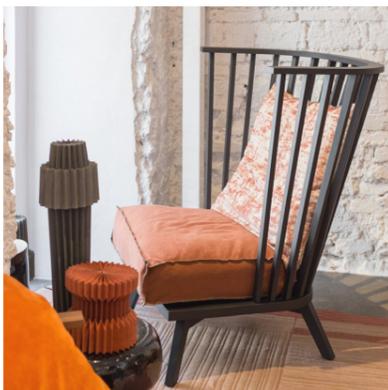


Conflicting Forms
[Frag](#)
"Twin"

Designed by Italian-Danish duo GamFratesi via [Minotti](#), Lido is a Cocooning seat, upon a "crown-like" structure.



Top Shapes Milan



Spindle Nuances
[Gervasoni](#)
"Gray Chair"



Floating Forms
[Giopato + Coomes](#)
"Milky Way Collection"



Leaf Shapes
[Gebrüder Thonet Vienna](#)
"Feng screen"



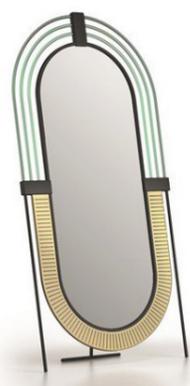
Bulb End Legs
[Philippe Stark - Janus et Cie](#)
"Serengeti Collection"



Balancing Elements
[Salvatori/Patricia Urquiola](#)
"Taula Coffee table"



Perforated Waves
[Patricia Urquiola](#)
"Hope"



Streamline Moderne Curves
[Natuzzi](#)
"Anemonia"



Future Candlesticks
[Philippe Starck](#)
"Goodnight"



Seamless Folds
[Poliform](#)
"Le Club"

Frisee by [Cristina Celestina](#) for [Billiani](#) has "wave details" and "bulb-end legs". Expect to see more of these forms.



Paris Highlights

We share the most significant themes emerging from the recent Paris Maison & Objet — an edited snapshot of the hundreds of images featured in our [newest Paris report](#).



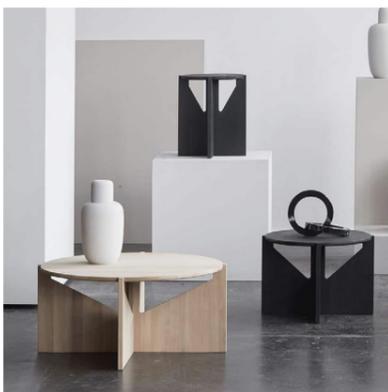
Bamboo Cafe Chairs
[Orchid Edition](#)



Furry candles
[Oscar Candles](#)



Mixed material Sconce
[Market Set](#)



Crown Shapes
[Kristina Dam](#)



Beaded screens
[Maison 1909](#)



Pink Fittings
[SOPHA Industry](#)



Mixed Patterns
[Mapoesie](#)



Memphis Cocktails
[Klevering](#)

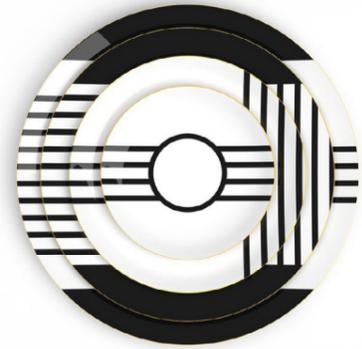


Artisanal Pendants
[Forestier](#)

[Rock the Kasbah's](#) Ceramic No.2 Lamp's combination of "Island Craft" and "Brutalism" is an example of mixing themes



Paris Highlights



Layered Patterns
[Non Sans Raison Porcelain](#)



Two Tone Stripes
[Libeco Home](#)



Colourful Strip Highlights
[Artiga](#)



Designer Camouflage
[Ferm Living](#)



Sculptural Marble
[Ooumm](#)



Faberge Candles
[Ladenac Milano](#)



Thick "Tubular" Wood
Unknown



Irregular shapes
[Anna Von Lipa](#)



Minted Serveware
[ASA Selection](#)



Forestier's classic layered pendant is reminiscent of petticoats



Our Next Webinar

THE PARIS + MILAN REPORT

06

We uncover the most important releases from September's Maison et Objet in Paris and Supersalone in Milan.



WEBINAR

Dates

USA SESSION
4:00 pm EDT THURSDAY
OCTOBER 14 2021

[CLICK HERE TO REGISTER \(USA\)](#)

AUSTRALIAN SESSION
10:00 am AEDT FRIDAY
OCTOBER 15 2021

[CLICK HERE TO REGISTER \(AUST\)](#)

EU/UK SESSION
9:00am GTM THURSDAY
OCTOBER 15 2021

[CLICK HERE TO REGISTER \(EU/UK\)](#)



MAISON
ET OBJET + PARIS DESIGN WEEK
TRADESHOW REPORT
SEPTEMBER 2021

MILAN
SUPERSALONE + MILAN DESIGN WEEK
TRADE SHOW REPORT
SEPTEMBER 2021

MILAN:

Supersalone + Milan Design Week Trade Show Report

Our highly anticipated report on the Milan Supersalone 2021 has arrived.

This report will keep you up-to-date on the important trends and releases from Europe's leading designers and brands at the Super Salone. Through our breakthrough Trend Intelligence System, we simplify Milan's newest, hottest products down to their crucial elements, ensuring that your business understands the trends of the most successful contemporary designers.

We've curated all the key highlights from Milan into a clear, logical, and actionable presentation. We report on the top 41 brands and their accompanying colour palettes.

This report is not pages of "pretty pictures" with an abstract, poetic story. Instead, we analyse the products showcased at Milan, with a purely commercial perspective.

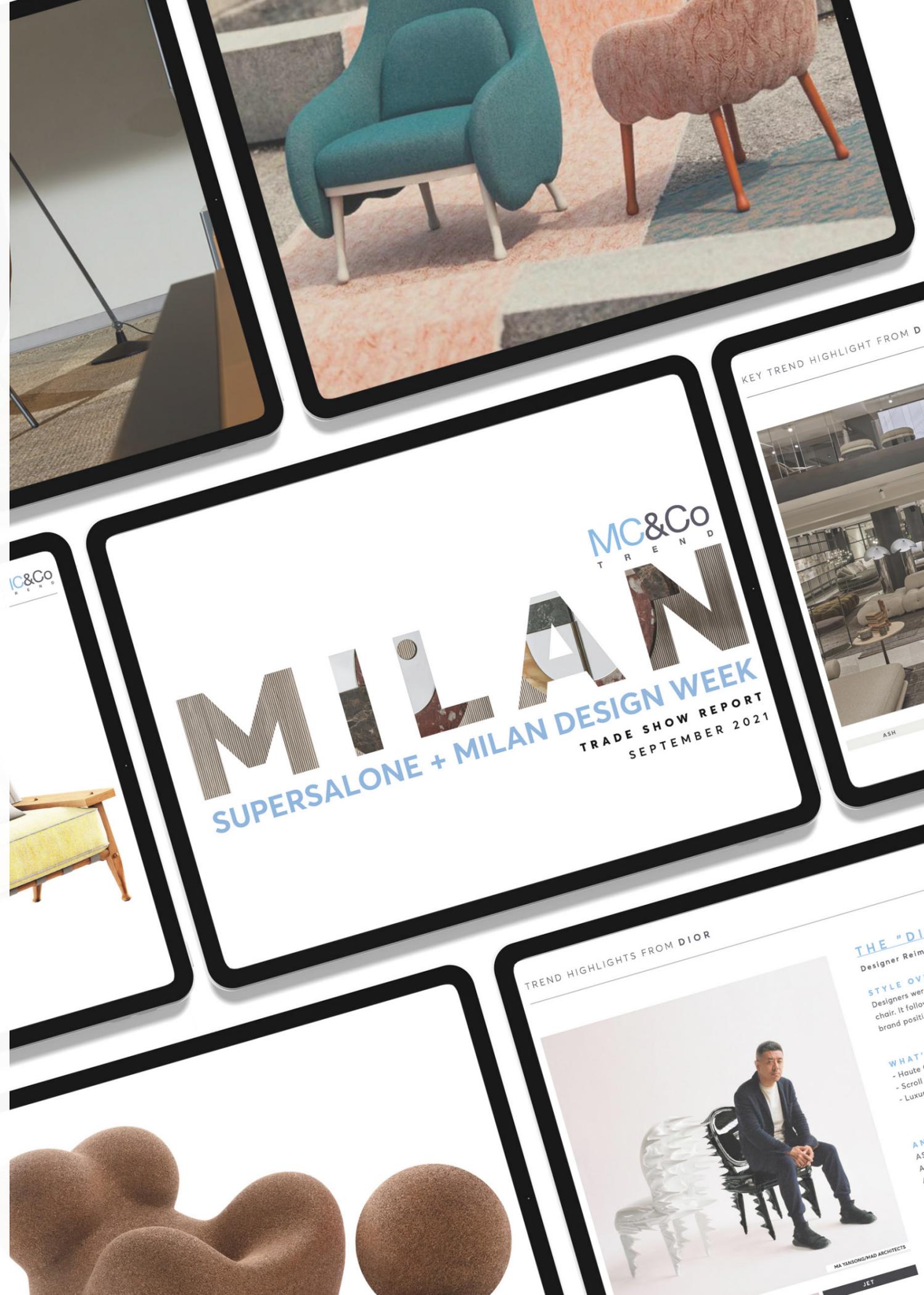
Each featured product is filtered through our Trend Intelligence System, that comes from more than 30 years' experience of unbiased trend research and forecasting. It provides high value results by looking at the 3 critical steps that will determine what will attract your specific customer to the trends presented.

As we aim to empower our clients and guide you to incorporate these trends into a way that works for your specific business.

What you'll receive:

- Over 120 pages with more than 450 stunning product images
- A clear Executive Summary — outlining the Macro trends
- A concise analysis of the top 40+ brands — the Micro trends
- All products are filtered by MC&Co's commercially centred Trend Intelligence process, where we forecast their market viability and velocity over the next 12-18 months
- Tap into a powerful, proven and intelligence Trend Reporting System.

[CLICK HERE TO GET YOUR COPY](#)



D-STUDIO

Milan is abuzz with a flurry of activity in the design world during this time. Whilst seen as a must-see destination for décor devotees, the latest addition to the city is most exciting. Renowned Design Holding launched its newest venture, a vast showroom space for furniture and lighting, combining various top design labels under one roof. Freshly opened during Milan Design Week, D Studio is already cementing itself as a landmark of the interiors scene.

It showcases celebrated designers B&B Italia, Maxalto, Azucena, Arclinea, Flos and Louis Poulsen in an inspired way, combining both Italian and Scandinavian pieces. Striving to create an emotional experience for all that visit, emphasising natural light via large windows, skylights, and a thoughtful layout.

What makes the showroom special is that it features brands' archive products. Thus, in the one space, a visitor has the opportunity to explore historical pieces whilst also revelling in more contemporary furniture. Or is gifted the chance to see iconic brand signatures redone and revitalised in a modern way.

Especially enchanting is the monochromatic Camaleonda armchair and sofa by Bellini situated in the epicentre of the studio. It's a re-issue of a B&B Italia classic design. First released in the 1970s in a brash, bold colour and leather material, it's now re-created with a modern twist. A calming neutral base tone was selected, exuding sophistication, in the same avant-garde form.

The reissue of designs from past with new interpretations is inspiring. We look forward to seeing more future design journeys and collaborations.

[See B et B Italia for more](#)



“ monochromatic
Camaleonda armchair
is the centrepiece



“ a must-see destination ”

THE SPOT 08

MC&Co Trend spot the most important pieces from leading designers each month. This month the focus is on top products from the recent Milan & Paris Design Fairs.



1

[Cristina Celestino](#)

Corolla Collection

Romantic and whimsical these Corolla armchairs are designed by Cristina Celestino for Billiani. The soft, harmonious shapes and combinations of contrasting colour are expressions of the New Euro mood.

In our trend reports we've been forecasting the emergence of scalloping and wavy edges. Here they are!



2

[India Mahdavi](#)

Dior Medallion Chair

As part of a special project artists were invited to re-invent the classic Dior Medallion chair. India Mahdavi's personal reinvention included vibrant hand embroidery, brimming with individuality and showcasing her passion for crafts.

Expect to see the return of the Dior Medallion chair and its many interpretations



3

[Janus et Cie and Philippe Starck](#)

Outdoor Lounge Collection

Inspired by nature and the African savannah, Serengeti is the newest outdoor collection designed by Phillippe Starck for JANUS et Cie. It elegantly presents craftsmanship with peg joinery. They're a departure from Starck's signature aesthetic, signalling the importance of these tones of yellow, green and orange in the trends.

Prepare to see more canopies appearing in outdoor furniture



4

[Cassina](#)

Soriana Sofa

The allure of curvy, radial forms continues with the Soriana sofa. An iconic 1970s piece that has been reissued by Cassina with a new modern update. It's now made entirely from recycled foam padding. What makes it special is its neutral palette with one pop of intense colour in line with the New Euro aesthetic.

Expect to see a bigger focus on sustainable materials



[101 Copenhagen](#)

Sumo Collection

A fun nod to the Japanese sport of Sumo, the voluminous vases designed by 101 Copenhagen come in unexpected shapes & sizes (double openings). Showing how playful elements can be mixed with a sophisticated monochromatic palette.

We've been forecasting a big rise in playfulness across all aesthetics. Here seen in a neutral colour palette.



[Faïencerie Georges](#)

Abyss Plates

The sparkling cobalt of the plates by Faïencerie Georges draws the eye towards the hand painted sea creatures swimming on their surface. Forming part of the Abyss collection, all are made in the brand's French workshop.

Expect to see playful elements added to all products.



[Ghislaine Garcin](#)

Maille & feutre cushions

Bespoke cushions by Ghislaine Garcin combine a contemporary approach to design with traditional craftsmanship. Both knitting (maille) and felt fibres (feutre) are used in the production creating a new unique material.

Be ready for a growing focus on artisanal crafts.



[Pols Potten](#)

Swirl Candles & Apple Tree Candle Holder

A collaboration between Pols Potten and Happy Village Interior, these striped taper candles are designed to put big smiles on faces. The bright contrasting colour combos also add to the fun.

We love the striped waxing of these candles. Expect to see more of these playful elements emerging.



—
September 2021
Issue

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— *[Pols Potten](#)*