

MC&Co

T R E N D

INSIGHTS & OBSERVATIONS

April '23

THE FUTURE IS GROUNDED

MAISON ET OBJET

Explore their theme of "Take Care"

EARTHY + GROUNDED

We dig deep into this Aspiration

BOUCLE - WHAT'S NEXT?

The Past, the Present and the Future

DISCOVER OUR
SIGNATURE SUITE
OF FORECASTS
FOR 2024-25

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“The Future is GROUNDED”

COVER, BACK COVER + THIS PAGE

[Six N Five](#)

Editor's Note

Welcome to our April '23 Insights and Observations newsletter. "The Future is Grounded", where we explore earthy yet designer conceptual expressions. The focus is on Grounded Aspirations - all about "Calm, soothing spaces".

We take a closer look at Maison et Objet's latest Fair, primarily around their "Take Care" theme. A theme that addresses the need for healthy, calming environments via design in a world experiencing real-time trauma.

Our Suite of Signature Forecasts is available. In them, we cover the Grounding Aspiration and what it means now and in the Future through Mood, Colour, Pattern, Material + Texture and Shape.

We are often asked, "What will happen with Boucle?". We scratch this question's surface by exploring the past, the now and what's next regarding this popular textile.

And, of course, we share our Top 8 from our recent Maison et Objet report with a Grounded lens.

We're excited to share our findings and hope you enjoy them!

Michael + Steve

01 TAKE CARE MAISON ET OBJET

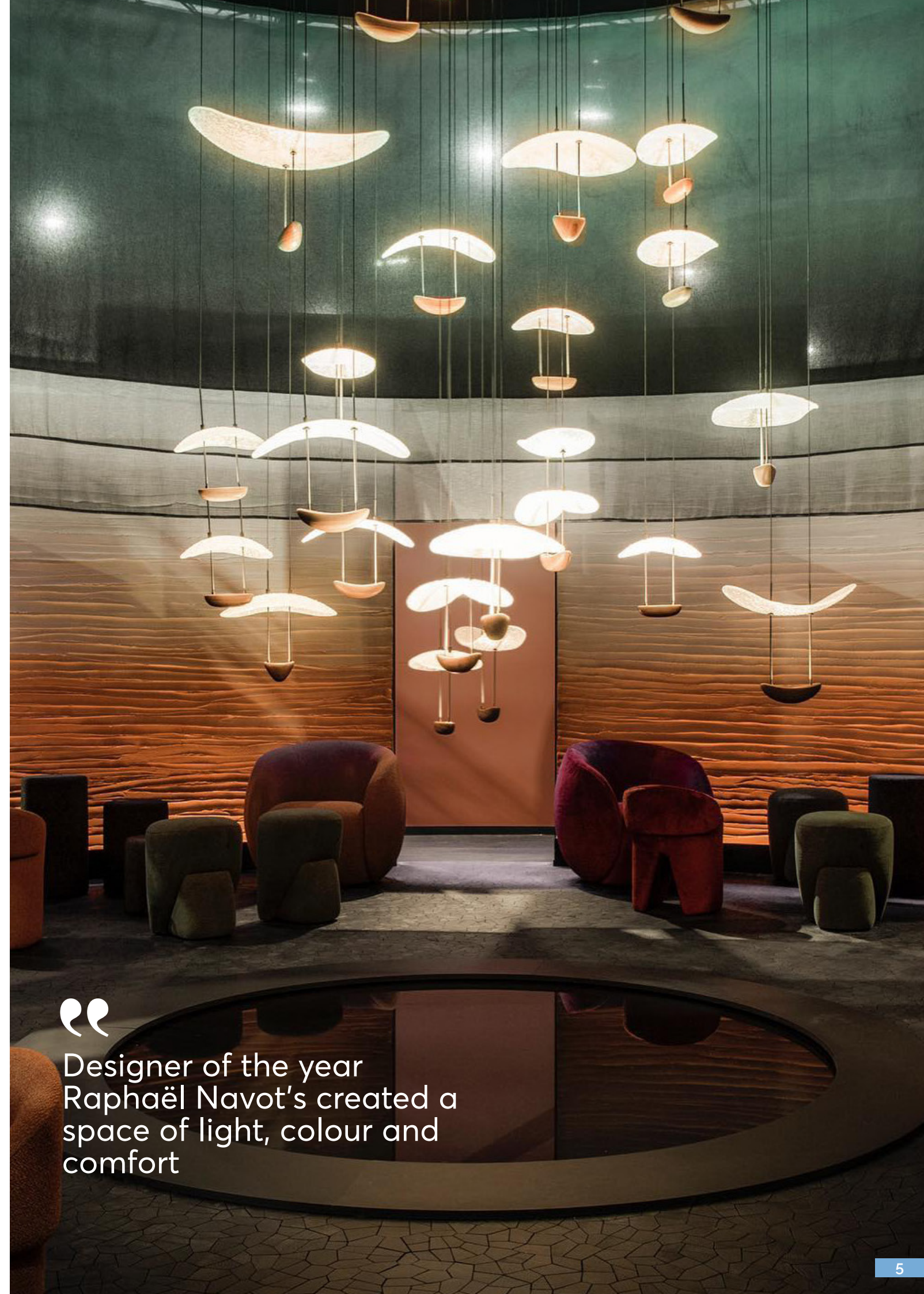
The theme for the 2023 Maison et Objet trade show is "Take Care," which aims to promote a more sustainable and responsible approach to design. This theme highlights the importance of caring for our planet, communities, and ourselves. It encourages designers to create products and solutions that are mindful of their environmental impact and promote well-being.

One of the key messages of "Take Care" is the importance of sustainable design. This theme means designing products with minimal environmental impact throughout their lifecycle, from sourcing materials to their disposal. Designers are now challenged to create products that are made from renewable or recycled materials, reduce waste, and can be easily disassembled or recycled at the end of their life, such as the chair by Andreu World x Starck.

Another aspect of the "Take Care" theme is the promotion of well-being. This includes designing products that contribute to the physical and mental health of the user. "Take Care" could include products that help people relax, such as more comfortable seating or lighting that mimics natural daylight (see the Bio Lux light).

Left: [Andreu World x Philippe Starck](#)

Right: [Bio Luxx](#)



Designer of the year
Raphaël Navot's created a
space of light, colour and
comfort

01

The "Take Care" theme encourages designers to care for their communities. This means considering the social impact of their designs and creating products that benefit people and society.

Designers are being challenged to create products that are accessible to everyone, regardless of their income or ability, and that promote inclusivity and diversity. This theme promotes a more responsible approach to design and encourages designers to use their skills and creativity to make a positive difference in the world.

Top Left: [Rock the Kasbah](#)

Top Right: [Homata](#)

Below Left: [Dome Deco](#)

Below Right: [Eichholtz](#)

Opposite Page: [Maison Matisse](#)



Maison
Matisse
embracing the
use of cork



MAISON ET OBJET JANUARY 2023 TREND REPORT OUT NOW

Our highly anticipated report of Maison et Objet January 2023 has arrived.

We explore the Fair's many halls for the notable 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 Paris into a clear, logical, and actionable presentation.

- Well over 200 pages with stunning product images
- A clear Executive Summary — outlining the Macro trends
- See their trends, speciality exhibits and highlights from Paris Design Week
- 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

[CLICK HERE FOR A
PREVIEW](#)

01



02 GROUNDED MOODS

The COVID-19 pandemic has significantly changed how we live, work, and interact with our environment. As people spend more time at home, they become increasingly interested in creating comfortable, welcoming, and nurturing spaces. The grounded aesthetic, emphasising natural materials and a connection to the earth, has become particularly appealing in this context.

Our Trend Intelligence sees the Grounded Aspiration as a reflection of a broader shift towards more mindful, holistic approaches to design. As people seek to balance the stresses of modern life with a sense of connection and purpose, many are turning to strategies that prioritise simplicity, sustainability, and authenticity. The grounded aesthetic fits perfectly into this mindset, offering a way to create spaces that feel grounded and connected to the natural world.

Left: [Jamie Bush + Co](#)
Top Right: [Mensuspace](#)

Below Left: [Urban Nature Culture](#)
Opposite Page: [Anduena Ademi](#)



Simplicity,
sustainability,
and
authenticity



02

In today's interiors, the grounded aesthetic is often seen in using natural materials, such as wood, stone, and hemp, as well as earthy colours like Buff, Taupe, and Pine green. Plants and greenery are used to bring life and energy into the space, while lighting is used to create warm and inviting atmospheres. This aesthetic is particularly well-suited to homes with a lot of natural light and views of the outdoors.

Looking towards the future, it is still being determined how the pandemic will continue to shape our lives and design preferences. However, the grounded aesthetic will likely continue to be popular as people seek out authentic, sustainable, and nurturing spaces. Designers and manufacturers will continue exploring new ways to incorporate natural materials and textures into their designs while incorporating new technologies and sustainable materials. Ultimately, the grounded aesthetic offers a way to create beautiful and meaningful spaces that help us feel connected to ourselves, each other, and the world around us.

Left: [Westelm](#)

Top Right: [Four Hands](#)

Below Right: [Crate + Barrel x Athena Calderone](#)

Opposite Page: [Sheena Murphy](#)



Earthy Buff
tones

MOOD

INTERIOR TRENDS

24-25 FORECAST

OUT NOW

Our latest Interior Trend Forecast for 2024/25. In our bi-annual forecast, we explore 26 inspiring yet commercial moods that cover both hemispheres' seasons. 230 digitally stunning pages.

Discover the key movements in the 6 emotionally driven Aspirational Segments and understand how to focus your community, fine-tune to an amazing aesthetic and understand the best timing to commercialise any concept.

- 230 pages of researched and qualified inspirational moods that give you a global holistic perspective of what's truly happening in the world of Interior design, furniture and home furnishings.
- A simple, clear and robust presentation that is commercially focused allowing you to easily identify which trend is right for your business.
- A detailed executive summary that gives you the macro trends in a quick snapshot.

[CLICK HERE FOR A
PREVIEW](#)

02



03

EARTHY COLOURS

Earthy grounded colours are a timeless and elegant choice for interior design, favoured for their ability to create a sense of warmth, comfort, and serenity. Inspired by the natural world, these tones are characterised by warm and muted hues of Nomad brown, Dark Tea green, and Fresh Beige. Earthy colours are a perfect way to bring a touch of the outdoors inside and create an inviting and welcoming atmosphere in any space.

The versatility of earthy grounded colours makes them a popular choice for various interior design styles, from rustic to modern. The colours pair well with natural materials such as wood, stone, and leather and can create a range of moods and atmospheres. From minimalist interiors to traditional and classic designs, earthy grounded colours offer a sophisticated and understated aesthetic.

Top Left: [Yakusha x Faina](#)

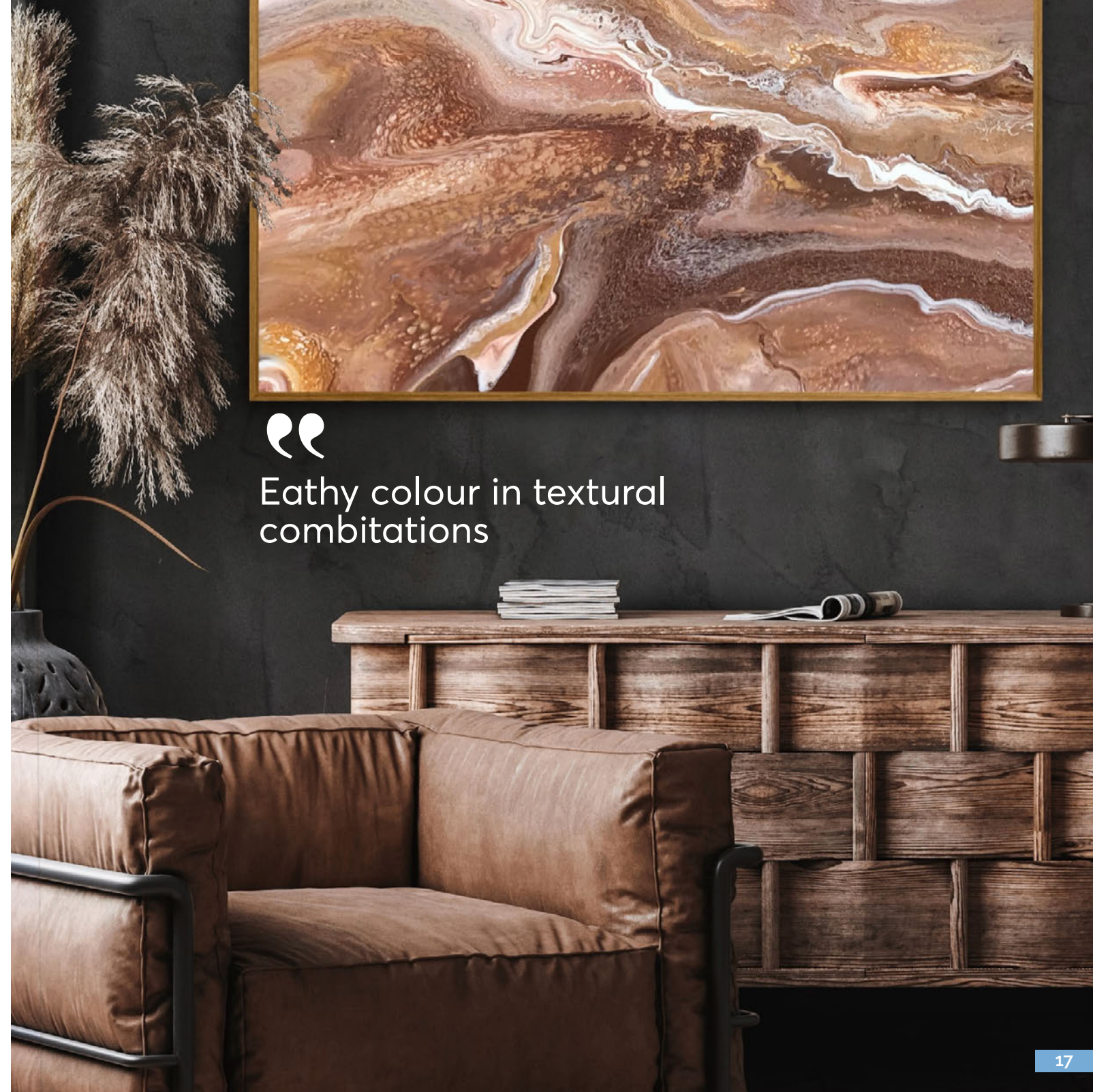
Below Left: [Zara Home](#)

Left Below: [Diamond Sofa](#)

Opposite Page: Mary Greswell



Earthy colour in textural combinations



Looking to the future, earthy, grounded colours are set to continue their popularity in interior design. As people become more environmentally conscious and seek to create a sense of balance and harmony in their living spaces, the natural hues of earthy tones offer a perfect solution. In a world where technology often dominates our lives, earthy, grounded colours provide a sense of calm and grounding, creating an oasis of peace and relaxation.

Earthy grounded colours are an enduring and versatile choice for interior design, prized for their natural beauty and understated elegance. These tones offer a range of possibilities for creating warm and welcoming spaces and will remain a favoured choice for years to come. Whether you want your clients to experience a warm retreat or a sleek contemporary space, earthy, grounded colours offer a perfect solution for any interior design scheme.

03

Top Left: [B et B Italia](#)

Below Left: [Daniel Boddam Studio](#)

Below Right: [Aman NYC](#)

Opposite Page: [CB2](#)



Grounded
sleek
contemporary
spaces



COLOUR INTERIOR TRENDS 24-25 FORECAST OUT NOW

We research, assess and forecast colour like no one else. This clear and commercially focused forecast provides you with everything you need to know to make the best colour choices for your brand and your customer. Save time and money with this breakthrough Trend Forecasting system.

- Over 100 pages of tonal inspiration through eight crucial colours make it simple to determine where your colour priorities are best focused for the coming seasons.
- Commercially focused information that clearly establishes which tones will be emerging and evolving in 2024/25.
- We provide over 216 tones with a holistic perspective, giving you unprecedented insight.
- Master palettes that direct you towards highly emotive colour alignment in how consumers approach their life through colour.

[CLICK HERE FOR A
PREVIEW](#)

06

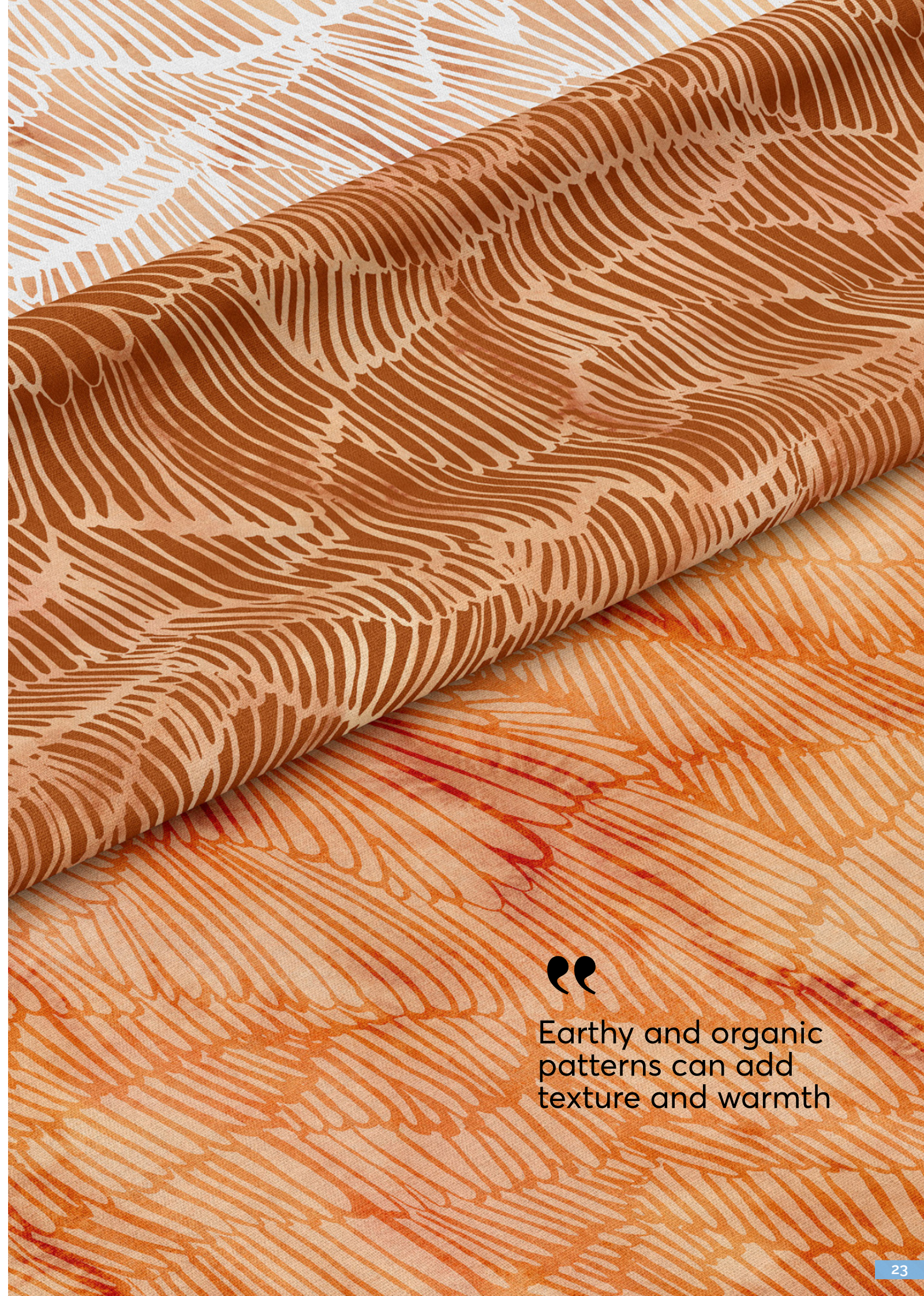
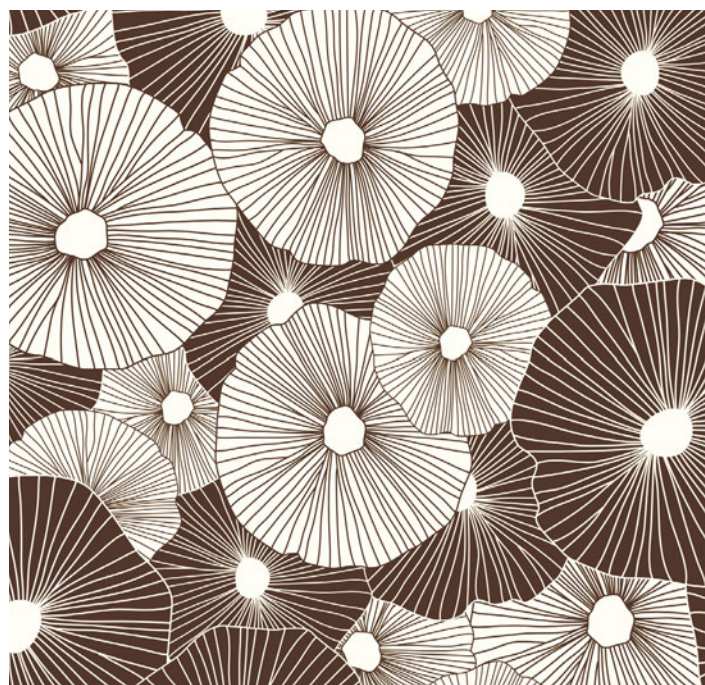


04 GROUNDED PATTERNS

Earthy and organic patterns have been a popular trend in interior design for quite some time, and it doesn't seem like they're going away anytime soon. These patterns offer a sense of grounding and calmness to any space, making them perfect for creating a peaceful oasis within your home. Whether you opt for a neutral, earthy colour palette or something bolder, these patterns can bring a touch of nature and serenity to your living space.

One way to incorporate earthy and organic patterns into a scheme is through the upholstery. Think natural materials like linen or cotton in muted colours or a statement piece in a bold print like floral or botanicals. Pair with solid-coloured accents for a balanced look. Similarly, rugs in earthy and organic patterns can add texture and warmth to a space, while curtains with these patterns can provide privacy while adding an element of nature.

Below: [Simons](#)



Earthy and organic patterns can add texture and warmth

04

Artwork is another way to express earthy and organic patterns. We expect prints or paintings featuring landscapes, leaves, flowers, or other natural elements will increase in popularity, and gallery walls with a mix of earthy and organic prints may strengthen.

Overall, earthy and organic patterns are a timeless trend that will continue to be commercially viable for some time!



Below: [Affrensch + Affrensch](#)
Opposite Page: [Papermint](#)



“Grounded, calming and connected to nature”

PATTERN

INTERIOR TRENDS

24-25 FORECAST

OUT NOW

Our pattern report offers 123 pages of inspiration focused on lifestyle needs with our Trend Intelligence System. with 8 categories of meaningful patterns across critical pattern structures. An easy-to-understand digital forecast will stir your design partners to create unique expressions.

- We categorise and explain why different patterns can be applied to other customers.
- Our System clearly explains where patterns can be applied to different emotional states and why this helps you lead in a robust and relatable aesthetic.
- We identify how patterns can best be used within your product range.
- We look at each pattern and explain their energy, opportunity and forecast for 12 – 18 months.
- We show you how different patterns work best with other structures and energy, which helps to create more market-responsive decisions.
- 92 Emerging Patterns: we explore Stripes, Checks, Animal & Skin, Geometrics, Abstract, Artisanal and more.

[CLICK HERE FOR A
PREVIEW](#)

06



05 BOUCLE PAST, NOW + NEXT

Boucle, a textured fabric made from loops of yarn, has a rich history, dating back to the early 20th century when it was first popularized by fashion designer Coco Chanel. Chanel used boucle fabric in her iconic Chanel suits, which became a symbol of timeless elegance and sophistication. Since then, boucle has become a staple in the fashion industry and is used in everything from clothing to furniture.

One notable example of boucle's use in furniture is the Gubi chair. The chair, designed in 1982 by Danish designer Gubi Olsen, features a curved, boucle-covered seat and backrest. Combining the sleek, modern lines of the chair with the soft, textured boucle fabric creates a unique and luxurious aesthetic.

Left: Coco Chanel
Opposite Page: [Gubi](#)
Below: [Eichholtz](#)



“

Pierre Paulin originally designed the Pacha Chair in 1975... with a comfort, curvaceous, and organic shape in boucle



05

Today, Boucle continues to be a popular choice for designers and homeowners alike. It has a tactile feel that adds warmth and texture to any space. Additionally, Boucle comes in various colours and patterns, making it a versatile choice for any design scheme.

Looking to the future, we'll see a resurgence in using earthy colours in boucle fabrics. As people become more interested in creating calming, organic spaces in their homes, earthy colours like greens, browns, and beiges will become more popular. These colours will complement Boucle's soft, textured feel, creating a relaxing and inviting atmosphere in any room. Whether used in a highback armchair or a plush sofa, Boucle will maintain its resurgence for some years..

Top Left: [Sella Concept](#)

Top Right: [Domkapa](#)

Below: [Robert Stilin](#)

Opposite Page: [Abigail Ahern](#)



MATERIAL + TEXTURE INTERIOR TRENDS

24-25 FORECAST OUT NOW

In this forecast, we explore The latest materials across 7 different material types but also provide a lifestyle focus that is both radical and practical. The report includes 168 material and texture inspirations across 7 trending categories to inspire your developments for the next 12-18 months.

- We categorise and explain why different materials & textures can be applied to other customers.
- We identify the emerging materials & textures and how they can best be used within your product range.
- We look at each shape and the energy, opportunity and forecast for 12 – 18 months.
- We show how different materials & textures work best with other structures and energy, which helps to create more market-responsive decisions.
- 7 explored important Material & Texture Categories for 2024/25
- Maintaining and emerging materials and textures such as Metal, Wood, Stone, Textile, Glass and more.

[CLICK HERE FOR A
PREVIEW](#)

06



06 GROUNDED SHAPES

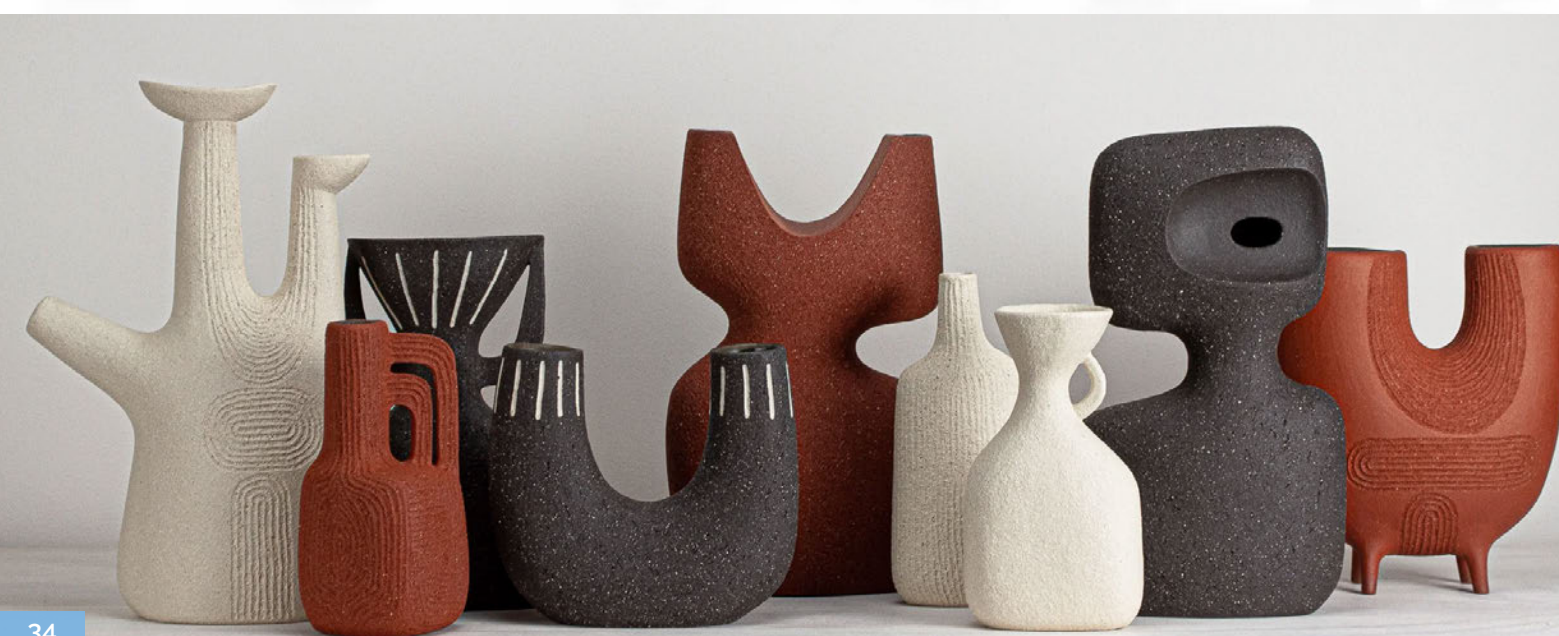
The use of grounded shapes in furniture and homewares has been a popular trend in recent years, and it's set to continue well into the future. The elements include organic shapes, non-binary shapes, and simple forms, which provide a sense of balance and harmony. They are perfect for creating a natural and calming home environment and can help develop an understanding of serenity and tranquillity.

Organic lines are a vital element of the grounded shapes trend, and they are prevalent in furniture and homewares made from natural materials. These shapes can include flowing curves, irregular lines, and asymmetrical forms, which create a sense of movement and fluidity in space. They can be used in various styles, from rustic to modern, and are perfect for creating a natural and organic feel.

Top Left: [Four Hands](#)

Below: [Clay Canoe](#)

Opposite Page: [Universal x Erinn Valencich](#)



Organic lines
are a vital
element

Non-binary shapes are also becoming increasingly popular in furniture and homewares design. These shapes include neither strictly masculine nor feminine forms and can be used to create a more inclusive and welcoming environment. Non-binary profiles are often simple and geometric and can develop a sense of balance and order in a space.

Finally, simple forms are a staple of the grounded shapes trend. These shapes include squares, circles, and triangles, which provide a sense of stability and solidity to a space. They are perfect for larger furniture pieces like sofas and tables and can create a sense of simplicity and elegance in an assortment.

Overall, using grounded shapes in furniture and homeware is an evolving movement. As designers continue experimenting with different forms and materials, we can expect to see various grounded shape furniture and homewares on the market.

Left: [Arteriors](#)

Right Images: [Tine K Home](#), [Noir](#)

Opposite Page: [Cafe Constance](#)



“

Forms that create a sense of movement

SHAPE

INTERIOR TRENDS

24-25 FORECAST

OUT NOW

Our 2024/25 Shape forecast reviews 14 different key shape types from Sofas to Drink ware. Over 500 Shapes including both emerging and evolving forms are provided to give you a holistic and informed overview of what will be important and commercial in the coming seasons.

We categorise and explain why different shapes can be applied to different customers.

- We explain where shapes can be applied to different emotional states and why this helps you lead in a strong, relatable aesthetic.
- We identify the emerging shapes and how they can best be used within your product range.
- We look at each shape and look at the energy, opportunity and forecast for 12 – 18 months out.
- How different shapes work best with different structures and energy which helps to create more market-responsive decisions.
- Over 500 maintaining and emerging shapes
- Important maintaining and emerging shapes within Furniture and Homewares.

[CLICK HERE FOR A
PREVIEW](#)

06



THE TOP 8

MC&Co Trend spotlights the key trends and design. This month the focus is on the grounded highlights from January's maison et Objet



1

IKEA x Sabine Marcelis

Ikea unveiled its entire collection with designer Sabine Marcelis. Called Varmblxt, this collaboration consists of twenty objects on the theme of light.

Look for the rise of "Circularity".



2

Maria Portugal Terracotta

Maria Portugal use Lemons, browns and off-whites that stand out. Tonal stories are created by mixing and matching.

Terracotta is back, paired with orange and yellow tones.



3

Cuorecartenito

What magic can be born from the humble cylinder and circle? Delightfully creative vases, each with a unique flair. Cuorecarpenito presents soft textured ceramics.

What's important to note? - The rough, rendered patina finishes.



4

Gervasoni

Gervasoni moves to a more grounded idea of interiors. Their muted palette of terracotta oranges and neutrals enhances the sense of calm.

Bold, ambitious forms will be important.



Portego

Featured in the M+O Trend hall this side table resembling an island, a circular surface stays on two massive cone legs. The colors become more intense descending toward the base.

Gradient hues are a key trend.



Rock the Kasbah

Rock The Kasbah shifted from its black-heavy products last year to the Summertime with crisp whites and sunshine yellows.

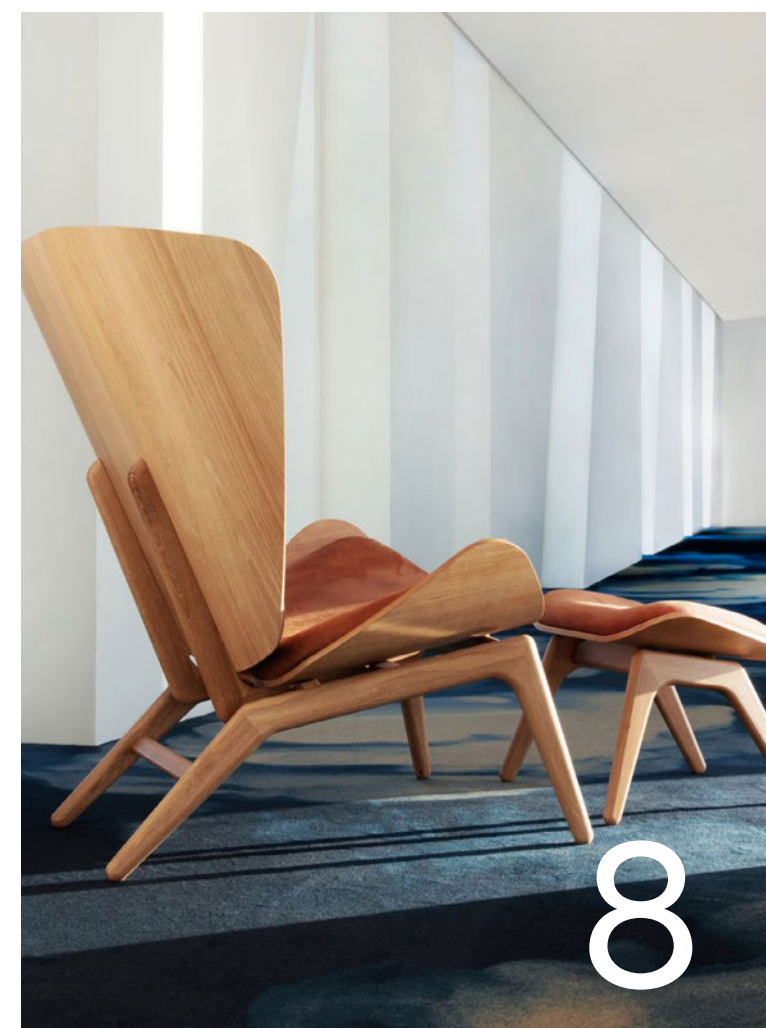
What's important here is the natural team with pops of colour.



Versmissen

Versmissen's products have evolved into a more grounded design story with a more soothing colour palette focusing on terracotta and orange.

Light terracotta with shapes that challenge the norm.



Umage

Umage makes wood the centre of attention. It's a continuation of the moulded plywood designs seen by Philippe Starck. These chairs celebrate rawness, form and sculpture.

Bent wood that fits together, naturally.



—
April 2023 Issue

MC&Co
T R E N D

