

MC&Co

T R E N D

INSIGHTS & OBSERVATIONS

October '22

THE ESCAPE ISSUE

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The New Coastal

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The Interior Designer of the Esme Hotel

03

NET NEUTRALITY

New Colour Directions

DISCOVER THE
LATEST
MAISON ET OBJET
REPORT

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“ The Aspiration for exotic locations

ON THE COVER

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Editor's Note

Welcome to our October '22 Insights and Observations newsletter. It's "The Escape Issue", where we metaphorically travel to faraway exotic locations through interior expressions. The focus is on the Escape Aspiration, that's all about "bringing my vacation home with me".

Aquatic references continue to be an important trend, so we take a closer look at the Aquatica aesthetic in our Mood Focus. It's a fresh, new interpretation of the coastal style that's highly commercial and features stunning colour palettes in two key approaches to life.

Our Designer Focus this month is on Jessica Schuster, who wowed us with her confident use of rich burgundy reds in the new Esme Hotel in Miami. It's an exciting example of Escape Aspirations and is beautifully feminine and unexpected.

We've been forecasting the rise of "new neutrals". For inspiration, we show how this versatile palette can be used with the Aquatica and Hideaway moods. And maybe even for your brand.

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

Michael

01 AQUATICA

THE NEW COASTAL

Fresh, new interpretations of the always-popular coastal style are here. Sophisticated and self-assured, the Aquatica mood is a contemporary take on coastal that's highly commercially viable and versatile. The perspective moves away from more traditional nautical themes to focus on the real inspiration behind the essence of nature.

The colour palette honours the sea, sand and surf. Sandy-coloured neutrals and shell-inspired whites balance out the deep blues and create a calming design story. Sea life motifs such as corals, starfish and clams are also essential.

Discover more in our [Moods Interior Trend Forecast L23-E25](#)



Top Left: [Anthropologie](#)

Top Center: [Deidre Dyson](#)

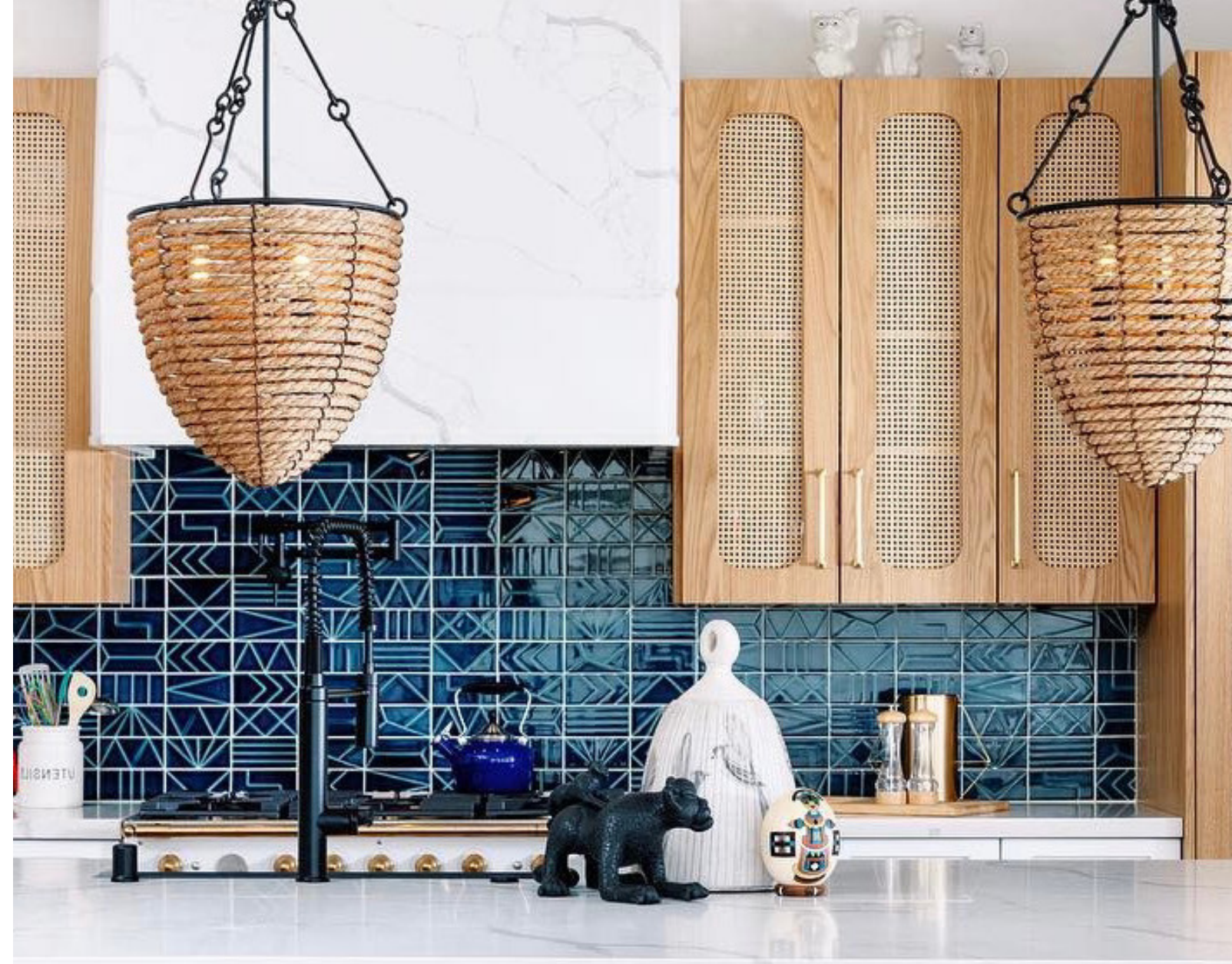
Below: [Ralph Lauren Home](#)



Top Right: [Arteriors](#)

Below Right: [Anthropologie](#)

Opposite Page: [Arteriors](#)



sandy-coloured
neutrals balance
tonal blues

01

Our oceans are the essential inspiration that reflect the colour t in the Aquatica mood, with whites, blues, natural oaks and leathers all a feature. Deep-sea blues like Midnight provide a grounding foundation to the palette.

The stunning artwork and wallpaper deliver ombre-like snapshots of aquatic elements. Its reflective finishes and tonal gradients reference foamy waves and the glistening ocean.

Artisanal tableware, textures and seagrass details help contribute to the holiday feeling and transport the natural world indoors.

Top Left: [Vanessa Mitriani](#)

Top Right: [Florence Lemoine](#)

Blow Left: [Casafina](#)

Below Right: [Thibaut](#)

Opposite Page: [Pottery Barn](#)



“murky, deep-sea blues ground the palette”

01

AQUATICA

DISCIPLINED BLUES

For inspiration on how the Aquatica mood can be interpreted within the Disciplined Approach to Life, we've looked to our Colour Report. These blues represent mature energy and masculine attitude and are paired with linear structures that give an edge to easy long summer days by the coast.

We've combined the emerging new Disciplined blue Viking with the other disciplined greys to show how to embody the Aquatica mood with balanced sophistication. Sliced agate and fluid geometrics give a feeling of the sparkling ocean.

Discover more in our [Colour Interior Trend Report L23-E25](#)

DISCIPLINED BLUES L23/E25

MC&Co
T R E N DSTEEL
ENDURING
ACCENTVIKING
EMERGING
COREDENIM
ENDURING
COREYALE
EMERGING
ACCENTADMIRAL
EMERGING
ACCENTTZAR BLUE
EVOLVING
ACCENT

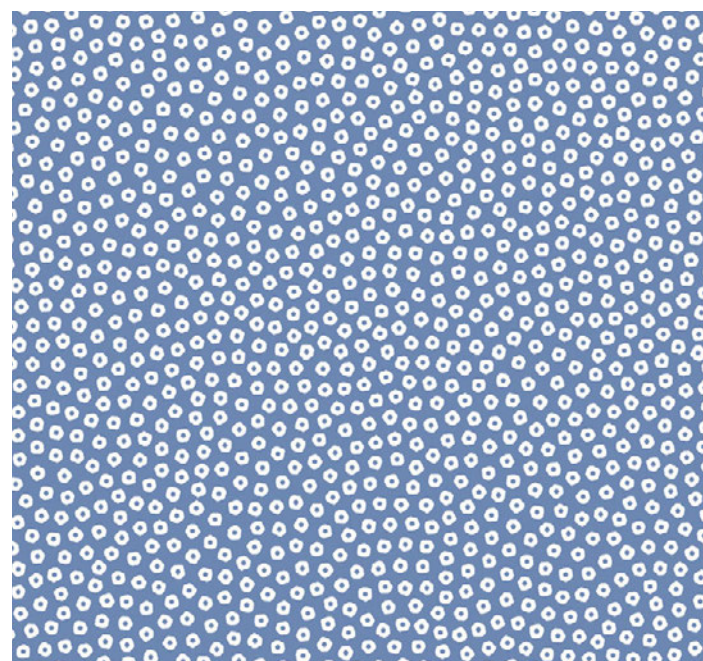
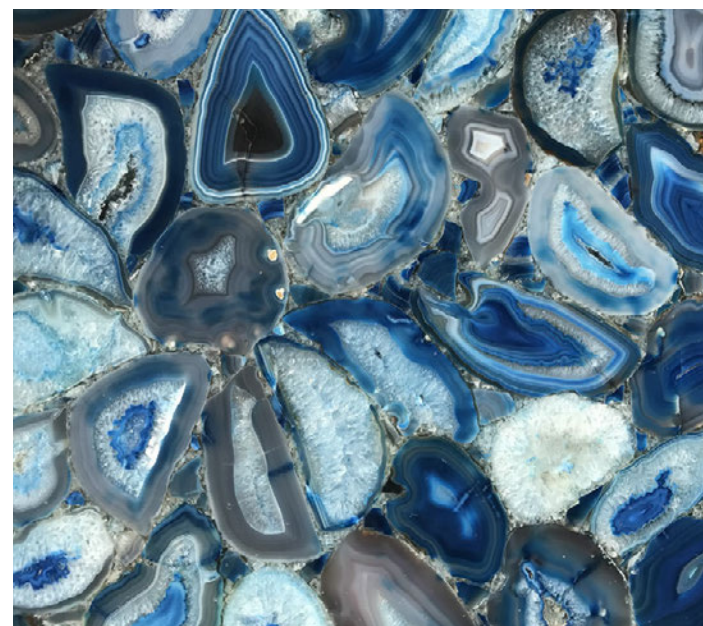
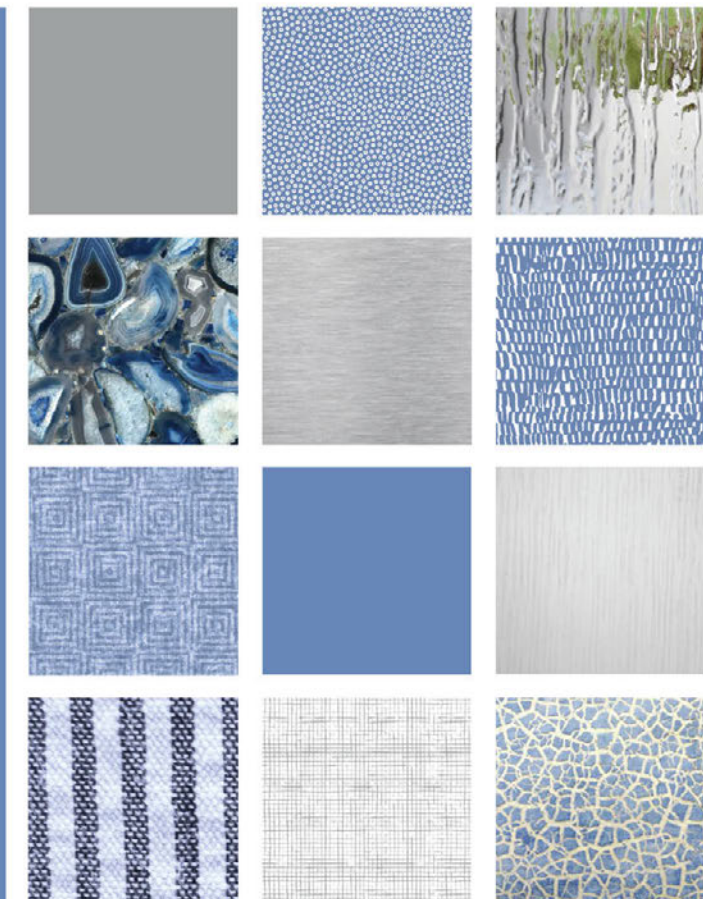
Top: Westelm, Vitoria X Tom Dixon
Bottom: ZZ Architects

DISCIPLINED INSPIRATIONS L23 | E25

MC&Co
T R E N DSNOW
ENDURING
COREVIKING
EMERGING
COREOSCAR
EMERGING
CORE

Waters Edge

“
Brushed Stainless Steel is softened with Seersucker and micro prints. Rain Glass and Blue Agate dance with crackle glazes to deliver a soft, Disciplined midsummer performance.”

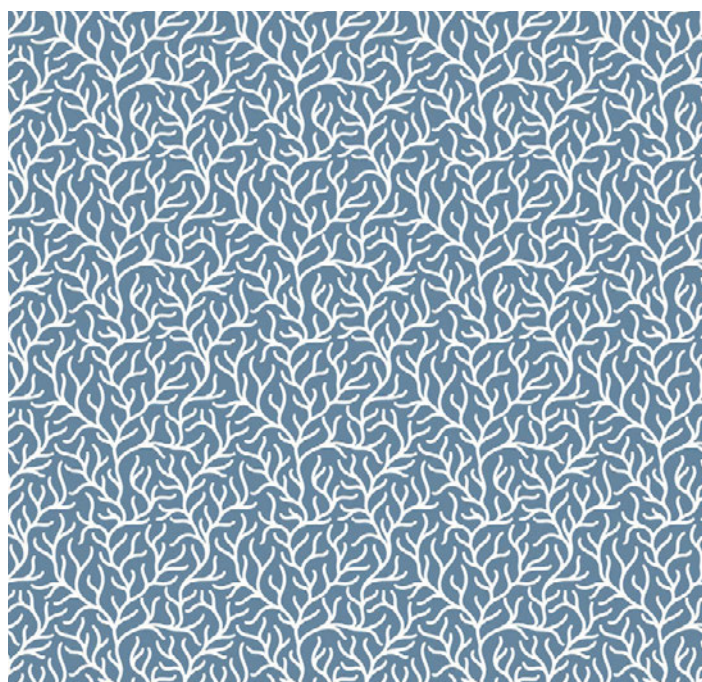
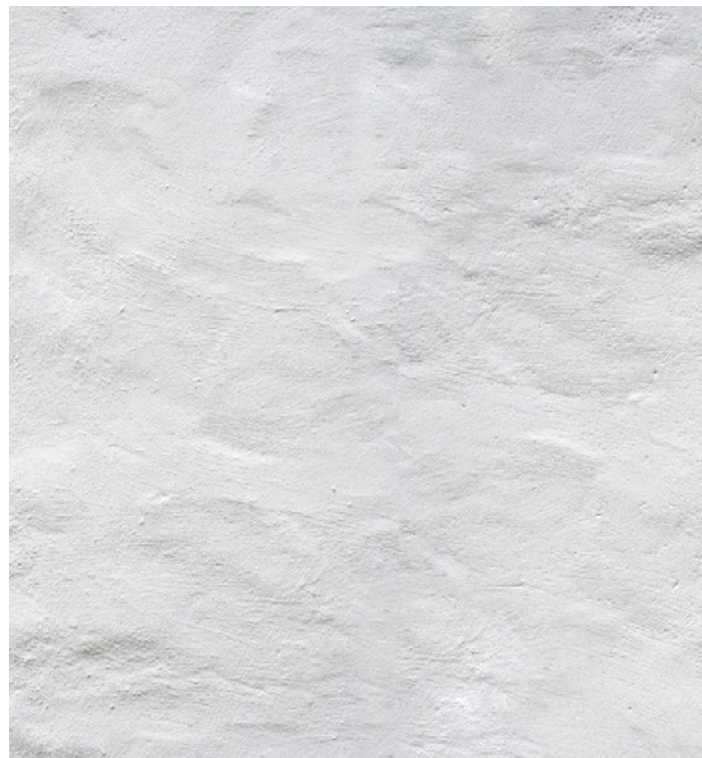


01

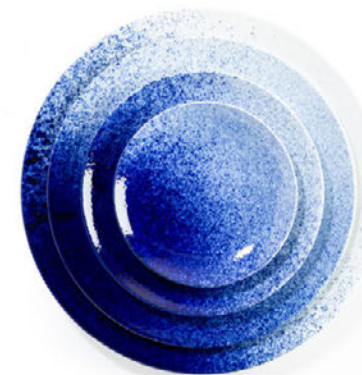
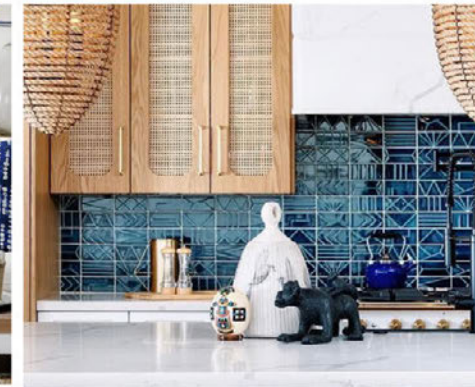
AQUATICA
ACCOMPLISHED BLUES

Aquatica can be also interpreted using tones within the Accomplished Approach to Life. There's a softer, pared-back feeling to the accomplished blues in contrast to the disciplined tones shown on the previous page. Olympia and Celestial are the new emerging accents that deliver subtle impact.

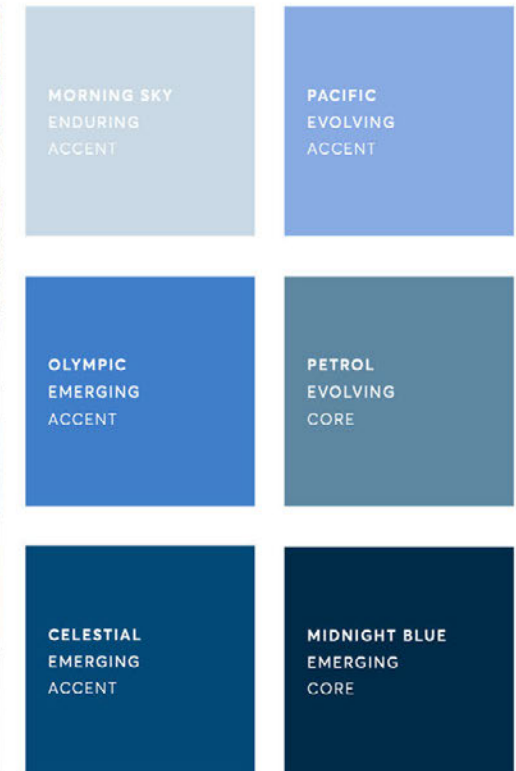
Accomplished blues are paired with greys and whites and accented with Kohl black. The theme has a refined, feminine feeling with curvilinear shapes and stucco, coral and Ikat details.



ACCOMPLISHED BLUES L23/E25



Top: Ideal Home, Antieriors
Bottom: Non Sans Raison



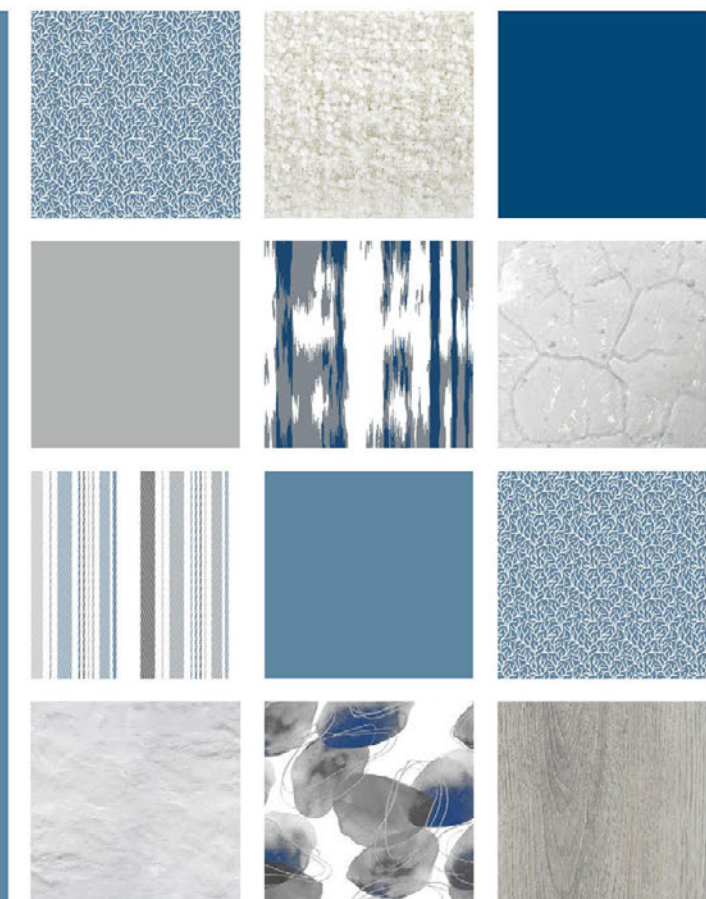
ACCOMPLISHED INSPIRATIONS L23 | E25



Ocean Dew

Petrol and celestial Blue create an early morning dark dawn value to this soft winter palette. Cool and Minx grey allow a calmed scenario. Coral and Sealife patterns contrast with Ikat inspiration and graduated stripes.

Boucle, Stucco and Limewash add a sophisticated coastal element.



JESSICA SCHUSTER + THE ESME HOTEL

Walking the line between the familiar and the unusual, New York City-based designer Jessica Schuster creates beautiful spaces. We're always interested in what's happening with design in Miami, and the new Esme Hotel designed by Schuster doesn't disappoint.

Brimming with St. Tropez references and sunshine fun, the hotel's exteriors are very European in their feeling. Schuster says the aim was to decorate in a way that spoke to the Mediterranean culture of Miami. Scalloping, bold stripes and superb use of colour are standouts.

There's an exciting juxtaposition between the hotel's indoor and outdoor spaces. Reflecting very different styles, they're all tied together harmoniously with the colour palette. Rich burgundy reds are the key.

Discover more about the Esme Hotel: [here](#)



 bold stripes
and rich
burgundy
reds

Nostalgia and romanticism are turned up sky-high in the Esme Hotel's indoor spaces that exude a sense of "bohemian grandeur" with a mature and feminine twist. Colours from the exterior emerge again in the inside rooms to continue the thrilling red story.

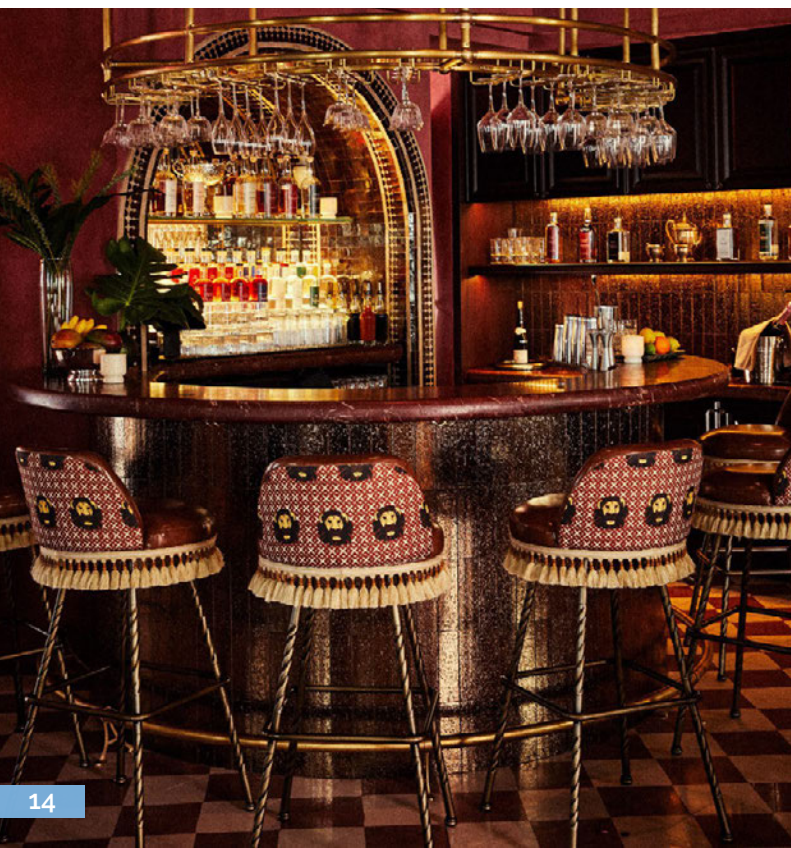
The intoxicating deep brown reds, decadent furnishings and patterned ceramic tiles speak to the Bouge Hotel mood from our trend forecast. It's a highly accepted aesthetic that we expect to be reinterpreted in a broader commercial way.

Discover more about Jessica Schuster: [here](#)

Discover more in our [Moods Interior Trend Forecast L23-E25](#)

02

“
bohemian
grandeur



03 HIDEAWAY

A NEW NEUTRAL ESCAPE

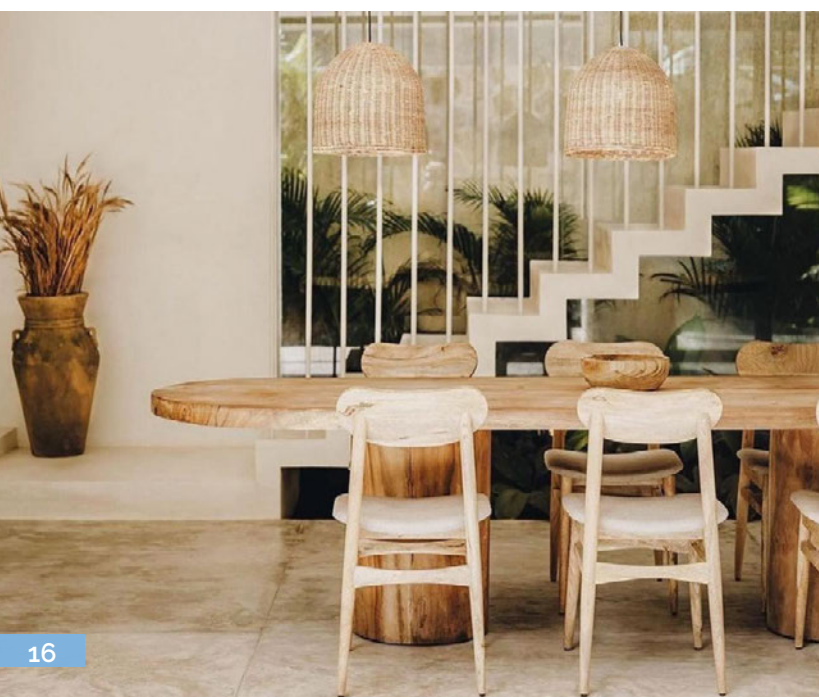
Travelling to an island or a desert oasis is the essence of the Hideaway mood, and it is another example of a highly commercial Escape mood. The style has evolved from stark and glaring white-on-white to a softer, more neutral colour palette. Pops of the colour of the moment, blood orange, add freshness and create a sense of pure relaxation.

Loose cover upholstery, string lampshades and robust structures are essential elements and contribute to the welcoming atmosphere of the interiors. Tribal nuances and Navajo inspirations are intertwined to create an eclectic aesthetic whose origin is a mystery.

Discover more in our [Moods Interior Trend Forecast E23-L25](#)



Loose cover upholstery and Navajo inspirations



03

Seen in Europe, America and South East Asia, the Hideaway mood is receiving widespread global uptake worldwide. Wherever the destination, you can always identify it by its signature relaxed resort feeling.

There's a celebration of nature and an emphasis on connecting the indoors with the outdoors. Plant life accents, patina finishes, wicker, and cane turn the spotlight on the natural world.

Radial shapes emerge in mirrors and shadow box shelving and deliver a feminine attitude.



an earthier, softer, more neutral colour palette emerges



Top Left + Below Right: [Joss + Main](#)
Top Right: [Homata](#)

Below Left: [The Young Villas](#)
Opposite Page: [Kettal](#)



03 NET NEUTRALITY

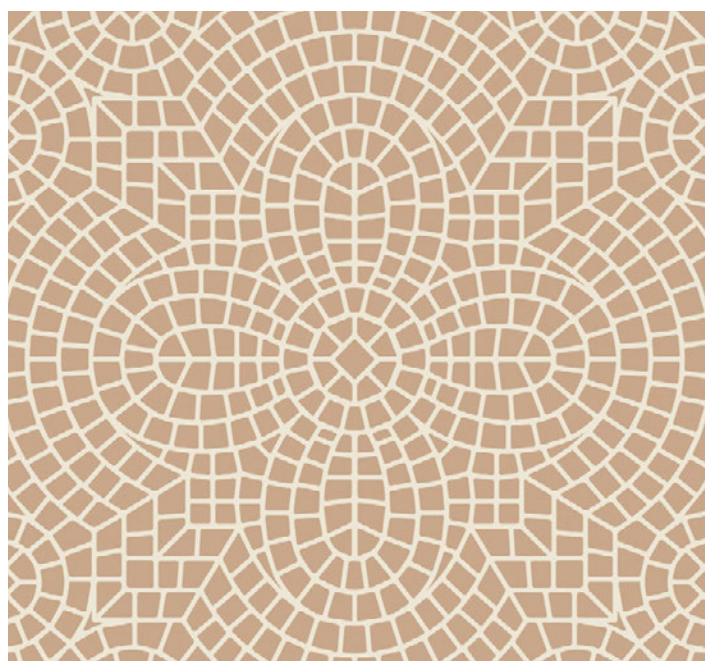
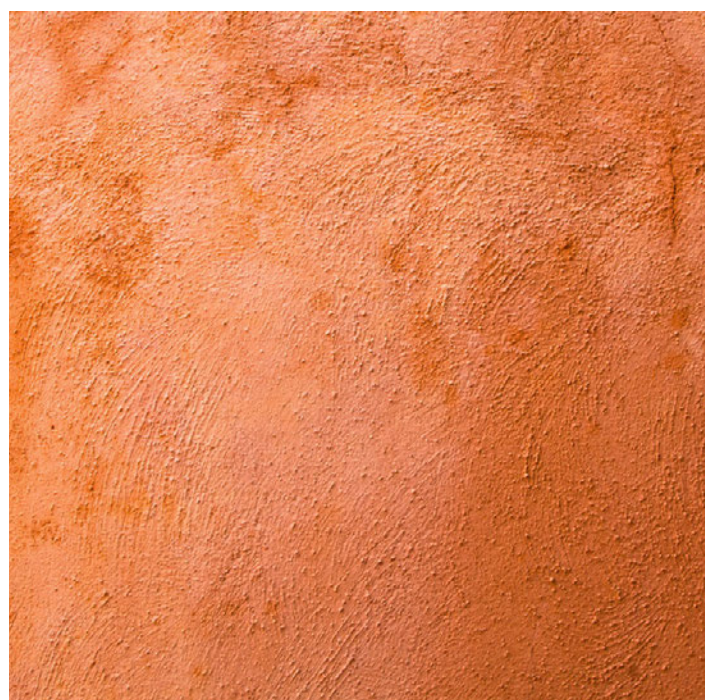
OPTIMISTIC NEUTRALS

Neutrals are the definition of versatility. Here we've shown an example of an optimistic take on a neutral palette.

Feminine and youthful, the Optimistic neutrals are Pearl, Early Tan, Cedar, Cassia, Sumac and Mocha, pair with 70s graphics and Bodrum tile inspirations. Challenging patterns match a robust and bright palette filled with copper and terracotta.

With Optimistic Inspirations, there's a narrower range of tones to deliver optimistic drama.

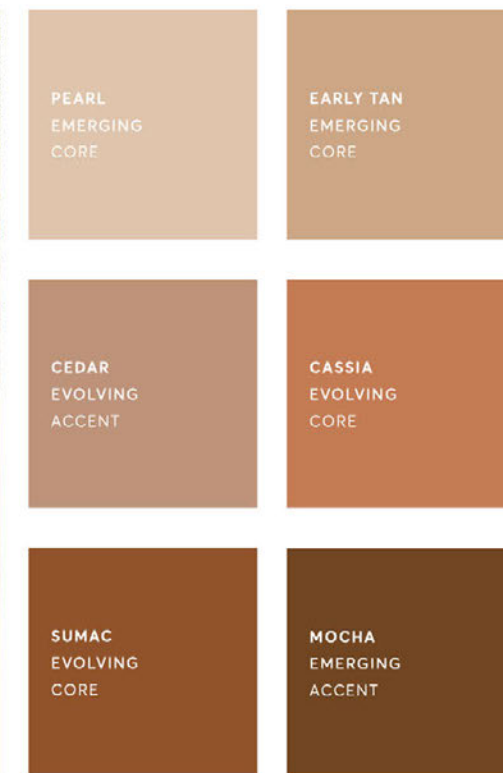
Discover more in our [Colour Interior Trend Report L23-E25](#)



OPTIMISTIC NEUTRALS L23/E25



Top: Anthropologie, Jaime Hayon, The Standard, BK
Bottom: Homat



OPTIMISTIC INSPIRATIONS L23 | E25



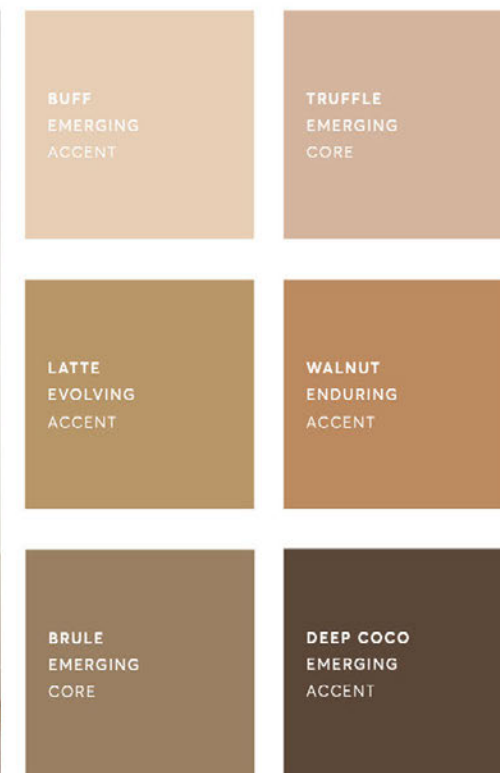
03 NET NEUTRALITY

ACCOMPLISHED NEUTRALS

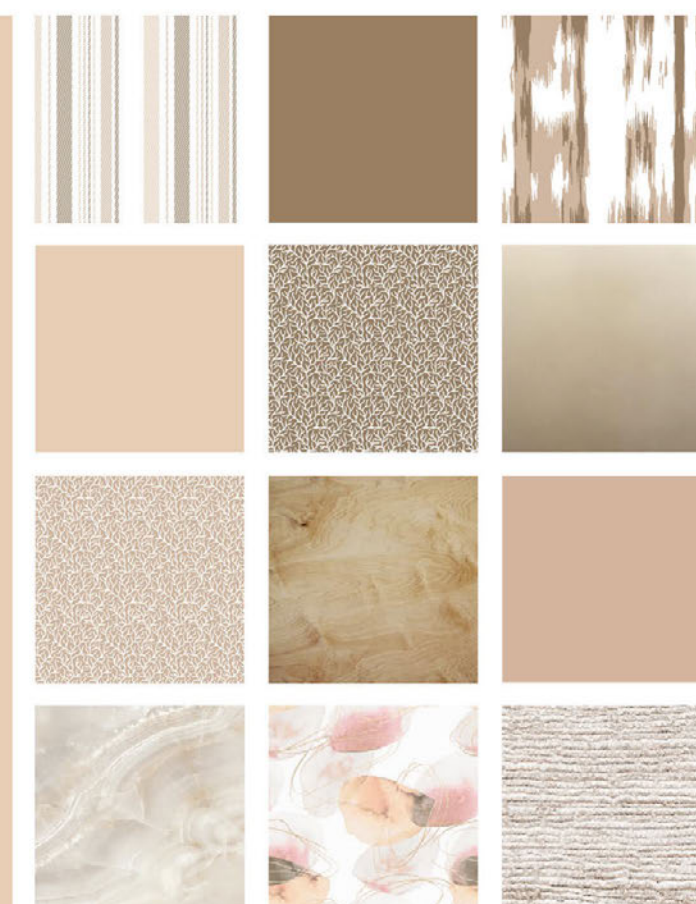
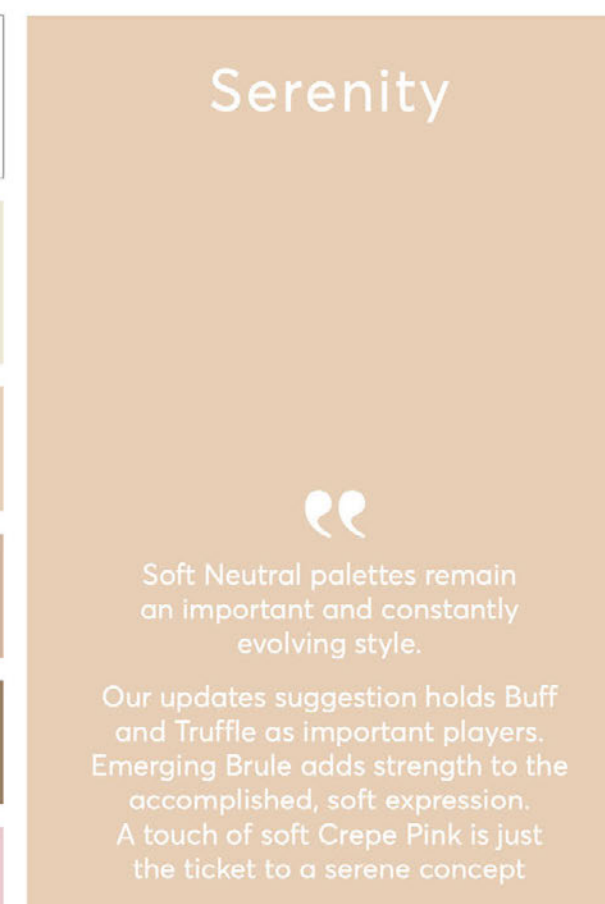
A neutral palette can look very different based on the Approach to Life it speaks to. Here we've shown an example of an accomplished interpretation of neutrals.

Mature and feminine, the Accomplished neutrals are Buff, Truffle, Latte, Walnut, Brule and Deep Coco. We've paired them with Ikat prints, soft alabasters, birch and hints of pink.

There's more variety in tones compared to the Optimistic palette to deliver a feeling of pared-back sophistication.



Top: Mindy Gaynes, Kasey Musgraves Home, Lindsay Rhodes
Bottom: Greg Natale



04 THE COLOUR RECAP

We recently held two master classes on Extending the Colour Spectrum and what it means for the future of interior schemes. With a global panel of colour experts, the discussion panel explored three crucial colour directions.

- Commercial Originality
- Net Neutrality
- High Colour

If you missed this industry-leading event, there are recordings available. We hope you enjoy the presentations.

Watch the replay here for the USA webinar [here](#)
Watch the replay here for the AUST webinar [here](#)

COMMERCIAL ORIGINALITY

The opportunity to be colour unique in an increasingly homogenized world



MC&Co



NET NEUTRALITY



MC&Co
TRENDS

Nainoa

HIGH COLOUR



MC&Co
TRENDS

Elizabeth Leriche @ M+O Sept '22

MAISON ET OBJET SEPTEMBER 2022

Maison et Objet is one of the globe's most influential design events and one that we cover with intense scrutiny. Our Maison et Objet trade fair report is now available.

This report contains over 250 pages of detailed research and is full of inspirations, confirmations and actionable interpretations that every professional designer needs to know.

Discover more in our [Maison et Objet September Trend Report 2022](#)

Top Images: [Serax](#), [Broste](#), [Silk-ka](#)

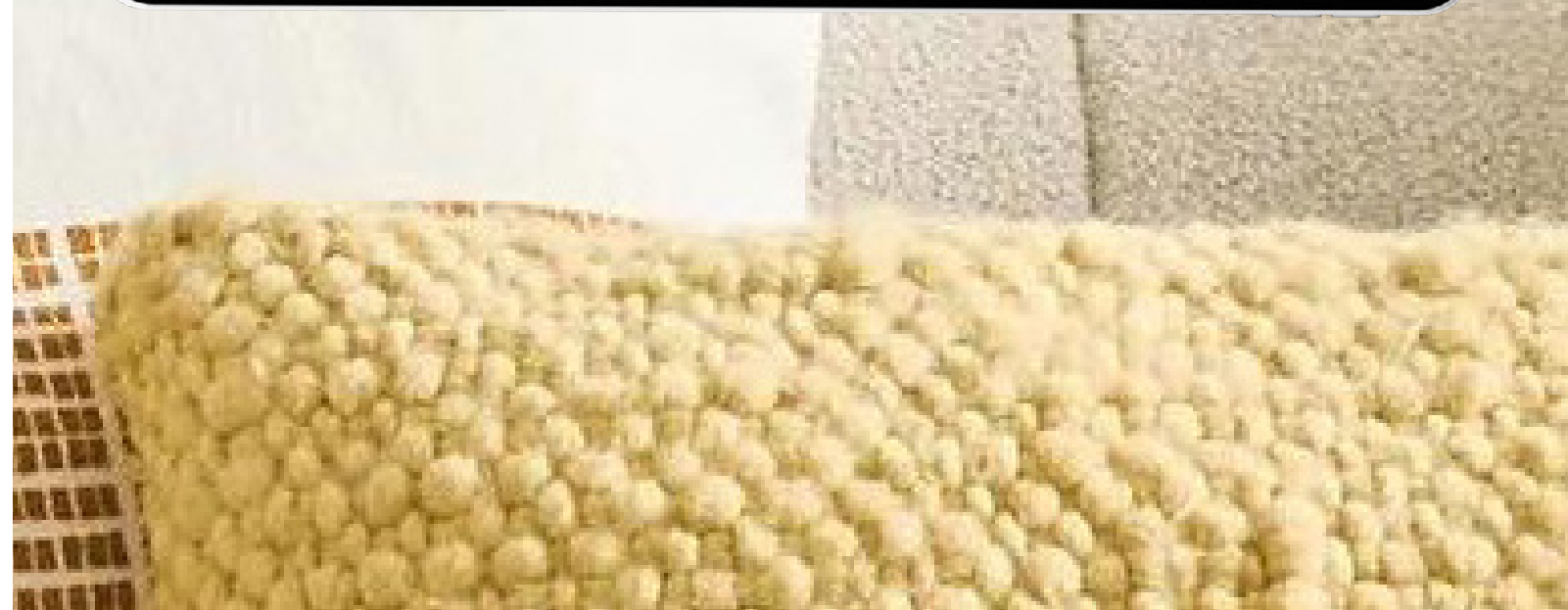
Bottom Images: [Klevering](#), [Kapka](#), [Cor Unum](#)

Opposite (Cover Image): [Urban Nature Culture Amsterdam](#)



“The most comprehensive Trade Fair review I have ever seen. Simply outstanding.”

CEO - Furniture Retailer



MOOD INTERIOR TRENDS FORECAST L23-E25 OUT NOW

Every season, the MC&Co Trend team review over 30,00 images from around the globe to assess and establish the critical movements of consumer Aspirations and how they relate to interior aesthetics. Based on a proven, scientific approach, the MC&Co Trend Intelligence system considers much more than just emerging, short-term trends. This forecast explains the crucial evolutions within established, market-responsive styles. The Mood forecast for late 2023 to early 2025 provides detailed research for all design professionals to consider and adopt as appropriate. It's the "mothership" of all our forecasts.

Discover more in our [Moods Interior Trends Forecast L23-E25](#)

Opposite (Cover Image):

[Alexander Shevchenko](#)



WOW, this keeps me informed of everything and directs me to what's best for my business.

Buyer - Lighting Distributor



COLOUR INTERIOR TRENDS

FORECAST L23-E25

NOW AVAILABLE

Interior Colour is a most passionate subject for design professionals. Our Colour Forecasts are released two times each year and constantly evolve - as does colour. The MC&Co Trend Intelligence system provides detailed and, more importantly, heavily research colour suggestions across hundreds of essential tones. This is not your usual colour forecast; it is an entirely new way for you to confidently consider your colour direction for the coming seasons.

Discover the key trends and how to integrate them into your business with our [Colour Interior Trends Forecast L23-E25](#)



I've never thought of colour this way.
This is revolutionary.

Partner - Major Architectural Practice



THE TOP 08

MC&Co Trend spotlights the key trends from leading designers each month. This month the focus is on the mood Aquatica.



1

Ethimo

Presented in Milan, the Costiera+Baia collection by Ethimo reinvents a previous upholstery classic. Bold stripes play on traditional nautical themes and are yacht inspired. Strong, wide arms on the sofa deliver a compelling contrast to the print.

Bold interpretations of stripes will continue to emerge.



2

Arteriors

Delightful, winding curves are a feature of the Meadow Cocktail Table by Arteriors. The styling is exciting, mixing organic forms with natural rope material and juxtaposing it with a highly geometric bowl. Concentric lines layered on each other also seem to reference sedimentary rocks.

Organic forms are still important.



3

Tine K Home

Danish design and interior company Tine K Home's new Viva Autumn/Winter 2022 collection is a lesson in the new neutrals we've been forecasting. Honest materials, earthy palettes and Patina walls produce a calming impact.

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



4

Belize Mar

Presented in Paris, Belize Mar's newest collection delivers a Mediterranean feeling. Shadowbox shelving featured prominently and is emerging in both functional and non-functional areas. These fluid shelves add a sculptural element to furnishings.

Organic shadow boxes are emerging with a high velocity.



5



6

Non Sans Raison

The Magma Blue Gradation plates by Non-Sans Raison are a perfect example of how aquatic themes emerge on high-end dinnerware. Inspired by the ocean, its ombre-speckled glazes are returning in new ways.

Aquatic inspirations are a key trend that we've been forecasting.

Deidre Dyson

"All at Sea" is the new collection by contemporary rug company Deidre Dyson that honours all things oceanic. Delightfully fluid, the Golden Glints rug conjures feelings of sparkling water when the sun is low.

What's important here is the feeling of reflectivity of the rug pattern.



7

Florence Lemoine

Glass art and sculpture master Florence Lemoine pairs artistry with a stunning colour palette. Exquisitely delicate, the glass lighting honours and celebrates sea life and the tones from the ocean's depths.

Crustaceans, shells and cuttlefish can all be beautiful inspirations for lighting.



8

Riccocaprese

Italian fragrance company Ricciocaprese injects festive fun into diffusers with ceramic sea anemone motifs. It's a playful surprise that effortlessly blends design with function. The aquatic inspirations don't end there, with coral engraved onto the bottle.

References to sea anemone shapes are watch-worthy.



—
October 2022 Issue

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T R E N D



— [Dedon](#)