

INTERIOR DESIGN REPORT

Industry Trends and Strategies for Growth Report 2023

TREND. 23/24

Brought to you by:

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FOREWORD

The once humble home is now a multitasking hub of work, play, relaxation and entertainment.

With almost everything available at the touch of a button and a shift towards more moderate lifestyles during the cost of living crisis, there's a renewed incentive to stay in and revel in the comfort of home.

Spending more time at home is driving us to create environments that cater to our emotional needs, now seen as equally important as functionality. Prioritising joy and wellness are fundamental in our decisions for the home, but we'll still look to create homes that reflect who we are – or the person we want to be.

Sustainability is still a hot topic, and it's not just about slowing down the furniture cycle. Technology is being used in new and interesting ways to build a better world and DIY-ers will continue to refresh and revitalise existing interiors with the latest upcycling methods.

Throw away furniture and decor are becoming a thing of the past, as we lean heavily towards meaningful, unique objects and sustainable collections to express our individualism. Expect bold colours and unusual designs, inspiring consumers to have a bit of fun with interiors.

THE HOME OF TRENDS

At Ride Shotgun we constantly keep new consumer behaviour in our side mirror. Producing fresh and fearless strategy, creative and content that's relevant to our target market. And we want you along for the ride.

For our 2023 Interior Trend Report we've gathered industry insight and tapped into our stylists' expertise to bring you the latest looks for 2023 and 2024.

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CONFIDENT COLOUR

The bold, vibrant colours of the year can be used in a complementary scheme, or as accents against calmer neutrals.

Jewel tones are also set to make an impact, with aubergine providing an alternative to the more polarising reds.





“Our key colours for A/W 24/25 reflect the need for stability, escapism and restoration. As consumers remain sensitive and cautious about the future, there is a need for colours to do more and we see shades that offer stability and reassurance.”

Clare Smith, Colour Strategist for leading trend forecasters WGSN

On first look, there appears to be conflicting thoughts around the colours we’re sure to love in 2023 and beyond.

Some predictions suggest we’ll gravitate towards calming neutrals, such as Dulux colour of the year Wild Wonder. Then there are those who believe bright and bold colours will make their way into our homes, like Pantone’s Viva Magenta and Benjamin Moore’s Raspberry Blush.

However, these trend predictions are in fact more similar than you may think. Both approaches are rooted in self care, as we use our homes as an escape from external factors... Whether we look to create a calm and serene environment, or one filled with joy and optimism. And there’s nothing to say you can’t have a bit of both!



Image: Ride Shotgun

SUNSET SERENITY

As we continue to seek out ways to bring joy and calm into our homes, we're turning to shades grounded in joy and optimism. This year, sunset hues are making a huge impact on our design decisions.

Trend forecasters WGSN have chosen Apricot Crush as a key colour for A/W 23/24, bringing a warming luminosity to interior design, both indoors and outside. This soft yet vibrant orange tone also calls to mind the nutritional properties of vitamin and antioxidant-rich oranges and apricots, which will nourish our homes with a zesty warmth.

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JEEPERS CREEPERS, THE 70S ARE BACK



*“70’s decor was colourful,
eclectic and optimistic
which is just what our
interiors need right now!”*

*Jules Garon, Creative Producer
& Digital Styling Manager at Ride Shotgun*

Not only are warm oranges, pinks and reds full of optimism, but they’re also taking us back to the past.

The sunset colour palette is rooted in nostalgia, where we often escape to seek comfort. This time, it’s 70s design trends that are making a come back. Think bold colour solutions, paired with complimentary and contrasting colour matches, eye-catching jungle prints and patterns and psychedelic designs.

In line with the 70s revival, wood furniture is making its way back into our hearts and homes. In the search for warmth and comfort consumers are drifting away from lighter woods towards medium and darker wood tones.

Sunset hues and earthy wood tones complement each other beautifully. Adding a touch of 70s nostalgia can bring an unmistakable feeling of warmth, comfort and joy.

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LARGER THAN LIFE



Oversized lighting is a bold and playful way to create a wow factor and personalise any space.

The 'fifth wall' – or the ceiling as it's more commonly known – is often overlooked in our homes. Playing around with different ceiling colours and textures has become popular for transforming a plain white canvas into a statement, and as a continuation of this movement we'll be seeing oversized lighting making its way into our rooms.

Lighting can be the focal point of any room design, with beautifully crafted, oversized and extravagant light fittings taking centre stage – large and sculptural formations are here to stay.

LIGHTING

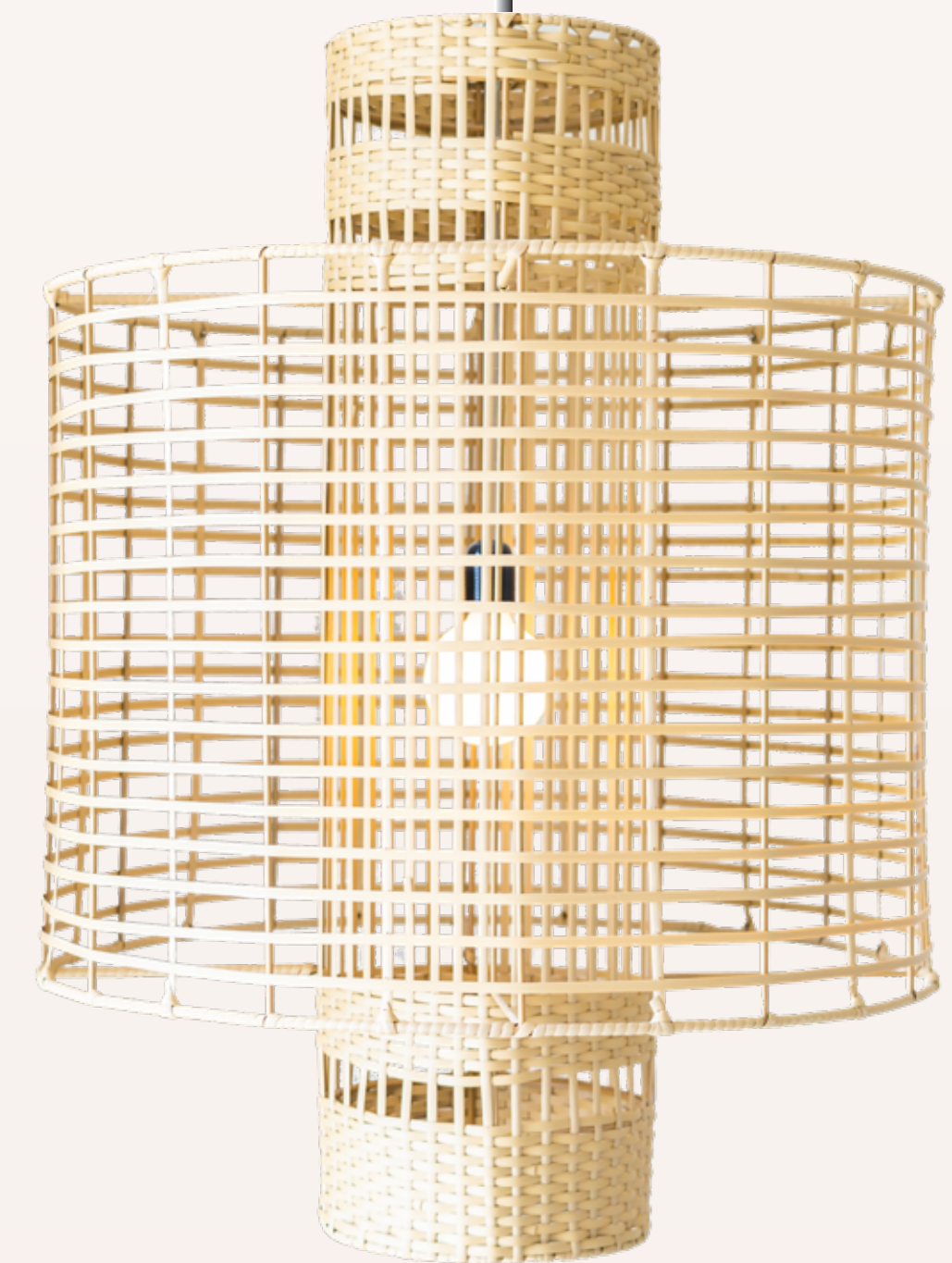


As we embrace exaggerated lighting – bigger, better and brighter than you’ve ever seen before – there’s a focus on lighting made from lightweight materials including paper, fabric, or silk, with a soft, ambient glow.

Jules Garon, Ride Shotgun Digital Styling Manager says: “We should give our choice of lighting as much thought as we do when choosing a piece of furniture or wall art. It should be a stand out statement that works with the rest of your decor. With mood lighting becoming so important and less people using the ‘big light’, a ceiling light should be seen as a piece of art, not just a functional item.”

The trend for larger, lightweight lighting is providing consumers with an affordable way to create maximum impact and achieve that all important ambience, as we continue to seek comfort and wellbeing in our homes.

*Daring
but delicate*





Embracing **ECO-FRIENDLY** *interiors*

The theme of sustainability is nothing new in the world of interiors. But it's now a key part of consumers' decision making when it comes to updating or decorating their homes.

The call for interiors to follow fashion in slowing down the furniture cycle is being sounded loud and clear, with consumers looking to trusted sources to inspire them, help them buy better and ultimately achieve their dream home.

People are increasingly interested in furniture that both meets their style and sustainability needs. On Etsy, searches for upcycled items **increased 43% October-December 2022**, with sellers offering everything from hand-painted vintage units to dining tables made from repurposed pallets and scaffold poles.

There's a majority of consumers willing to pay extra for more sustainable products, which shows that there is definitely scope for premium green brands. It will be important to show that sustainability is just one facet of your brand's values, however, and that you remain committed to other values such as quality, convenience and service*.

Etsy searches for upcycled items has increased by

+43%

since October - December 2022

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*The price of sustainability report, Foresight Factory

SLOWING THE CYCLE, *the smart way*

Innovative technology is making huge strides in building a better world.

As climate concerns grow, consumers will give their at-home lifestyles a green overhaul. Energy-efficient appliances and products made with sustainable materials will become more accessible, but only those with the means will go so far as to green retrofit their homes. Others will wait for prices to drop.

As well as embracing more sustainable manufacturing processes and focusing on recycled materials, brands are embracing technology in other ways to reduce waste and their carbon footprint. In product marketing, for example, creating CGI

photorealistic 3D product images or animations means brand can launch products before a design is brought to life with materials. It's a win win: resulting in less waste and less transport for both products and people.

Augmented reality and virtual reality are powerful tools too – giving consumers a more accurate view of designs and how they fit in their homes before buying. This not only helps consumers make buying decisions quicker but also increases customer satisfaction, resulting in fewer returns and potential for further purchases.

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Ride Shotgun's photorealistic CGI render

A PIECE OF PAST AND PRESENT

Consumers are also looking inside to their existing homeware to reduce costs and their footprint.



The drive for upcycling is a powerful way to create unique pieces in the home, which remains an important place to express identity and taste. We can see this expression of uniqueness in homeowners embracing mismatched furniture, with a focus on old meets new.

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'Mixing modern and antique furniture' is up

+530%

on Pinterest search results

And searches for 'Eclectic interior design vintage' up

+850%

Image: Ride Shotgun

GOING GREEN

Donating to charity rather than destroying samples is one way to help others and be more sustainable, but there are plenty of other options too.

Could you collaborate with local designers known for upcycling? Or what about exploring new and better ways to upcycle your waste? Brands looking to take a real stand for sustainability should seek out more creative ways to stand out and make an impact.

Last year, Ikea shunned Black Friday in favour of sustainable Green Friday initiative. **#BuybackFriday** encouraged customers to return their used and unwanted furniture back to the store for 50% off new items. The campaign highlighted Ikea's long-term sustainability goals and got customers involved in the movement.

COMMITMENT-FREE FURNITURE

The shift towards more moderate lifestyles – particularly among younger consumers – is giving centre stage to the home, which is seen as the healthier, cheaper place to spend time, and somewhere to counter the effects of stress from the daily grind.

The concept of home is evolving to become a consumer sentiment as well as a physical place. Only 13% of Gen Z consider home as a physical space, while 48% describe it as a feeling that can be created or brought wherever they go. This is paving the way for a thriving rental market for homes and furniture, which also aligns with their desire for sustainability and creative expression.

Borrowing rather than buying is a brilliant way to create a welcoming space without the big upfront costs. It's becoming especially popular for renters seeking stylish spaces who don't want to splash their savings on furniture which may not fit their future home.

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Examples of brands that do this:

<https://www.instanthome.co.uk/furniture-rental-packages/>
<https://montyspace.com/collections/desks>
<https://shop.davidphillips.com/pages/rental-packages>

MAKE WAY FOR MUSHROOMS



It seems mushrooms are taking over fashion and interiors, in more ways than one.

This unexpected trend has crept up on us and exploded in a big way, from high end interior design to more accessible formations on the high street.

The Mushroom explosion can be explained through the viewpoint of other popular interior trends, such as ‘weirdness’ and the warm embrace of fantasy in our homes. Queries for “weirdcore bedroom” and “funky house decor” have risen as much as 540% and 695%, respectively, on the platform, and Pinterest predicts the mushroom trend will be “huge” in 2023.

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Get a feel for funghi fabrics

The mushroom isn't simply being used as a throw away motif. It's being put to bigger and better use as a sustainable material. In December 2022, biotech company **MycoWorks** partnered with luxury furniture brand **Ligne Roset** to integrate a mushroom-based leather into its furnishings.

The material, called Reishi, is designed to look and feel like fine leather, but it is made from mycelium, the root structure of mushrooms. Although the current price of the material is comparable with exotic hides, there are plans to make it more affordable in the future as the company grows.

Mushrooms will become increasingly important as more brands look for quality, sustainable alternatives to leather.

As consumers wise up to the fact that many leather alternatives are made from plastics, you may want to get ahead of the curve and explore more eco-friendly and ethical alternatives to traditional ingredients and materials.

Interior designer Kelly Wearstler agrees saying (in a de zeen article):

“This fabric innovation has already been revolutionary for the fashion industry, offering a sustainable alternative... I expect we will continue to see its presence grow within interiors and design.”



CONNECTED INTERIORS

The decade-long boom of smart home products and systems isn't showing any signs of slowing just yet.

In fact, the market is set for a forecasted increase of approximately 47% by 2025 – something that's undoubtedly been helped in recent years by the growth in wireless and app-based technologies.

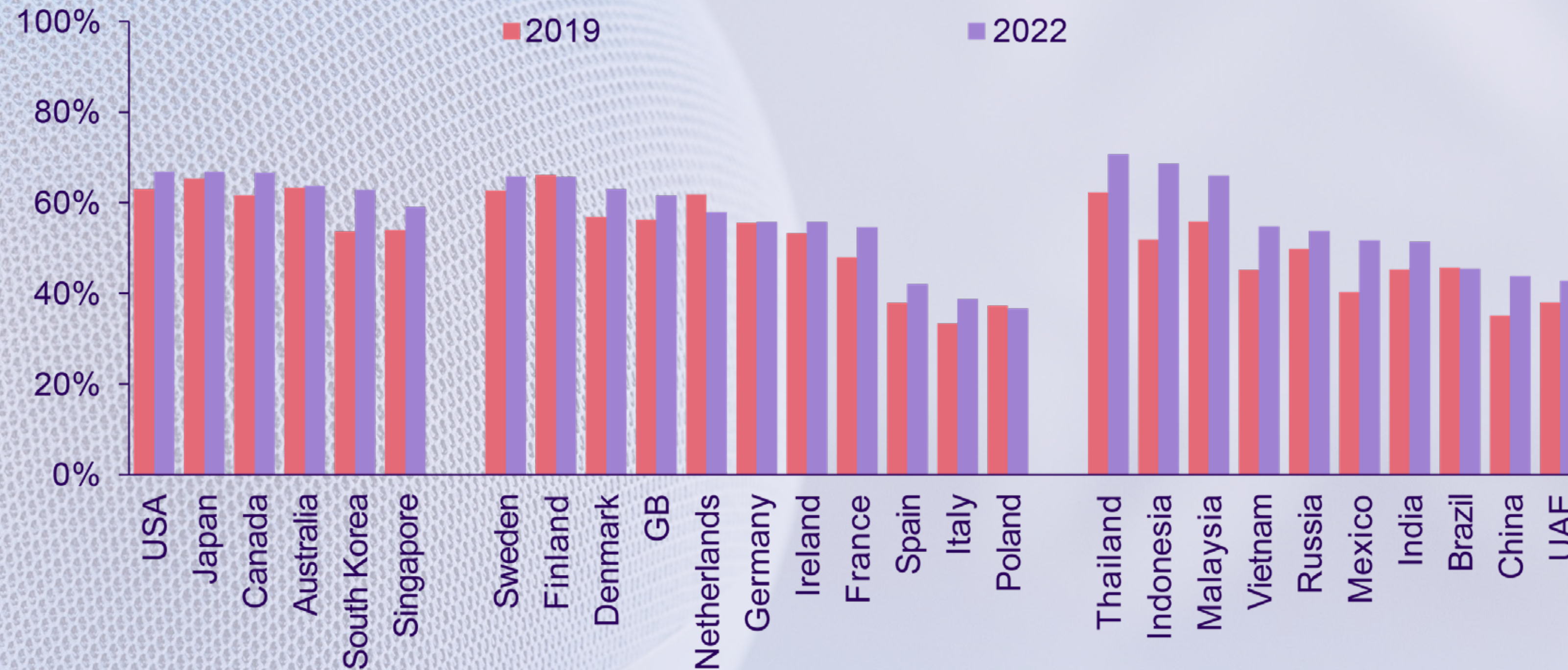
With consumers spending more time at home there's an opportunity to embrace connected home devices as a major marketing tool. A 2022 study found that the majority of people in 19 out of the 27 countries prefer to spend leisure time at home rather than going out, which means brand discovery, exploration and purchasing will naturally expand within the home space.

Smart devices like home assistants, smart mirrors and smart fridges, with the ability sell to consumers directly within their homes, are powerful advertising tools. And ensuring that your brand's message is featured on these emerging channels will help maximise targeting your audience in the place where they are most comfortable.

While people revel in JOMO (the joy of missing out), there's an opportunity to align your brand with staying in and guilt-free at home relaxation – and to consider how you can maximise products and services for the ultimate in-home experience.



“I prefer to spend my leisure time at home rather than going out”



Source: Foresight Factory | Base: 609-3843 online respondents per country aged 16-64 [Indonesia 16-54], 2022 March

MYTHICAL MAGNETISM

As we face challenges in the outside world, beyond our control, many of us are looking to create a fantasy land of escapism indoors.

Hellenistic design is heavily influenced by Ancient Greece, evoking mythical representations, Greco-Roman art and sculpture. We're seeing this characterised in peoples home with grand elements such as columns, ornate trims, wallpaper, busts and mythical decor.

This trend has roots in the dark academia aesthetic which saw a resurgence during the pandemic. Where people sought an escape from the real world and developed a coping mechanism for increased isolation. More of us are now looking at ways to add fantastical elements to our homes and a touch of luxury.

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GRECIAN

adventure

The classic and timeless designs of this hellenistic influence are not going anywhere soon.

We're seeing Hellenistic influence throughout decor items, such as Corinthian columns, busts, ornate sculptures and Neoclassical inspired wallpaper.

For consumers that aren't quite ready for Corinthian columns and busts, help them inject Hellenistic design into their home with colour. Rich tones can create a sense of opulence and warmth the palette consists of white and black with rich blues and accents of gold. Olive and terracotta can also be incorporated to emulate warm mediterranean days.



Image: Ride Shotgun

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Experts in brand strategy and creative content production. Purpose-built to match the *pace* of modern marketing, we have *specialists* at every step of your journey. Our joined-up approach means no opportunity is *ever missed to do better, work smarter and achieve more* for your brand than ever before.

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