



DECORATION TRENDS 23-24

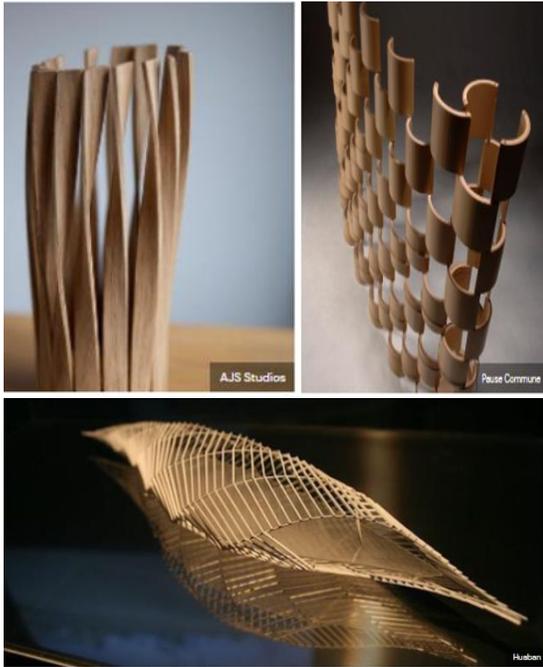


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NEW TRENDS 23/24

DECORATIONS

SOFT SCULPTING



CELEBRATORY CRAFT



STANDOUT SHELFIES



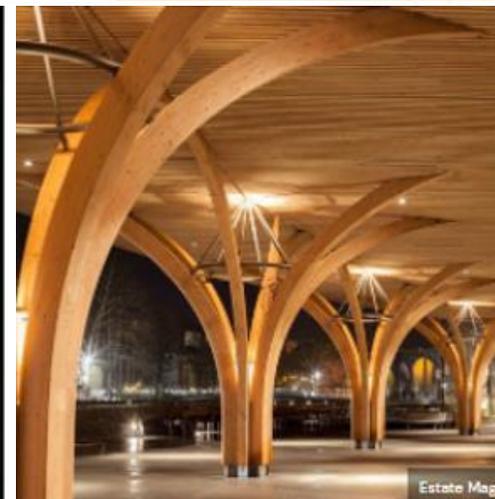
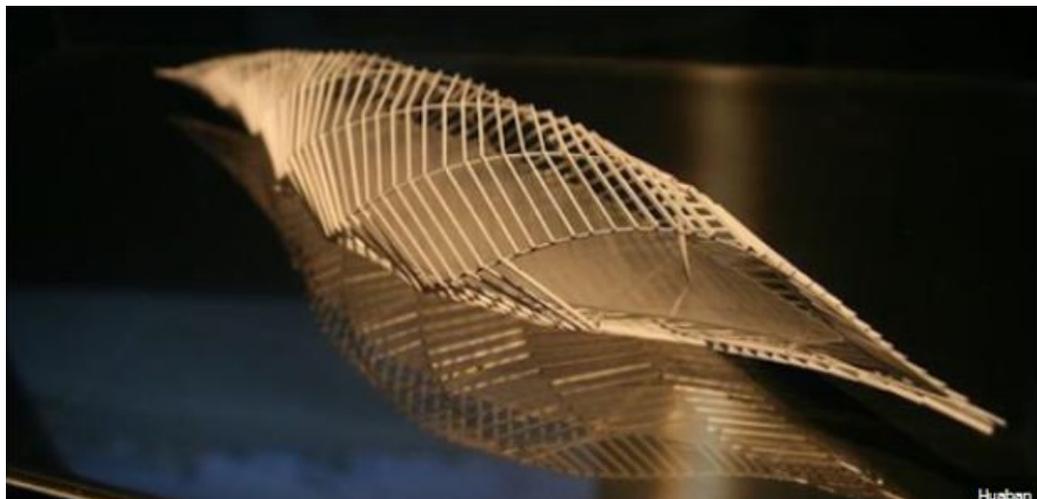
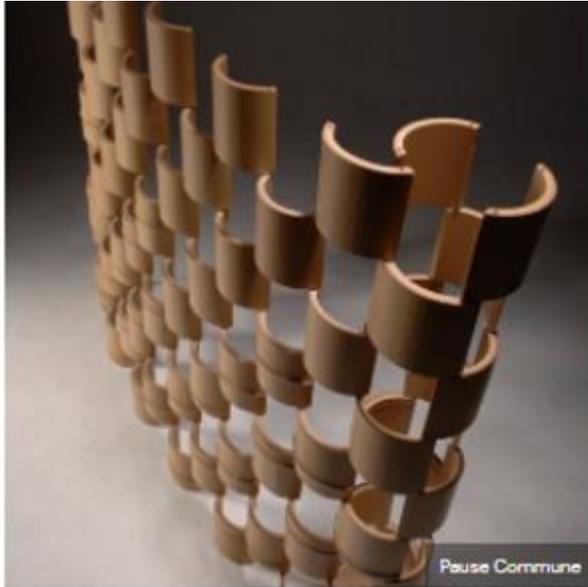
MESMERIZING MATTER



SOFT SCULPTING

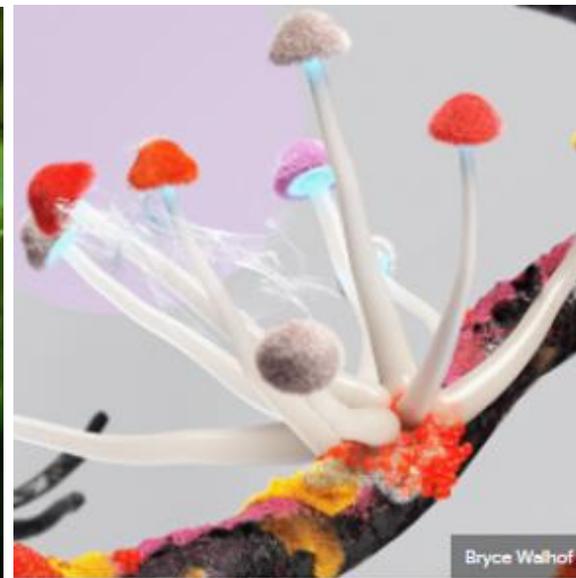
TEXTURE TO TOUCH

Consumers appreciate all areas of creativity and design. The accessibility of Digital craft will encourage consumers TO SEEK OBJECTS THAT MIRROR THE SOFT, TECHNOLOGICAL AESTHETIC.



CELEBRATORY CRAFT

CRAFT PRACTICES WILL BE ELEVATED TO LUXURY STATUS

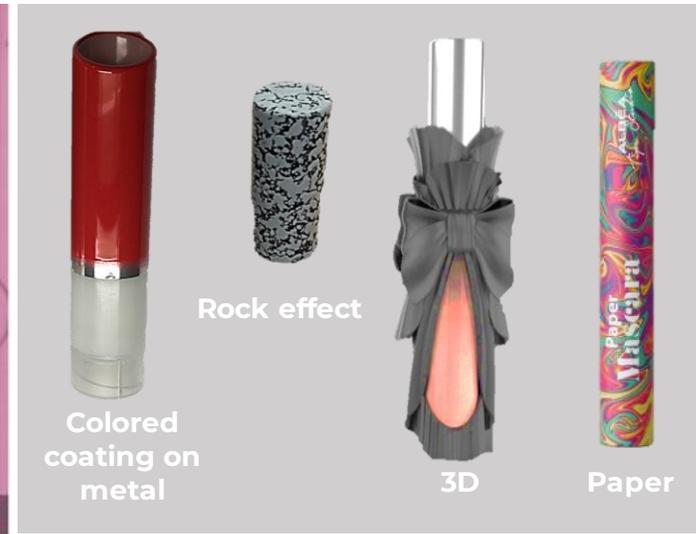


CONSUMERS LOOKING FOR BRANDS TO HONOUR ALL THOSE INVOLVED IN THE DESIGN AND MAKING OF A PRODUCT. A CELEBRATION OF CRAFT AND CULTURAL DIVERSITY WILL BRING JOY TO PURCHASING OPTIONS.



STANDOUT SHELFIES

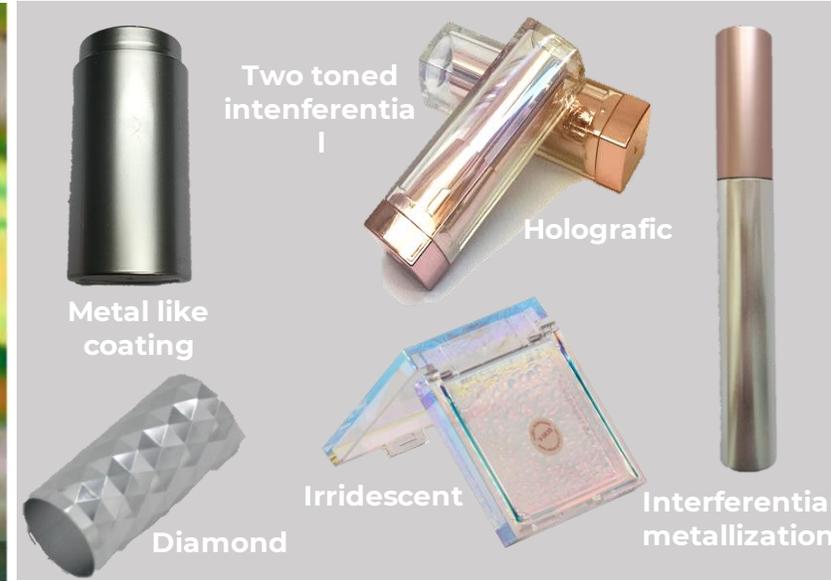
PURCHASING BEHAVIOUR WILL FOCUS ON THE NECESSARY & MOST EFFECTIVE



A desire for experience and joy will encourage people to seek products that are VISUALLY IMPACTFUL, LIVENING UP MINIMAL SPACES.

MESMERISING MATTER

WHEN THE DIGITAL BECAME REAL



The blurring of the DIGITAL AND IRL worlds will see consumers seeking products and EXPERIENCES THAT MOVE EFFORTLESSLY BETWEEN THE TWO DIMENSIONS. The influence of digital design processes will feed through to HYPER-EXPRESSIVE physical products that blend digital and real aesthetics.

