

Individuality is key for interior design and decor trends in 2018

By  Dave Nemeth

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When it comes to trends in any area it is important to understand that one of the biggest drivers is the consumer. There has always been the belief that interior trends follow on from fashion, but this is no longer the case. Many of the factors that influence fashion occur at the very same time in the interiors world but may be interpreted in a different form. The truth of the matter is over the past few years, trends in all these tactile areas have not been as dramatic as it was 10 years ago.

Consumers are searching for uniqueness



The biggest shift of current consumer attitudes and one that will make trends harder to define is the fact that consumers are rebelling and searching for individuality in a world that is dictated by technology. The appeal to be original and individualistic has never been stronger. In the bigger scheme of things, the biggest trend is a rebellion to what is perceived to be mainstream trends creating an 'anti-trend' consumer. This search for an engineered identity will become a headache for many brands as they search to offer customisation, yet still, offer a lifestyle depicted in glossy magazines.

The biggest problem in recent years has been a misunderstanding of the origin of trends by designers and business in general. The blame lies with trend agencies shoving out colour reports and storyboards without defining why the style direction is taking place. There are examples of this wherever you look like, the industrial trend which has become so contrived that it is actually burning itself out. Every second restaurant has this faux industrial feel and the consumer is quickly getting bored and looking for something individual and different. In a similar fashion, palm and fern motifs which adorn every soft furnishing will soon be on sale in all the home stores that rushed out to

capitalise on something that is more of a fad than an evolving trend.

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Когда на авторском надзоре повёл добрых 2,5 часа и продрог как осиновый листок 💎💎... согреть может уютная атмосфера @krasivo.est ну и конечно же #flatwhite с зефирками 💎💎 куда же я без него))) #красивоест #дизайн #дизайнинтерьера #дизайнкофейни #дизайнкафе #эмоции #тропическийорнамент #дерево #тренды #интерьер #trend #trends2017 #jungle #junglepattern #l4l #like4like #tagforlikes #interior #interiordesign #design #coffeeshopdesign #coffeeaddict #wood #krasivoest #ik #ik_team #ik_architects

A post shared by Katerina Iarova (@katerina_ik_architects) on Nov 1, 2017 at 3:35am PDT

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Colour of the year

Pantone has just done their annual ritual and announced the colour of the year for 2018 which happens to be a colour called UltraViolet, a shade of purple for those that are not colour connoisseurs. The truth of the matter is this colour has never really been off-trend and actually featured in colour trend palettes for as long as I have been in the industry (13 years). The retailers will most likely fill their shelves with decor items in this colour but the consumer will probably rather go off in another direction. There is still a strong retro influence when it comes to colour palettes and the trend will be unusual and unlikely colour palettes that work well with earthy background tones. Expect black, grey, teal, and soft pink to be popular as well as mustard, teal, burgundy and grey. Brands that can show originality will reign supreme and create small tribes of followers.



Pantone #ColorOfTheYear for 2018: Ultra Violet

8 Dec 2017



Retro influences

You can expect to see more experimentation with materials and the combination of materials. Designers are having to push boundaries with materials as the rebellion against mass productions remains as evident as ever. Big brands like Alessi and Stelton are great examples of this as even their classics are being redefined in different colours and materials. An affinity with the past remains with consumers and designers alike so expect a host of retro influences in every product category, from print to furniture and lighting. When it comes to furniture, simplicity will be key and it is certainly not a Scandinavian

revival, but rather a style that takes influence from this design but interpreted in a host of different materials and finishes.



Bringing nature into the interior

Incorporating nature into interior structures will be a key focus over the next few years. This includes all structure from homes with atriums and indoor gardens to hotels, offices and retail malls. This is already starting to influence kitchen design where we are seeing the designs being adapted to incorporate the growing of herbs and micro greens. When it comes to kitchens and cabinetry in general, high gloss finishes which are currently very popular will start being replaced by matt finishes. Just like brass and copper replaced chrome, matt finishes will be the order of the day.

Natural materials

Natural materials remain the order of the day, but we see a dramatic return of bamboo and cane in its traditional format in casual furniture design. These materials have been popular for some time in homeware and tabletop categories, but the focus on furniture is certainly a new addition. Outdoor furniture companies are now replicating actual bamboo, which looks just like the real thing but can stand up to the elements.

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Rocking into the afternoon with the beautiful Antoinette Chair ~ R1200 #cashelmara #rockingchair

#canefurniture *A post shared by Cashelmara (@cashelmaracane) on Nov 22, 2017 at 2:24am PST*

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When it comes to flooring there will not be one single trend that stands out but rather a combination of flooring types used in a single space. Expect to see carpeting combined with tiles or even timber floors and LVT (luxury vinyl tiles).

Hygge is not suitable for South Africa

I keep getting asked if Hygge will be a trend/movement here in South Africa and quite frankly the answer is no as it has no relevance here in SA. Hygge (/ˈhjuːgə/ HEW-gə or /ˈhuːgə/ HOO-gə) is the Scandinavian word for a mood of cosiness and comfortable conviviality with feelings of wellness and contentment. Over recent years, hygge became a defining characteristic of Danish culture. Hygge is an old Danish concept that helps Danes get through the long, dark winter. Explore the Danish meaning of hygge and how you can bring hygge into your own life! We have one of the best climates in the world with mostly mild winters. Most South Africans spend Winter entertaining outdoors and we have seen a rise in popularity of outdoor heaters and fire pits. Winter homes are adapted with throws and fires are lit but we do not spend days

on end indoors due to miserable weather. Whilst the concept of spending more time relaxing and spending time with family and friends will be a focus for a fast-paced lifestyle, the Hygge may be used locally by brands wanting to entice the public with great storytelling about new ranges and products.

In conclusion, 2018 and 2019 will be an exciting year for decor and design as boundaries are pushed and individuality will override trend direction.

ABOUT DAVE NEMETH

A leading blue chip international company recently identified Dave as one of the top creative influencers in the country. Dave Nemeth is a qualified designer who has held a variety of senior as well as executive positions with some of the countries leading retail groups, spanning a career of twenty years. Email Dave at daven@worldonline.co.za, follow @davenemeth on Twitter and connect on Facebook.

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- The IID Nemeth trend report - 28 Mar 2011

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