

ROMANCE 3.0

Value trend: Bubblicious

STYLE TREND 2018

The economy is on the up, living standards are improving. At the same time we find ourselves in a digital bubble. We surround ourselves with people and opinions that are the same as ours. This gives us the sense that our world and our view of it is being enlarged. Everything is extra-powerful, and this certainly applies to design. Materials are super-luxurious, shapes are full and sumptuous, colours are intense and rich. This results in decadent interior and exterior spaces.

INDOOR

For the interior, the eye-catching use of warm colours is combined with both simple and delicate patterns. Everything seems to have been worked, and inspired by the floral. Combinations of rich materials lend an almost decadent appearance to the overall effect. Flowers and plants are used abundantly and decoratively. We see eye-catching,

rich colour combinations, large flower shapes, full bouquets. Large plants, both flowering and green, sometimes with a heavily exotic appearance. Arrangements appear to merge into the background, and the pattern (of the wallpaper or curtain) competes with the real living product for attention.

INDOOR Colour chart and colour balance in Pantone®



1. Black C 2. 1385 C 3. 7520 C 4. 7701 C 5. 611 C 6. 2262 C 7. 7562 C 8. 200 C 9. 493 C 10. 229 C 11. 2074 C 12. 2112 C 13. 561 C 14. 463 C 15. 8024 metallic

OUTDOOR

In the garden, we see a luxury interior space arise with random, richly blooming borders, curved shapes and soft, comfortable or richly decorated furniture. Rich materials such as marble are used for paving. The shapes are full, rich and powerful as if everything has been inflated

a bit more. Despite the fact that the use of gold and copper has been on display in collections for a few seasons, it continues to play an important role in this trend as well.

OUTDOOR Colour chart and colour balance in Pantone®



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PRODUCT INGREDIENTS INDOOR & OUTDOOR

Shapes

The shapes used are powerful, extravagant and engaging, extra-full and extra-decorative. Whilst the interior still makes a lot of use of romantic details and shapes, the garden's shapes particularly have a full, round volume.

Colours

The colours used are diverse and rich. There are both pastel shades and intense darker tones. What's notable is the return of purple in the interior. In the garden, the colour is mainly determined by the decorative flowering borders.

Materials

Luxury materials, of which velvet and marble are the most eye-catching. Also high-quality wood, glass, copper, ceramics and leather. As well as being high quality, most materials have also been worked. Think of embroidery, printing, moulding or painting.

Patterns

The patterns used often have a floral origin, but animal skins are also used as a source of inspiration. The patterns are often used layered, such as a woven structure with a flower print over the top, possibly with some embroidery. Hardware in the garden is also given some extra decoration. Loose (floral) applications are placed over existing patterns.



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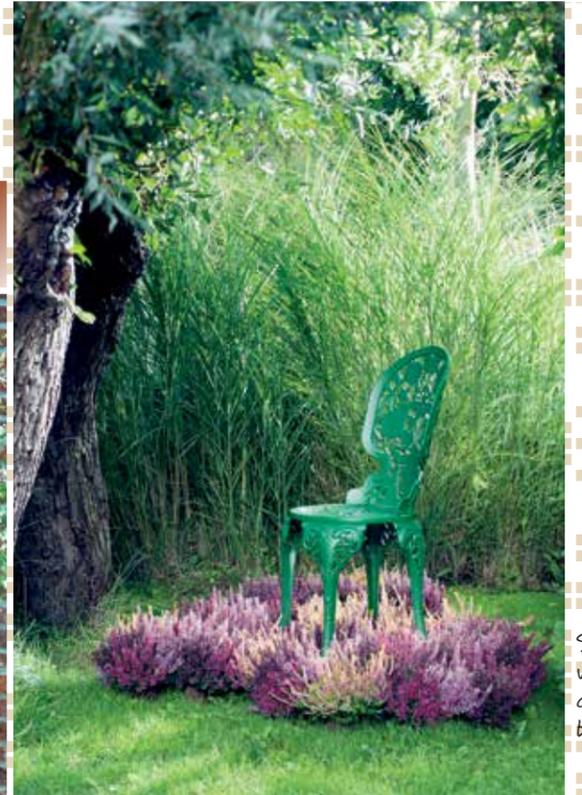
STYLE TREND 2018

ROMANCE 3.0 INDOOR

OUTDOOR ROMANCE 3.0



Extremely opulent decorated materials



Strong use of colour in borders



Rich colour contrasts



Full, curved shapes