INTERIOR DESIGN TRENDS FOR 2016 & BEYOND
INTRODUCTION

Over the last few years, the worlds of fashion and interior design have become closely aligned. Where there was once a 5-to-6 year lag from the runway to furniture showrooms, leading individuals and businesses in both industries are now engaging and collaborating more than ever before. This means that each season, different trends within catwalk fashion are influencing areas within interior design, namely colour palettes, fabrics and materials.

There are a number of different factors that influence trends and trend forecasting, and although they come from a variety of different sources, they are often rooted in current issues. Areas like global politics and economics, contemporary media, and even science and technology all influence fashion in different ways.

Incorporating the latest trends into interior spaces needn’t be difficult. Rather, taking inspiration from modern trends can enable you to create an incredibly up-to-date space that really wows your clients, and ensures you stay ahead of the competition. And, this doesn’t necessarily mean a full room renovation. Taking steps to incorporate key themes, whether within colour palettes and fabrics, or in areas such as surfaces, can suggest the presence of a larger trend. Whether you’re redesigning a client’s living room, or working on finishing touches for a retail space, we’ve put this guide together to offer an overview of key trends in interior design for 2016, and the different ways you could incorporate them in upcoming projects.

When you’re creating a space, you’re creating a character, and character is the strength and wisdom of any successful environment.
The first theme for 2016 takes inspiration from rich, cultural European heritage, in particular the historical ‘Old Master’ artists of the 17th century.

Interiors influenced by this trend will showcase colours and textures that suggest glamour and luxury, for a lavish, opulent atmosphere. The aim is to create a romantic, feminine feeling, using different textures for contrasting surfaces.

Walls are painted with deep, rich shades of purple and royal blue, with gold and deep red accents. Metallics feature heavily in this trend, namely metal, brass and gold. Gold is introduced as the dominant colour which is a move away from copper, used frequently in interiors over the last few years. Fabrics used are lace, floral and velvet, all heavyweight and of a high-end appearance. For surfaces, metallic finishes and shiny, mirrored table-tops are used throughout.

In terms of finishing touches, this look can be achieved with lots of faux fur in the form of cushions and throws, heavy curtains, and sumptuous furniture. Candle-light creates a romantic atmosphere, while metallic candlesticks and photo frames add on-trend detail.

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Textiles are the perfect vehicle for inspiring, sensory and interactive experiences.

With roots in industrial design, this trend takes inspiration from building sites and structural developments and contrasts them with simple, classic textures and colours. In interiors, this theme is one that has really grown in popularity in the wake of the financial crisis, as people remain cautious about spending, and strive to remain grounded. Key elements include stripped back, exposed walls that proudly reveal original architectural features and the core structure of buildings. Interiors that feature this trend evoke feelings of calm simplicity and relaxation that appeal to busy lifestyles, and offer an escape from the rush of modern life. The aim is to convert former industrial spaces into a place that can be called home, and offer a peaceful escape while retaining original charm.

Interiors are masculine in colour and texture, with simplistic monochromatic colour schemes and lots of concrete and corrugated metal. Architects and designers uncover the beauty of industrial, man-made materials by choosing a single feature wall in a room and exposing the distressed textures underneath. Surfaces in rooms have metal-effect finishes like aluminum, steel and copper.

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26% of homeowners say sustainably made products are the most important decision driver when decorating their home.¹

This trend is based around the concept of bringing the outdoors into places that lack existing greenery and natural elements. Architects and designers hope to replicate the feeling of being outside in the country, by introducing the feelings of fresh air, vibrant colours, and natural materials associated with it.

Incorporating plants and flowers into interior spaces is a theme that’s been steadily appearing over a long time. A simple way to achieve this look is to incorporate plants and flowers around a room to introduce more natural elements. For surfaces (tables, bookshelves etc) the natural grain of wood is a dominant feature. This is broken up with natural fabrics like linen and cotton. The colour palette is largely pastel, with varying shades of pinks and greens broken up with crisp white elements.

A key part of this trend is using sustainable, environmentally-friendly products and materials where possible. Consumers are becoming more interested in the stories behind the products they buy, and there’s a widespread increased appreciation of traditional, artisanal skills and craftsmanship. To incorporate this, look for local and handmade goods where possible, and don’t be afraid to mix vintage and artisanal items with manufactured goods.

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Rawness and refinement are not opposite ends of a luxurious spectrum, they are two complimentary features with which to populate a luxe environment.

Based around contrasting textures, this trend sees interiors featuring raw, natural materials alongside luxurious fabrics like satin and fur to add a precious quality. The concept explores the negativity of relying on material objects, and attempts to bridge the gap between luxurious, high-end products, and more simplistic, affordable alternatives.

It’s also about using the best materials and minimising waste, by balancing durability with value. There’s no point purchasing something that will be unusable in a few years; rather, spend what’s affordable, and reap the benefits in the long run with a more durable, quality product. The colour palette within this trend includes dark, rich colours like navy and burgundy, contrasted with lighter shades of pastel and cream. Pale accents like cream or white can soften the look of dark fabrics. Although materials like leather and mahogany can create a high-end environment, they aren’t always practical or durable. A similar look can be created with luxury vinyl surfaces, which offer a practical alternative in high-traffic areas of a home or retail space.

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75% of homeowners aged 35+ are likely to choose soft and neutral colour schemes for their home.²

The idea behind this trend is based around creating a calm, serene environment within a home or retail space. Consumers are searching for a way to simplify daily life, and create a safe, quiet sanctuary to spend time in. Modernism has been a popular theme in interior design for a number of years, and 2016 will see the trend being subtly updated with a new colour palette. Alongside the tones of grey and white that have historically dominated this theme, new shades of cool charcoal, smokey grey and metallic silver bring it up to date.

This look can be achieved with clean, angular lines and smooth surfaces such as glass and high gloss or matt plastic. The architecture of rooms is spacious and open plan, with the lines between designated kitchen, dining and living areas becoming blurred. The Nordic influence of 2015 will continue with this trend, bringing an abundance of clear light and space, and simple, well-designed furnishings. Flooring is concrete or pale wood, with clever usage of curtains and rugs to help prevent spaces feeling cold or clinical.

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It’s clear that with the growing popularity of these trends, 2016 is going to be an exciting time for the interior design industry. Each theme has its own unique concepts and ideas, and designers are interpreting them in different ways to create inspired, reimagined versions. By having a full understanding of each trend and what it entails, you’ll be able to offer your clients the most up-to-date, on-trend solutions for their needs, and stay ahead of the competition.

Another benefit of having this thorough understanding of 2016 trends is the ability to provide your clients with a range of price points, depending on their budget. By taking on-board the suggestions offered within this guide, you can offer your clients a fantastic, high-end appearance for their home or retail space, and it won’t cost them the earth. An example of this is laminate surfaces, an affordable alternative to real wood, leather and marble stone. They replicate the appearance and texture of natural and man-made materials but offer a more durable finish, which may be beneficial to clients with high-traffic spaces. By partnering with an industry-leading provider of innovative, contemporary surface solutions, you’ll ensure your client’s interior is not only on-trend, but cost-effective too.