Interior design trends play a significant role in shaping the aesthetics, functionality, and overall experience of spaces we inhabit. Whether it’s the warm, earthy tones of a mid-century modern living room or the sleek minimalism of a Scandinavian kitchen, trends in interior design often reflect broader cultural, social, and economic shifts. For Interior Designers, understanding these trends is essential, not just for staying relevant in a competitive industry, but also for creating spaces that resonate with contemporary lifestyles.



Fig 1. Kindle Media (2024), Team brainstorm activities [digital photograph]

# What is an Interior Design Trend?

An interior design trend can be defined as a general direction in which the aesthetics and functionalities of interior spaces are moving.

Trends are influenced by a wide range of factors, including technological advancements, cultural shifts, environmental considerations, and consumer behaviour. They manifest in various elements of design, such as colour schemes, furniture styles, materials, layouts, and even the integration of technology into spaces.

For example, the growing awareness of sustainability has led to a surge in the use of eco-friendly materials like reclaimed wood, recycled metals, and organic fabrics. Similarly, the rise of remote work has influenced the design of home offices, leading to a trend towards multifunctional spaces that are both practical and comfortable.

It is important to note that trends are not static, as they evolve over time. A trend that is popular today might be obsolete in a few years. Therefore, we must continuously update our knowledge and adapt to the changing landscape.

# The Process of Trend Forecasting

Trend forecasting in Interior Design is a complex process that involves analysing current and emerging patterns, consumer behaviour, and technological innovations to predict future design directions. For students aspiring to master this skill, it’s important to understand the key steps involved in trend forecasting.

## Research and Data Collection

One of the first steps in trend forecasting is gathering data. This may include anything, from fashion trends, global events, and technological innovations, to shifts in consumer preferences and societal values. Designers often look at a variety of sources, such as fashion runways, art exhibitions, and even economic reports, to identify patterns that could influence interior design.

Data collection can also involve observing how people interact with spaces, what materials are gaining popularity, and which colours are being embraced by the fashion industry. Social media platforms like Instagram and Pinterest are also valuable tools, as they provide real-time insights into what consumers are interested in.



Fig 2. Pexels (n.d.), Person Looking through Magazines [digital photograph]

## Analysis of Influences

Once the data is collected, the next step is to analyse it for potential influences on interior design. This involves identifying recurring themes and patterns that might signal an emerging trend. For example, an increase in the popularity of biophilic design—an approach that seeks to connect occupants more closely to nature—might be driven by a growing societal focus on wellness and sustainability.

Designers also need to consider macro-level influences such as economic conditions, which can affect consumer spending, or technological advancements. This can potentially introduce new possibilities for smart home integration. Understanding the context in which these trends are developing is crucial for accurate forecasting.

## Prediction and Forecasting

The third step is the actual forecasting of trends. Based on the analysis, designers and trend forecasters predict which trends are likely to gain traction and become prominent in the near future. This involves making educated guesses about how current influences will evolve and how they will manifest in interior design. It is at this stage that forecasters can begin to outline specific trends, such as the use of bold colours, the incorporation of natural materials, or the preference for open, flexible spaces.

## Communication and Implementation

Finally, once trends have been forecasted, they need to be communicated to stakeholders— whether these are clients, other designers, or manufacturers. This is often done through trend reports, presentations, and visual mood boards that illustrate the predicted trends in an accessible and compelling way.

For students, understanding how to effectively communicate these trends is as important as the forecasting process itself. The ability to translate a trend into a design concept that resonates with clients and fits within practical constraints is a crucial skill in the interior design industry.

Understanding and forecasting trends in interior design is both an art and a science. It requires a keen eye for detail, a deep understanding of cultural and societal shifts, and the ability to predict how these will influence the spaces we live in. For students, mastering this process is essential for staying relevant in the ever-evolving world of interior design. By leveraging the resources mentioned above, students can stay informed about current trends and sharpen their skills in forecasting the future of interior design.

## Websites for Interior Design Trends Forecasting

* 1. WGSN ([www.wgsn.com](http://www.wgsn.com/)) - A leading trend forecasting company that offers comprehensive reports on interior design trends, fashion, and consumer behaviour.
  2. Trend Bible ([www.trendbible.com](http://www.trendbible.com/)) - Specialises in trend forecasting for interiors and homeware, providing seasonal reports and future insights.
  3. The Future Laboratory ([www.thefuturelaboratory.com](http://www.thefuturelaboratory.com/)) - Offers trend reports and insights across various industries, including interior design, focusing on how future trends will impact living spaces.
  4. Dezeen ([www.dezeen.com](http://www.dezeen.com/)) - A popular online magazine that covers the latest trends in architecture and interior design, offering daily updates on new projects and emerging trends.
  5. Coloro ([www.coloro.com](http://www.coloro.com/)) - Provides insights into colour trends and their applications in interior design, helping designers stay ahead of the curve.
  6. Architonic ([www.architonic.com](http://www.architonic.com/)) - Combines product information with design inspiration, featuring a comprehensive database of materials and trends in interior design.