



the social DNA of interior trends

Where do trends come from? Who decides millennial pink will morph into shades of blush and peach? In fact, who decided millennial pink was a thing in the first place? The answer is 'everybody'; the global collective influenced, consciously or unconsciously by what is going on around us in the world.

The simplest example is in the rise of visual social media platforms such as Instagram. Modern life is viewed through a camera lens, framing our experiences for the world. The resulting influence on our design trends can be seen in the rise of fun, exciting and highly personalised choices that are pure self-expression, whether it's in pops of bright colour or unexpected matches of colour and texture.

The ever-present cameras in our lives has also encouraged the use of layers of similarly toned colours in our designs. They photograph beautifully, ensuring your space appears multi-dimensional and impressive. No longer are we tied to base neutrals in white or cream, instead we're using layered shades of blue, green, grey and peach.

Which brings us back to that millennial pink, a colour born out of the global movement toward gender fluidity. As the gender movement has become more nuanced and widespread, millennial pink has evolved into more interesting dusky shades of blush and peach. It's an example of how a design trend evolves and becomes more sophisticated alongside the generation which embraced it.

Slowly slowly

Evolution is key in design trends. Most of us don't suddenly flip from stark white minimalism to painting our living rooms in the new bold brick reds overnight. It's an incremental process.

Look at the trend for 'eco' styled spaces born out of our increasing concern for the environment. It has evolved beyond just simplifying designs against beige neutrals and adding plants. Our design choices involve more natural fibres, textures and natural finishes, against backdrops of soft neutral greens as we aim for a sense of wellness. We like to understand the story behind the objects and materials we use and in our revolt against single-use items, we are reinventing and upcycling furniture, accessories and second-hand finds.

For others the sustainability movement steers them toward a de-cluttered, simplified look such as the perennial classic monochrome; almost an anti-trend. It's a simple, uncontrived canvas which is easily adapted to season or mood with a few key changes of plants, textiles or art. The palette may be pared back but a shift away from stark whites to creamier tones keeps it soft and welcoming.

Left: Grey-greens are a new-season neutral. This wall is painted in Resene Peace with coffee tables in Resene Grey Olive (large) and Resene Poured Milk. The vase is in Resene Double Pravda, the bowl in Resene Waiouru and the small platter in Resene Charcoal.

Right: Weathered blues comfort us. The background is in Resene Colorwood Greywash, Resene Colorwood Whitewash and Resene Raindance. The vases are Resene Raindance (top) and Resene Lazy River and the A4 drawdown paint swatches are in (from top) Resene Poured Milk, Resene Quarter Baltic Sea and Resene Sea Fog.



Every two years Resene launches a new fashion fandeck of exciting on-trend colours. Check out the latest fandeck, The Range fashion colours, at your local Resene ColorShop or reseller.

Galvanised communities

The volatile political and social landscape we currently live in is also impacting our design choices. As communities galvanise over social and political movements you can see some design trends going bolder, with true reds, or stormy blues and aubergines with a dark twist.

The antithesis of this is the yearning for a calm haven from the chaos out the front door, resulting in the trend for soothing mid-neutrals in grey-greens or charcoal blues.

In the end, though trends shift with the times and global mood, the point is still personalisation. You will find the trend that speaks most to you when you see a colour or a design – a bold geometric on the wall or a freeform painterly pattern perhaps. It seems so obvious you wonder why you didn't think of it before. From there you take it and make it your own.

