

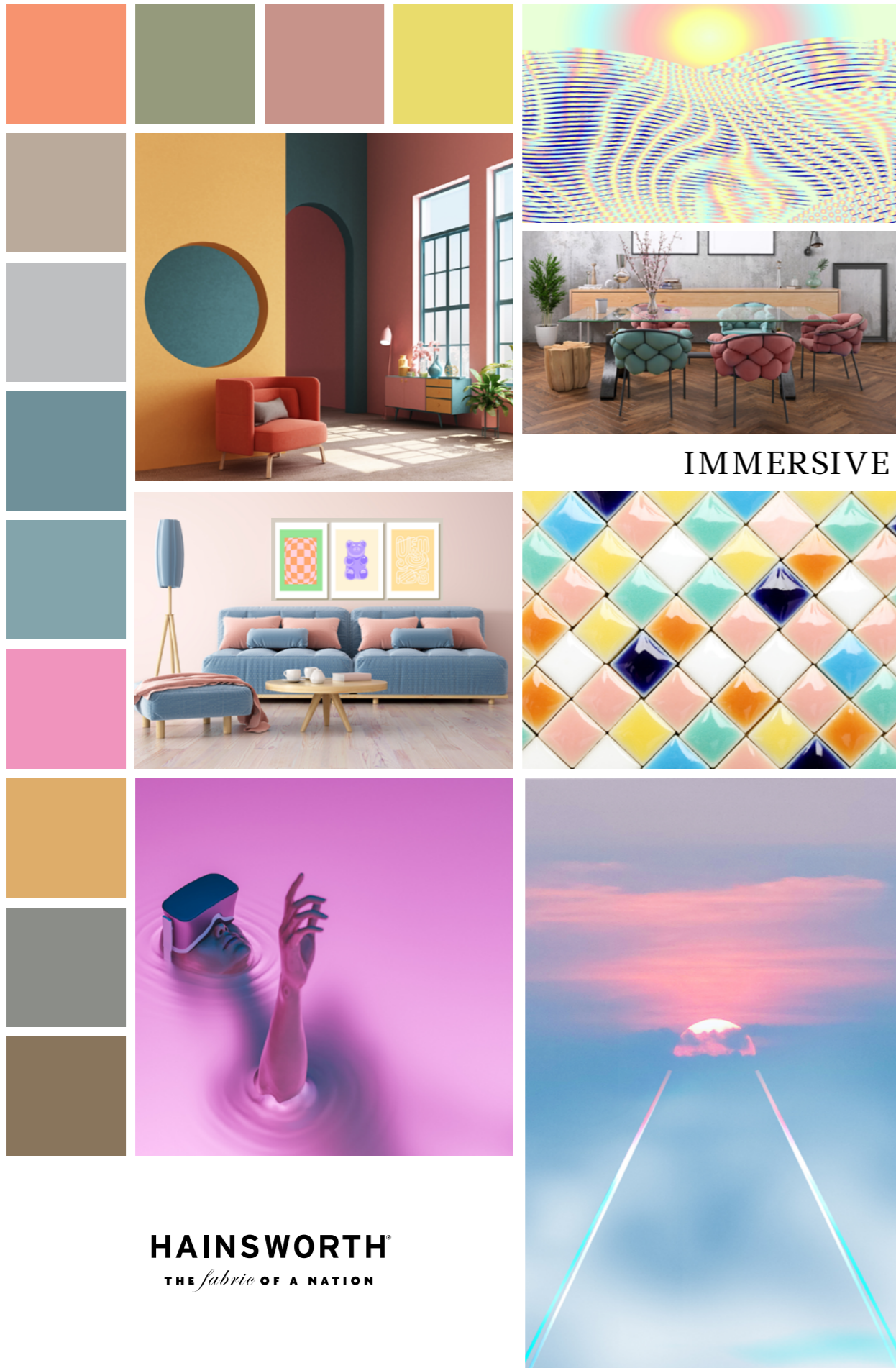


HAINSWORTH®

THE *fabric* OF A NATION

INTERIORS
COLOUR TRENDS

2024



IMMERSIVE

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ORIGINS:

- Immersive takes inspiration from the digital era, where we are deeply interconnected with the world due to recent technological advancements. In this age, information is easily accessible, we engage and are connected with a wealth of individuals through social media, and younger generations are growing up with smart phones as a primary source of entertainment.
- The rise of the metaverse, blending physical, natural and virtual spaces, creating a sense of escapism, is a significant factor driving this trend. This concept offers a fresh avenue for connection and shared experiences, impacting our lifestyle choices. It affects not only how we socialize and engage with others but also influences decisions, right down to interior design preferences.

MATERIALS:

- Soft and hard furnishings both embrace smooth curves, seen in items like sofas, doorways, mirrors, and coffee tables, seamlessly blending into different rooms of our homes.
- This trend highlights soft, cloud-like furnishings that promote comfort and serenity. Wool is a perfect material choice to enhance the tranquil and harmonious ambiance.
- Colourful, preppy wall art plays a significant role in this trend, encouraging personalization based on individual preferences and joyful influences to add a personalized touch and humanize the living space.

COLOURS:

- Hybrid pigmentations of mid-tone pastel hues with a subtle luminous quality are essential to this trend. Sunset Orange, Sage Green, and vibrant yellow are all prominent shades, creating a new 'neo plant-based' feel.
- The palette showcases an array of fresh colours with a gentle softness to them; neutral tones complement the vibrant sunrise colours, creating a well-balanced array of uplifting and shades that combine well in any interior space. It also offers a variety of fresh tones with a luminous intensity.

Colours Available



Vivid Hues
Melton -
Primrose



Duchess -
Powder Pink



Broadcloth
- Sage



Vivid Hues
Melton -
Sunset



Duchess -
Champagne



Broadcloth -
Platinum



Granite -
Ocean



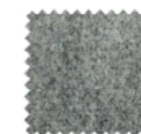
Doeskin -
Minerva Blue



Broadcloth
- Pink



Doeskin -
Straw



Marble
Melange -
Light Grey



Broadcloth -
Bronze



GROUNDED

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ORIGINS:

- Following a series of unsettling global events, we have a human need to establish a stronger bond with nature to enhance our sense of stability and help us feel grounded.
- Recognizing the profound and nurturing influence of nature on our psychological well-being, we have become more conscious of the importance of staying connected to the natural world. Our focus remains on biophilic interior design to foster this connection and promote a grounded feeling in our daily lives.
- In a world where we are increasingly mindful of our impact on the environment, we prioritize making thoughtful choices. This mindfulness extends to selecting colours for our interiors, as we embrace the splendor of the environment we live in.

MATERIALS:

- There is a notable need for sustainable options to replace non-renewable resources to support the development of a circular economy. This involves re-purposing, repairing, and renting materials wherever possible.
- There is a significant focus is on materials sourced from nature, like wool for textiles, as well as reclaimed wood, bamboo, rattan, and natural stone for structural elements.

COLOURS:

- The central theme of this colour palette revolves around a conscientious approach to colour choices that evoke a sense of connection to nature and each other.
- Warm earthy tones like nurturing greens and earthy browns blend harmoniously with soft and tender shades of Grey. These grounding colours are versatile and can complement various spaces in our homes.
- While earthy tones have been prominent in interior design for many years, there are a few distinctive changes in the palette for 2024. One significant shift is the increased prominence of green as the dominant colour, with bolder and more vibrant shades being showcased. Another notable update is the warmer earthy tones introduced this year, such as terracotta and golden browns infused with rich undertones of umber.

Colours Available





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EXTRAORDINARY



ORIGINS:

- More and more of us are breaking away from traditional social norms of the past, whether in their career choices, relationships, or home decor. While strong relationships and career progression remain important, there is a growing focus on travel, with a desire to explore the wonders of the world taking precedence.
- This passion for travel is reflected in our interior design choices, drawing inspiration from global styles and embracing diverse cultures and artisanal craftsmanship. Incorporating rich mid-tone colours is essential for creating a maximalist and eclectic vibe in our living spaces.

MATERIALS:

- There is a significant emphasis on richly textured materials like brushed jacquards, coarse bouclé, and fabrics with a velvety surface. The more character, the better. While some may opt for a subtle approach with carefully selected core pieces, others may prefer a bold and unapologetic style.
- Materials made to last like Hainsworth interior fabrics provide longevity.
- Craftsmanship and skilled handiwork are also key aspects of this trend, showcasing woven rugs, uniquely shaped ceramics, decorative walls and ceilings, and antique cultural artefacts sourced from different corners of the world.

COLOURS:

- The colours in this palette exude richness and evoke a sense of luxurious comfort. It encompasses a variety of deep berry shades, tranquil blues, midnight plum, and touches of desert tones.
- Compared to previous years, the palette has been elevated with a broader spectrum of vibrant hues, with contrasts of hot and cool bold colours reflecting global travel and creating energetic combinations. It stands out as the most charismatic and daring colour trend of 2024.

Colours Available



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