TRENDS
2022/2023

22/23

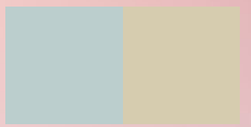
Our 2022/2023 Trends Book covers 50 pages and 5 trends, exploring our overarching preoccupations within the worlds of design and culture. Our team conducted this analysis across a wide range of fields from product design, fashion, interior décor, architecture, art, and visual culture.

This is a time characterised by introspection and intentional dreaming, examining what we want to take with us into the future to enrich our relationships with each other and with our planet.

Obru

MAGICAL
Realism

13-4405 TPX
13-0611 TPX



16-1219 TPX
18-3710 TPX

17-0330 TPX
17-1506 TPX

19-4057 TPX
19-5920 TPX

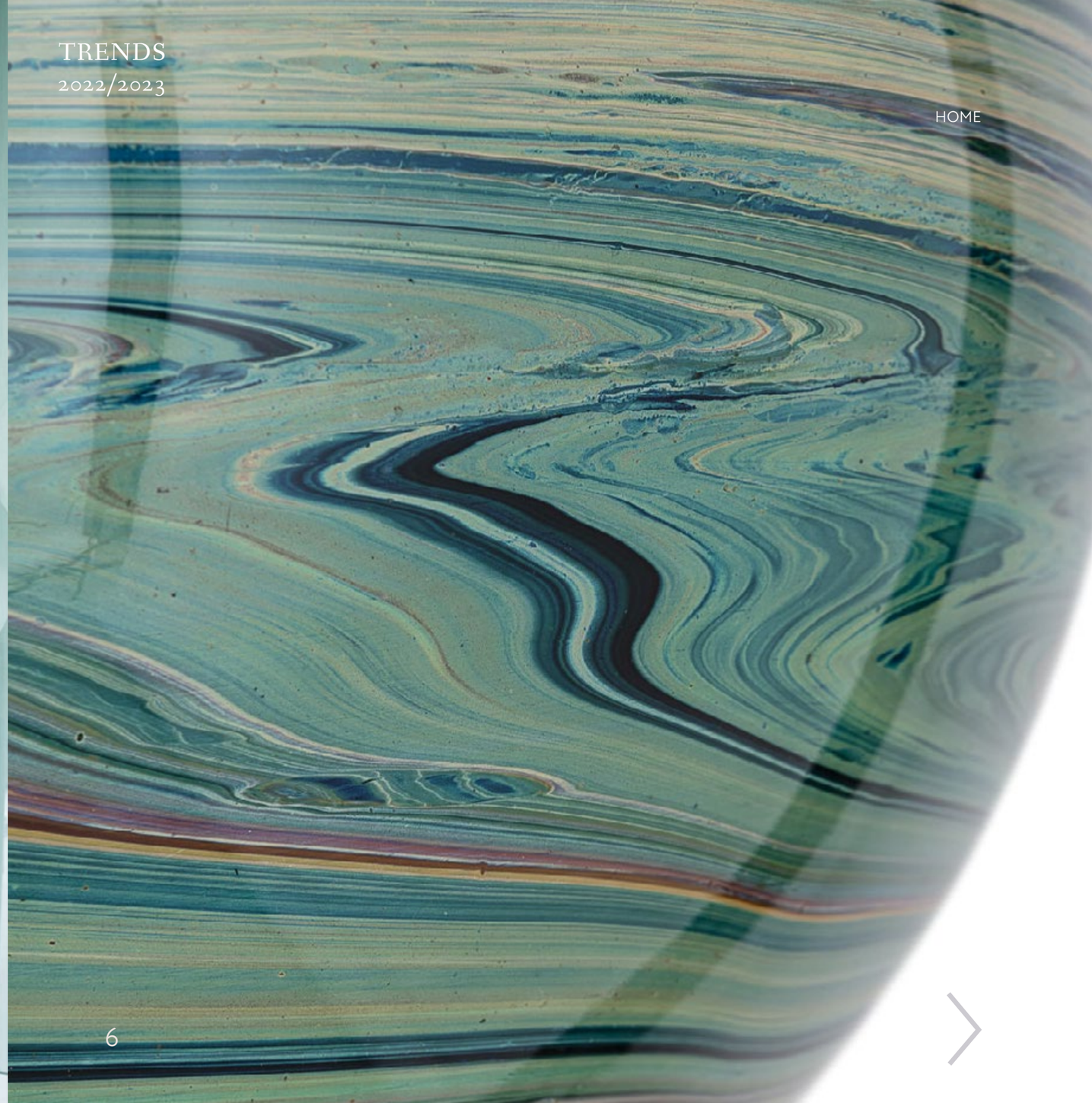
15-2205 TPX
13-1904 TPX

Dreaming of the future

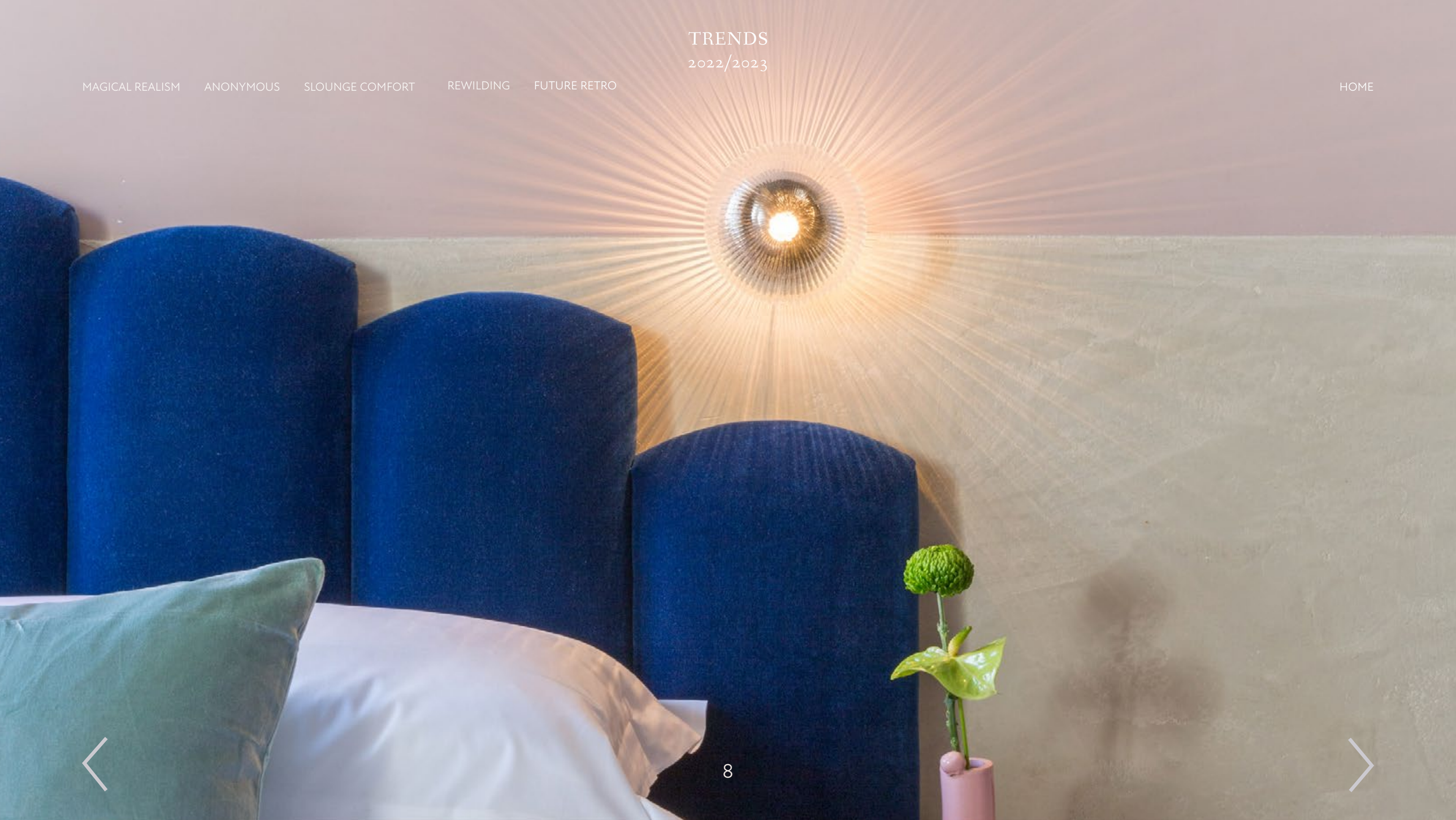
"In the rush to return to normal, use this time to consider which parts of normal are worth rushing back to." – Dave Hollis

Magical realism is a literary genre that depicts the real world as having an undercurrent of magic or fantasy. As a theme for the coming year, it invites us to dream about the future: what will we take with us back into the world after the lockdowns are over?

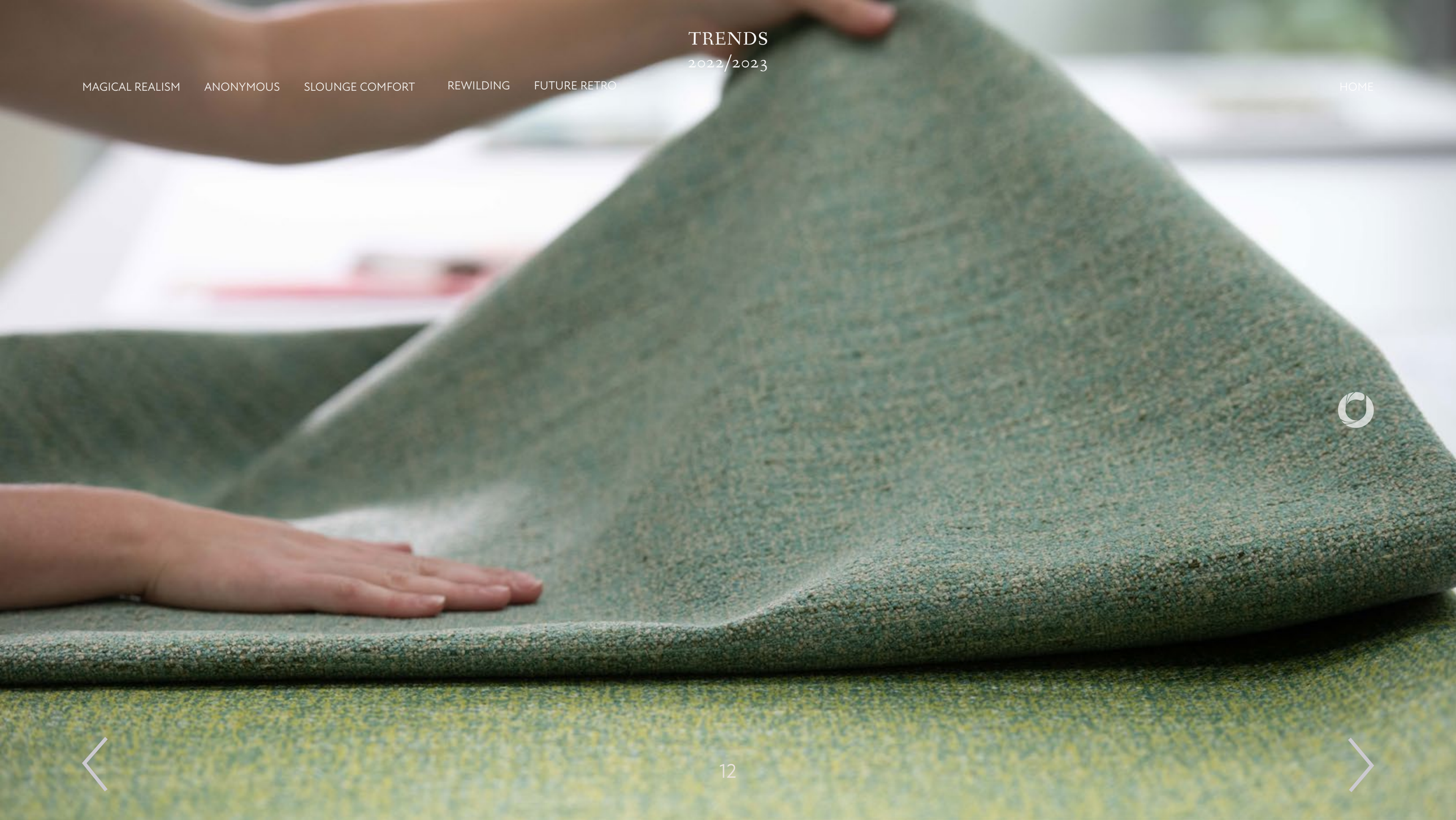
Magical realism is a theme defined by subtle beauty, seen through glistening sheers, crystalline structures, and an iridescence that changes our reality depending on how the light hits us.
This is a hopeful theme, full of wonder and possibility.

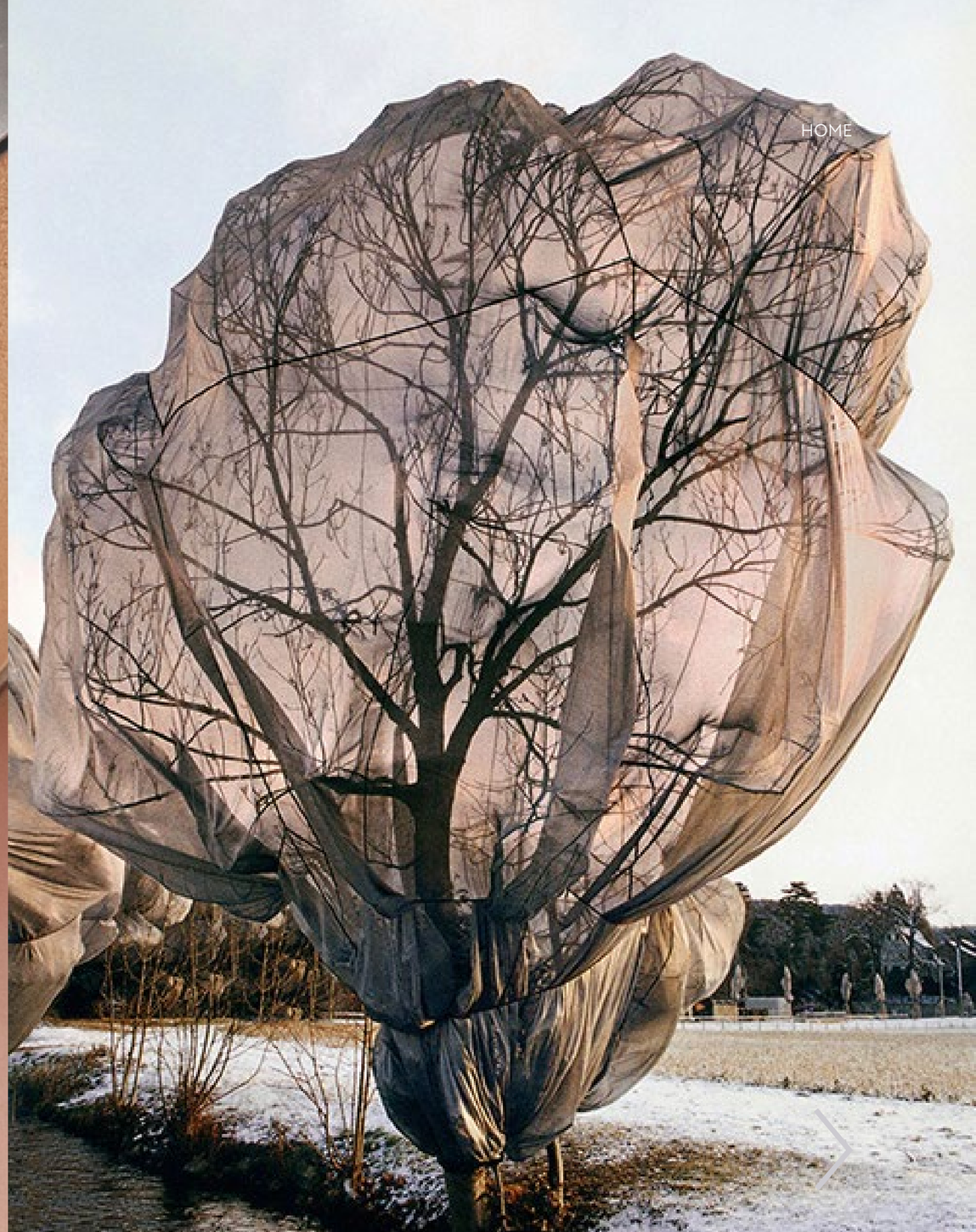


Awe & wonder



Dreamy





ANONYMOus

14-4201 TPX
13-0607 TPX

16-4021 TPX
13-3803 TPX

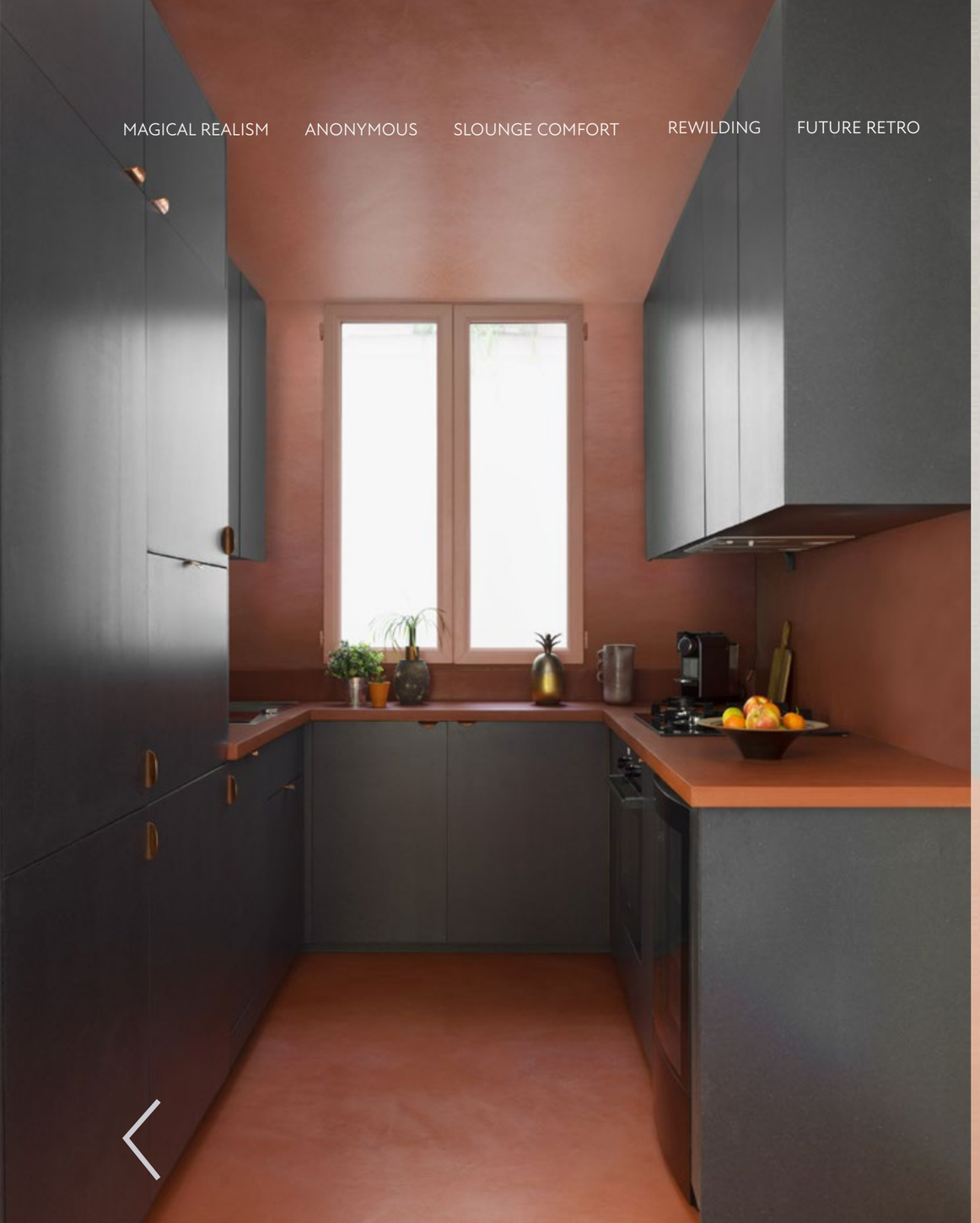
17-1320 TPX
17-3933 TPX

17-3808 TPX
18-1239 TPX

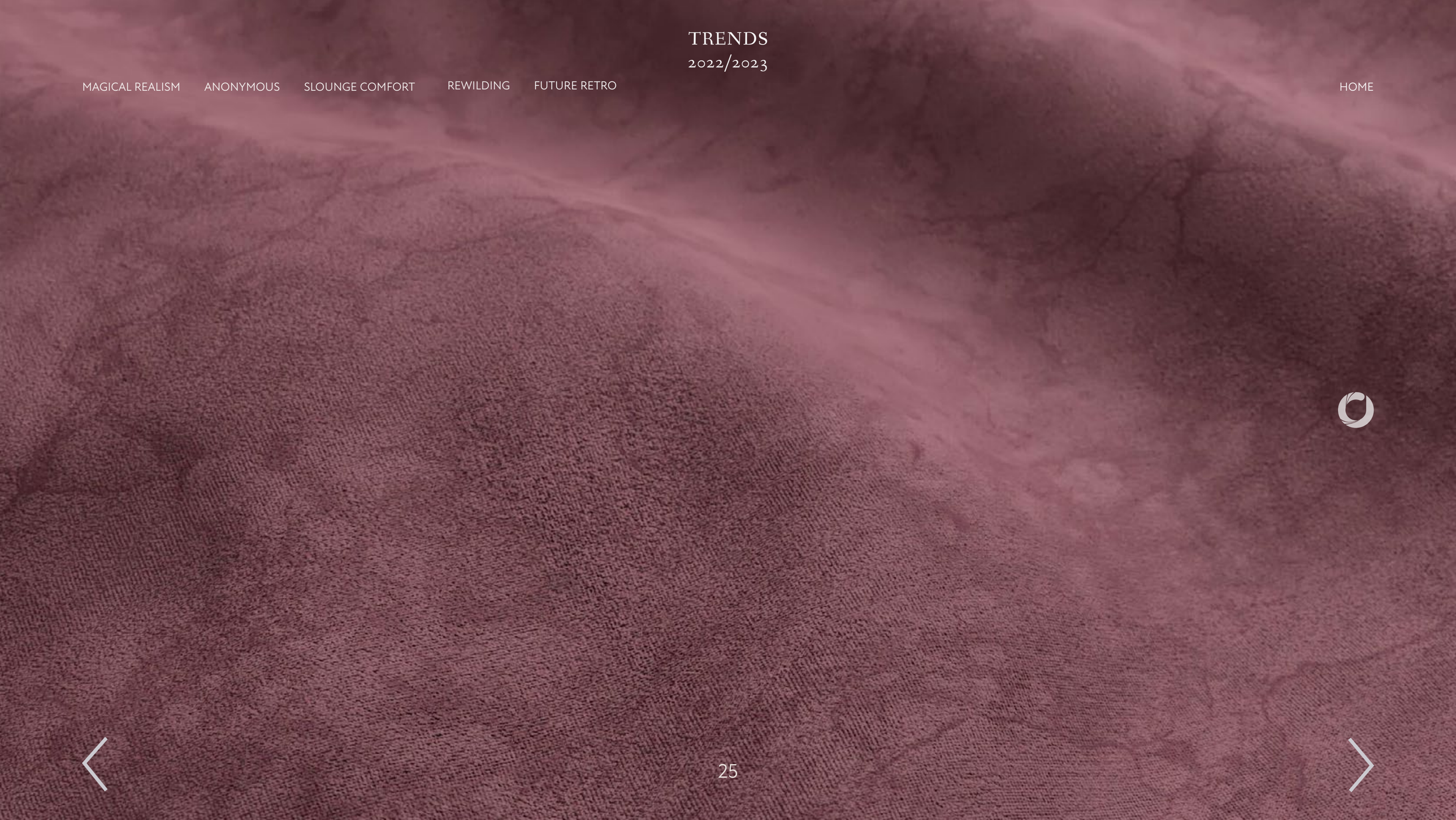
19-3617 TPX
18-1314 TPX

Live & let live

Anonymous revolves around finding a way to see each other as human. As the lines between the virtual and the real begin to blur, Anonymous speaks to how we're seeking and finding and accepting each other (and ourselves). In culture and design, this theme is characterised by soft colours and nature-based materials. We see it in gender-neutral silhouettes achieved with enveloping materials and rounded shapes. Key colours here are burnt rusts fading out into blush pinks.



Seeking



SLOUNGE
Comfort

12-6204 TPX
19-3900 TPX

14-3903 TPX
14-4103TPX

14-0626 TPX
16-1703 TPX

17-5102 TPX
14-1014 TPX

17-1328 TPX
16-0950 TPX

Slow, authentic living

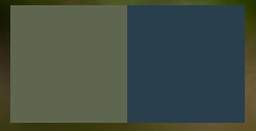
Slounge Comfort, our third theme, is characterised by introspection. Since the beginning of 2020, we have all been forced to make more thoughtful decisions as the world slowed down around us. Slounge Comfort is about bringing this intentional mode of being into a post-cocooning world. Being away from the way things were – the so-called Old Normal – changed our notions of wellbeing. Slounge Comfort is a homebody of a theme. Our homes, which became our whole worlds, reflect our souls more than ever now. Quilted materials, fluffy with neutral shades, warm up everything from the sofas in our living rooms to the architectural interiors we inhabit.

Comfort

Slow living

REWILDING

18-0420 TPX
19-4110 TPX

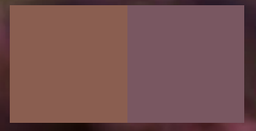


18-1440 TPX
15-0531 TPX

17-3915 TPX
19-1775 TPX

17-5513 TPX
18-1725 TPX

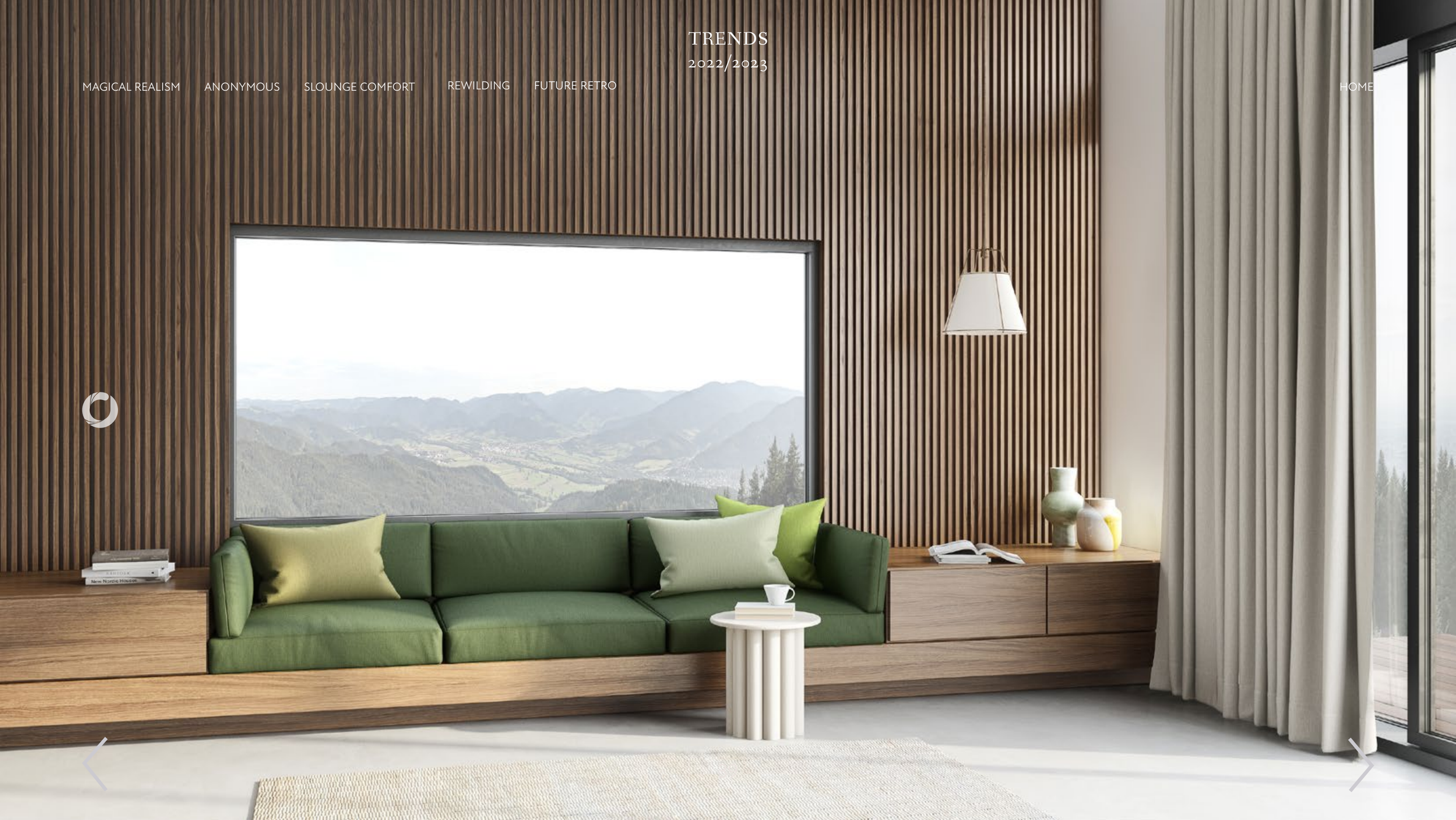
18-1314 TPX
18-1405 TPX



Letting the world's natural rhythms speak first

Through conservation efforts like rewilding, wildlife's natural rhythms create wilder, more biodiverse habitats. We see this reflected in the visual culture of the world around us, as we draw closer to our authentic selves and to each other, to the planet itself, and to the rights of animals and the land. At a time when the question of harmony between the earth and mankind is crucial, Rewilding is rich with natural textural materials, from unfinished woods to tactile textiles with bouclé elements. Here is a world experienced through the senses, through rough organic forms, natural stone, and Brutalist ceramics.

Nurture nature



FUTURE RETRO

14-1209 TPX
14-4310 TPX

14-0846 TPX
13-2803 TPX

16-5807 TPX
16-1443 TPX

14-4106 TPX
15-4706 TPX

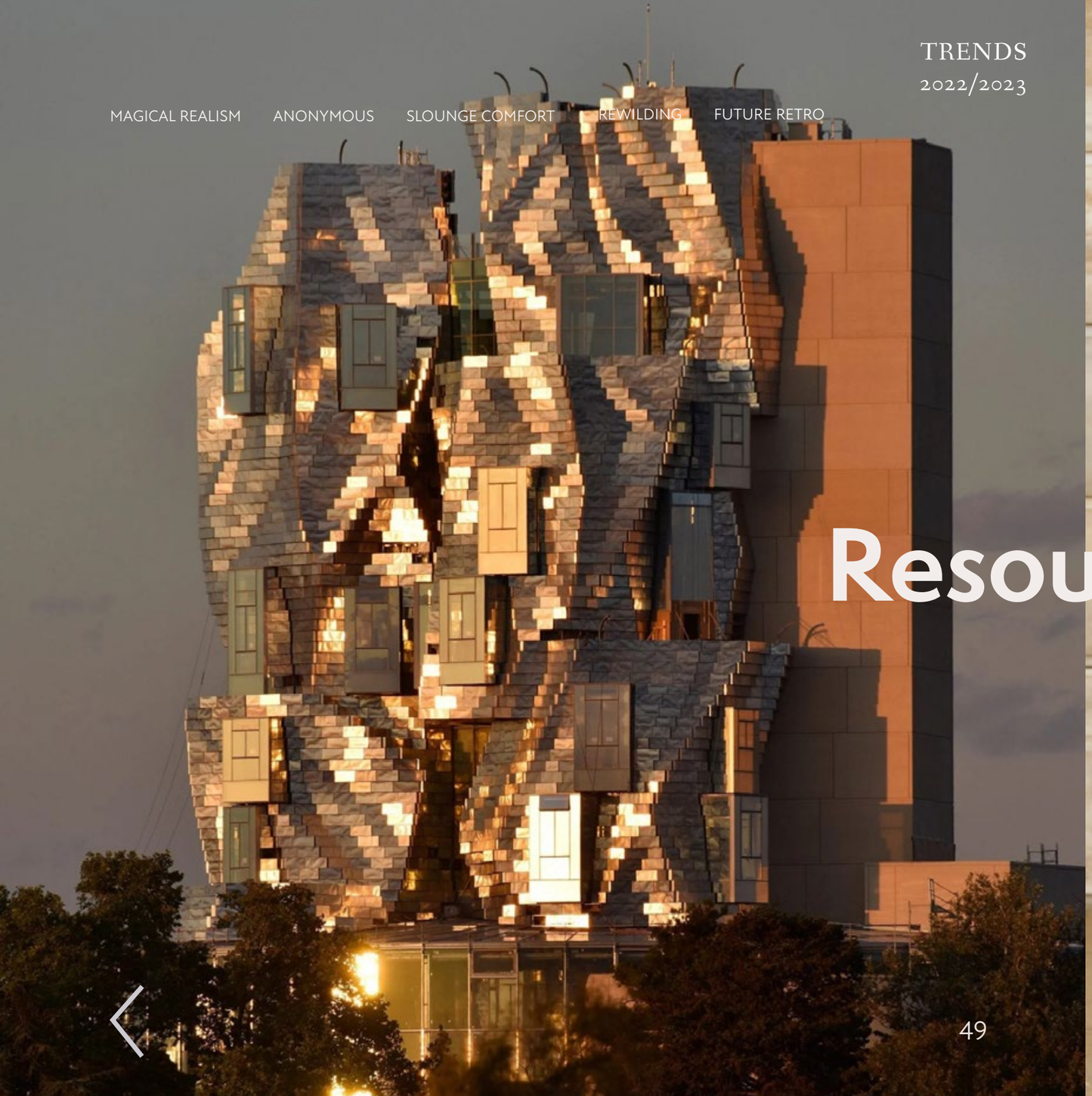
18-1355 TPX
19-1532 TPX

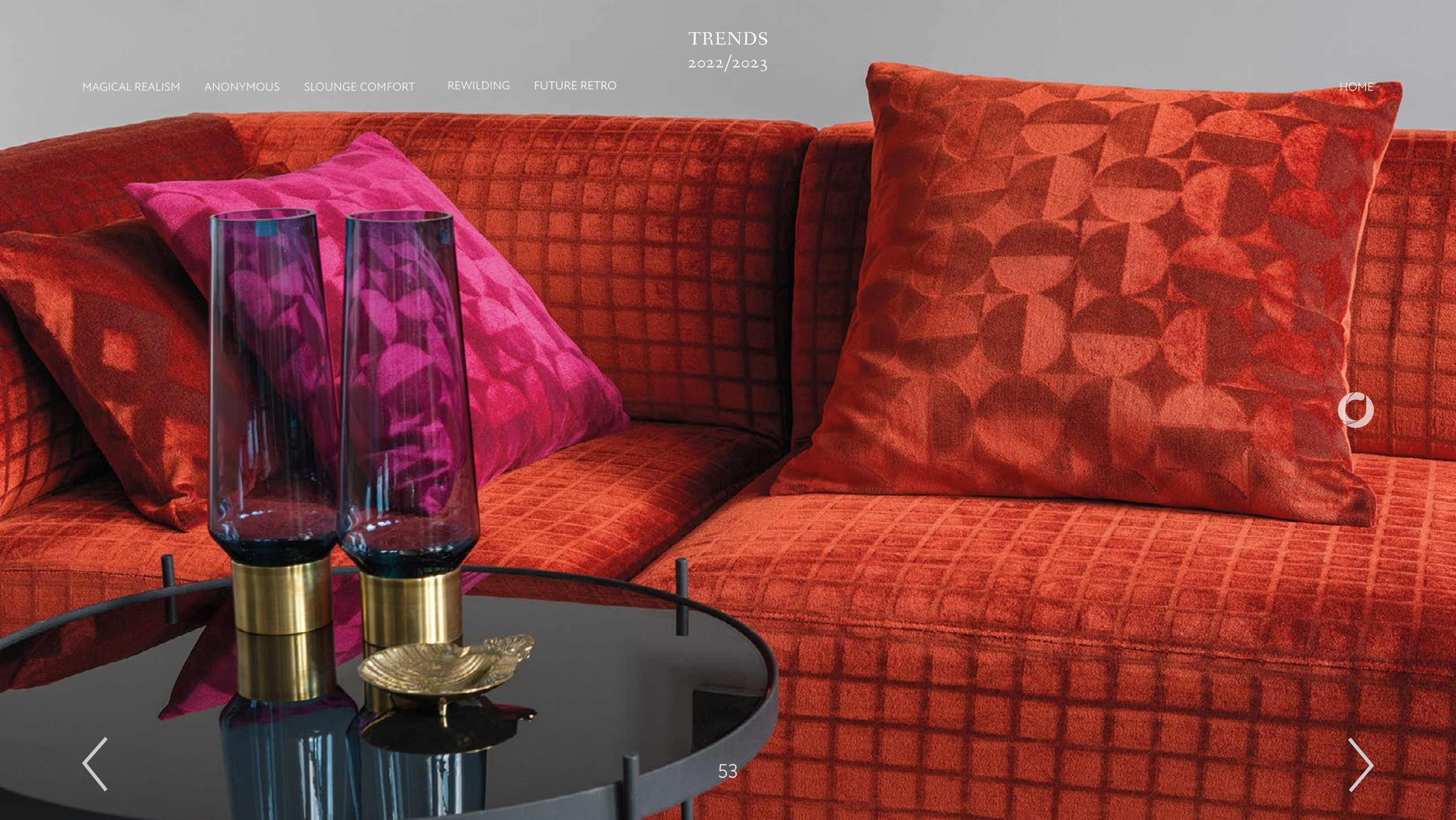
Magical realism in practice

If Magical Realism is imbued with a dreamy imaginative quality, Future Retro is the theme that shapes these visions of the future into a tangible roadmap for a real, better future. With Future Retro, we look around at the technology and materials we already have with us. What do we want to take with us into this new world? How can we remake these existing technologies and resources into materials with which to build a better future? - better for us, our children, our environment, and our communities?

Purpose

Resourceful





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Passion for Fabrics

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