

# Trend report 2025



**BELYSSE®**

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# Letter from the editor

**Welcome to our 2025 trend report, where we explore the emerging trends, textures, and colors that will shape the interior design world in the upcoming year.**

In an era propelled by technological advancements and the rise of artificial intelligence, we pause to reflect on what it means to be human. Our quirks, passions, and our innate need for emotional connection take precedence, influencing fresh perspectives and realities. These values also extend into interior design, emphasizing how aesthetic and sensory experiences can have a positive impact on mental well-being and create a sense of belonging.

Guided by the principles of wellness and sustainability, we move forward with a deep awareness of our impact on both human and global ecosystems. Given the current climate and economic challenges, there is an urgent need for conscious consumption, urging us towards responsible and thoughtful choices.

During our research, we noticed a revival of soft flooring. This was particularly prominent during Milano Design Week, where rugs and carpets were featured in many exhibition spaces. They were not only placed on the floors but also creatively exhibited as wall hangings, resembling works of art.

As you delve into the insights of this report, we invite you to envision innovative ways to create nurturing, purposeful spaces. Our goal is not only to anticipate the future but to actively shape it.

Ruben De Reu,  
Product Director at Belysse

# Interior aesthetics

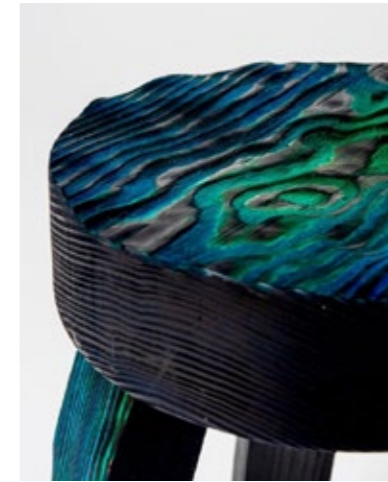
Consumer needs and expectations are shaping the textures, materials and colors of residential and commercial interiors. Curios, Flavor, Pure, and Folklore are the four aesthetics we think will majorly impact how we define interior spaces. Curios explores the co-existence between humanity and technology. Flavor is all about bold colors and playful shapes to create a sensorial and dopamine-filled experience. Pure reflects minimalism with a twist and a focus on eco-conscious design. Lastely, Folklore honours authenticity and craftsmanship with imperfect forms and natural materials.





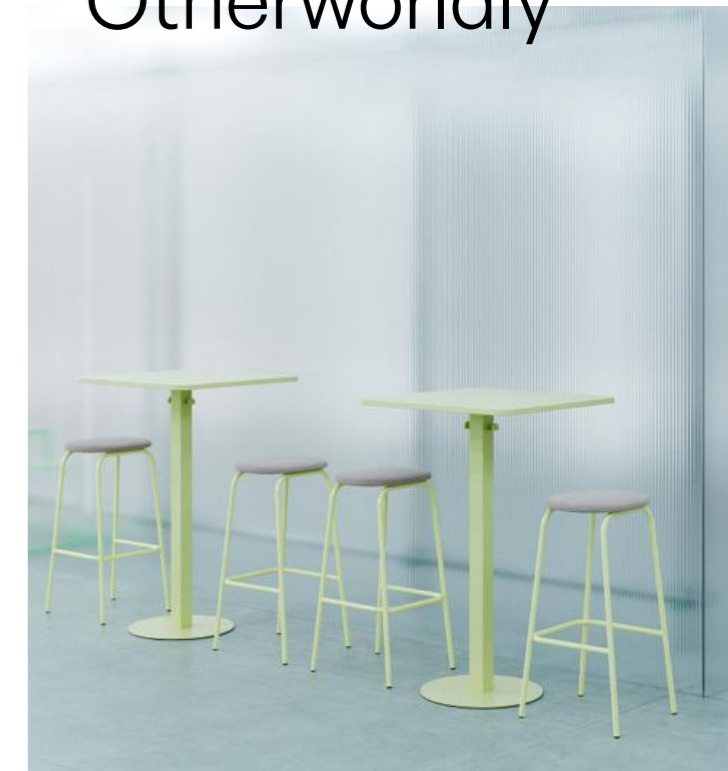
# Curios

The human spirit is naturally curious, constantly seeking new experiences and discoveries. This urge for exploration extends beyond our traditional boundaries, extending to the depths of the oceans, the farthest reaches of space, and even the digital world. As technology continues to advance, the lines between the physical and digital realms are dissolving, paving the way for a new era of design innovation that addresses pressing issues like the climate crisis. Fueled by the boundless possibilities of artificial intelligence and human imagination, interior spaces are evolving to challenge convention and embrace creativity in unprecedented ways.

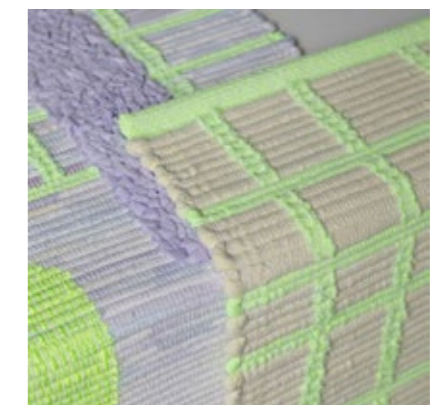


Renewal

Otherworldly



Fluidity



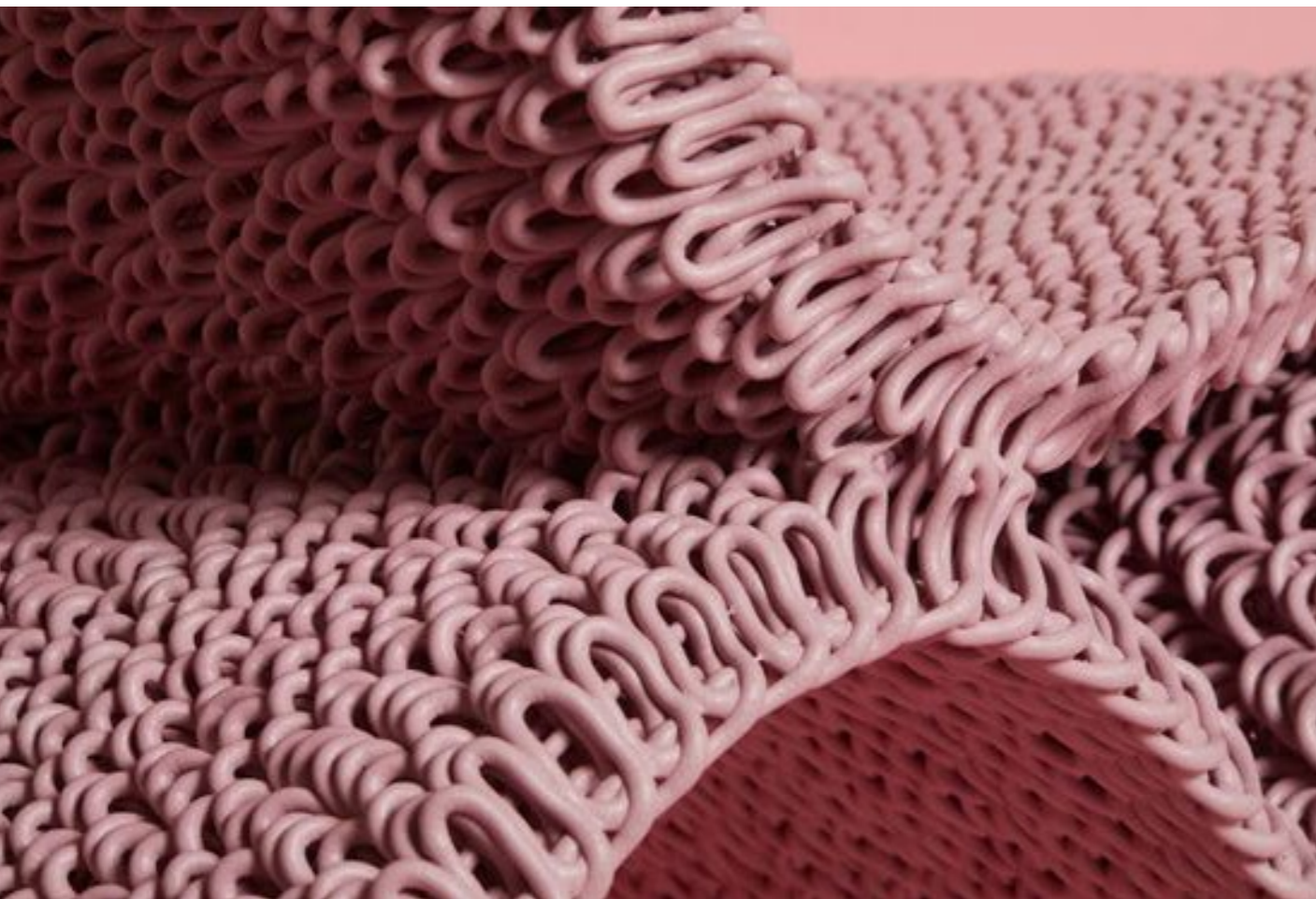
# 01



## TEXTURES & SHAPES

In this era of design innovation, textures and shapes intertwine to create a mesmerizing fusion of the ethereal and the tangible. The use of post-waste materials, including glass and recycled plastic, evokes a sense of sustainability and renewal. Within the Curios trend, we also see materials that play with transparency to create mystery, such as frosted glass and acrylic furniture, alongside metallic elements that reflect light. The convergence of the digital and the human is explored in 3D printed textiles that offer a glimpse into the future of design.

When it comes to textures and patterns in soft flooring, we see this evolving into dynamic designs characterized by fluidity and movement, such as free-flowing shapes and color gradients. Additionally, there's a growing trend of carpets with metallic speckles, casting an ethereal glow that captivates the eye and creates an ambiance that feels otherworldly. Perfectly suited for offices and hotels aiming to spark a sense of innovation and creativity.



## COLOR PALETTE



The color palette of Curios embodies a fusion of human creativity and technological innovation. Soft, desaturated pastels such as lavender, blush pink, and cool mint mingle with vibrant bursts of zesty lime and coral, infusing the palette with a dynamic energy. These hues are contrasted by cosmic, enigmatic darks that inspire exploration into the depths of our universe.

Given the boldness of this color palette, we expect to see the vibrant shades used as accents in interior decoration. Meanwhile, the neutral tones are ideal for larger surfaces like walls and flooring, serving to balance the overall look and allow the colorful accents to pop out.

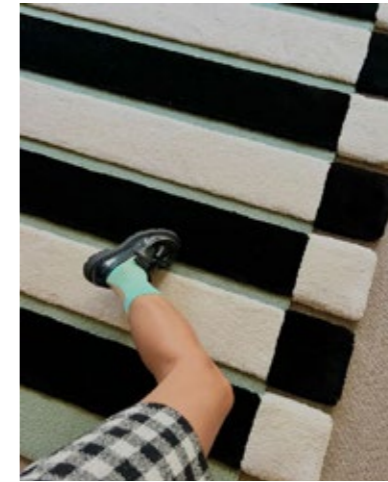


# Flavor

Step away from the digital realm and immerse yourself in a world of sensorial decadence and emotional comfort. Yearning for connection beyond the screen, the Flavor trend celebrates pleasurable experiences and the integration of all five senses into design. Embracing the desire for a hedonistic escape, it offers indulgent comfort alongside mental rejuvenation. With a focus on joyful, playful, and immersive experiences, it evokes the nostalgia of simpler times while igniting a sense of childlike wonder and delight.



# 02



Playful

Sensorial



Escapism





## TEXTURES & SHAPES

In the Flavor trend, textures and shapes intertwine to create a sumptuous feast for the senses. Plush velvet and fluffy textures invite touch. While playful and candy-like shapes with unexpected proportions speak to our inner child. Through the interplay of these sumptuous textures and playful silhouettes, interiors are transformed into vibrant, almost edible spaces that captivate and delight at every turn.

We expect to see this trend unfold not only in homes but also in commercial spaces, where interior elements bring joy to all ages. This desire to create sensory experiences will become prominent, with an emphasis on plush cut pile structures that invite touch and connection.



## COLOR PALETTE



In the Flavor trend, colors are not merely hues but potent stimuli that evoke warmth and emotional resonance. Warm blue, green and brown tones are combined with hot orange and pink shades, creating a rich contrast that ignites the senses. Each hue evokes an almost tangible sensorial experience, inviting you not only to see but also to taste and feel the colors, making color a truly indulgent and immersive aspect of this trend. Naturally, pairing them with more neutral tones tempers the sensory impact, ensuring a balanced and not overly stimulating ambiance.

These color combinations and their effect are ideally suited for homes as well as luxurious hotels, restaurants and retail spaces, promising an indulgent experience.



# Pure

In response to our throwaway culture, we're shifting towards more thoughtful consumption, valuing items that offer versatility and longevity. There's a rising desire for designs that not only add value but also promote sustainability, driving a surge in durable investment pieces. This minimalist mindset merges with personal expression, as these essential items receive customized touches. By stepping away from the ordinary and embracing uniqueness and eccentricities, this trend encourages self-expression and fun with its unexpected twists.



Longevity

Personalized

Sculptural





## TEXTURES & SHAPES

The Pure trend introduces a refreshing twist on classic designs while prioritizing sustainable, hardwearing materials to ensure product longevity. Traditional shapes are reinvented with unexpected dimensions and proportions, instantly captivating the observer. While wavy lines and rounded, organic shapes introduce softness and movement, creating a sculptural quality that adds depth and intrigue. Unexpected and quirky embellishments inject personality into conventional pieces or breathe new life into repurposed or upcycled items.

One effective method of infusing personality into interior spaces is through flooring choices. We envision carpets and area rugs becoming canvases for eccentricity, not only in residential settings but also in commercial spaces like offices, flagship stores, and hotels, serving as reflections of brand identity. Textures and patterns play a pivotal role, with intricately crafted tip-sheared structures introducing a sculptural effect that elevates minimalist aesthetics with a touch of uniqueness.



## COLOR PALETTE



The color scheme of Pure embodies timelessness and durability with a lot of calming shades. Warm browns, sage greens and sandy hues evoke an aged quality, exuding a sense of enduring beauty. Soft, tinted neutrals reminiscent of pear and lemon, along with soft lilac tones, add a refreshing touch to the palette.

Given its calming and versatile nature, this palette can work well in any interior.



# Folklore

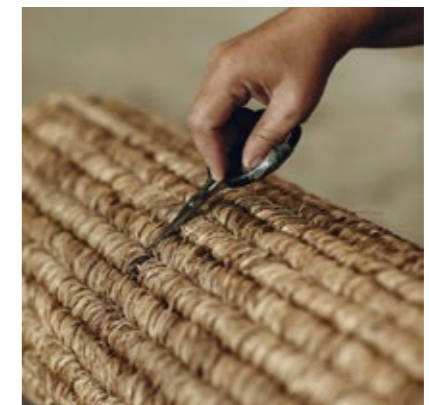
In our quest for deeper connections in life, the Folklore trend resonates by tapping into our human essence of community, craftsmanship, and reverence for our Earth. Raw and pure elements infuse spaces with authenticity, inviting us to forge genuine connections with both the product and the process behind it. It's about cherishing intrinsic worth over superficial allure and nurturing our well-being on every level, crafting environments that nourish our souls.



Authenticity

Raw

Craftsmanship



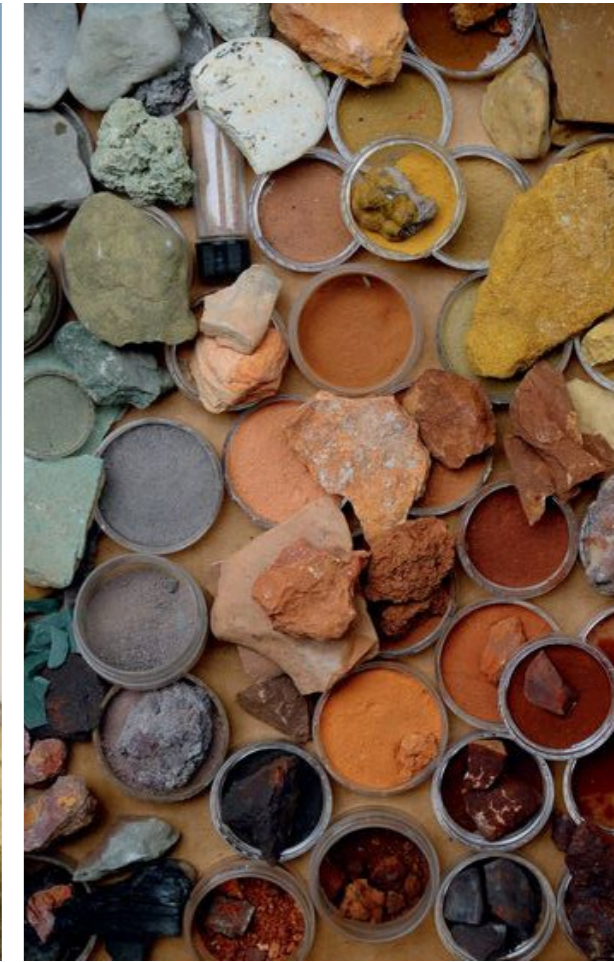
# 04



## TEXTURES & SHAPES

In the Folklore trend, textures and shapes take on an organic quality, celebrating the beauty of imperfection and the authenticity of natural materials. From the warmth of wood to the earthiness of sisal and bamboo, interior spaces are filled with natural fibers that bring a sense of groundedness and connection to the environment. The deliberate use of raw edges and undone finishes embraces the raw essence of textures, reflecting a profound desire for authenticity and a return to origins.

This ethos extends to soft flooring as well, where materials exude a rugged, natural appearance, complete with rustic seams and edges. Biomimicry plays a crucial role, with patterns and textures mirroring natural elements, enriching spaces with an organic aesthetic.



## COLOR PALETTE



Drawing inspiration from organic pigments, the colors in the Folklore trend seem to emerge directly from the earth itself. Greens reminiscent of lush foliage harmonize with grounded neutrals, embodying the serene balance found in natural landscapes. Weathered tones, evoking aged wood, oxidized metals, and natural pigments like indigo, infuse spaces with a sense of history and character.





# Outro

**As we conclude our 2025 trend report, we hope our observations stirred your imagination and inspired fresh insights.**

We are excited to see that soft flooring is making a comeback. In an era where digital interfaces dominate our interactions, soft flooring offers a refreshing change. Whether it's in commercial or residential spaces, it encourages us to engage with our surroundings in a more intimate and tactile way. This is particularly welcome in a time when we seek to explore what makes us human and what resonates with us on a deeper level.

We invite you to explore further and join the conversation shaping the future of design.



A woman's face is partially visible at the top of the frame, looking slightly to the left. A large, white, layered, wave-like graphic covers the middle of the image, creating a sense of depth and movement. The background is a light, neutral color.

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