



residential  
furniture

# trends

Global Color and Design Center

## summary

U.S. consumers were recently asked which room in their home they intended to make purchases for in 2010. 30% responded family room/den, 23% master bedroom and 21% outdoor area.

### *Design Programming Influence*

*88% of US consumers look for design-oriented information from television programming such as those on Home and Garden TV Network (HGTV) while only 78% find their information in decorating magazines. Internet, retail catalogues and in-store displays are preferred by only 50% to 60% of those surveyed.*

*(HomeAccentsToday.com)*



### *Going Local*

*The consumer practice of supporting family owned businesses and independent manufacturers continues to gain momentum in the US and around the globe. Spurred by unstable fuel prices and complex means of transporting goods from their point of manufacture to the end-user, this movement is impacting many industries. Many of us have already noticed our favorite restaurants promoting the use of locally grown (often on the premises) vegetables and aromatics.*

*How will this trend impact design of home goods and furniture? One avenue is for designers & manufacturers to explore overlooked indigenous wood species such as Sugar Maple and Sweet Gum in the Eastern US. Look for increased incorporation of repurposed, recycled, and reclaimed materials to add an artisan touch to all types of products.*

mark this



Extreme customization, attention to homegrown goods and services, and eccentricity are some of the common threads that today's consumers are tying together to define the *new* luxury. According to Trendwatching.com, luxury will be whatever you want it to be. We've embellished this neutral stain finish (above) with a rich, brown "branch tattoo" for that truly unique look.

## color

- LIGHTER WOOD TONES** bring relief to Espresso
- HIGH GLOSS WHITE** in contemporary & transitional
- PURPLE** continues to punch in neutral spaces
- TEAL + RED** combination is fresh and vibrant
- GRAYS** in medium - dark tones on walls & as transparent stain for wood furniture

## material

- LOCAL** wood species that are abundant
- ANYTHING** repurposed, reclaimed and recycled
- MERCURY GLASS** and **JEWEL-TYPE** hardware
- UNUSUAL** materials like bone and horn
- CRYSTALS** still holding strong

## finish

- ADVANCED TECHNIQUES** crackles, emulsions and handpainted or stamped "tattoos"
- DISTRESSED** finishes with higher sheen
- CUSTOMIZABLE** color programs become more prevalent
- GRAYS & BLUE-GRAYS** that mimic driftwood

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Please contact your Sherwin-Williams sales representative to request additional Residential Furniture Trend information.

## timely texture

The use of reclaimed wood, emulsified coatings and extreme distressing techniques play a role in supporting the continued trend of texture. Physical and visual texture, when contrasted with clean lines and smooth elements, create an amazing overall experience for the end-user.



## authenticate

This collection echoes the return to pure and simple. By applying a restrained approach to finishes, these beautiful exotic wood species speak for themselves. Quartersawn oak is accentuated with custom tattoos and jewel-like hardware for an easy, comfortable contrast while matte and full gloss clearcoats complete the look.



## mauve it on over

Not to be confused with the mauve and gray combinations from the 1980s, these examples demonstrate mauve's diversity: on the left a lustrous and commanding painted version with subtle silver brush strokes. On the right, a versatile, transparent, casual approach with a gray-filled grain on oak.



## all in the details

There's no shortage of intricate details on newly designed furniture. We've noticed a surge of decorative items applied to wooden and upholstered goods. Crystals offer up glamour at varying levels on anything from throw pillows to mirrors to drawer fronts. Nail heads transcend all style categories.

