



CIE
LONDON

Timeless design for a
sustainable future

CIE Trend Report 2023/24

Why Trends?

For over 60 years CIE has been at the forefront of London's Premium residential development market. Why is our Trend analysis important?

Our Trend analysis will allow our Clients to make informed decisions on material finishes and products within a Kitchen Space for a future development

CIE's research will provide expertise to help understand how those product decisions define your development, and how your kitchen specification will give the right attributes for your target market.

What is a Trend?

A Trend describes a profound social and cultural movement forward. A development in the way in which a person, or situation behaves.

What “is not” is
almost as important
as what “it is”

Through the observation across wide swath of societies and marketplaces. It expresses primal human needs and aspirations and predicts what their needs will be.

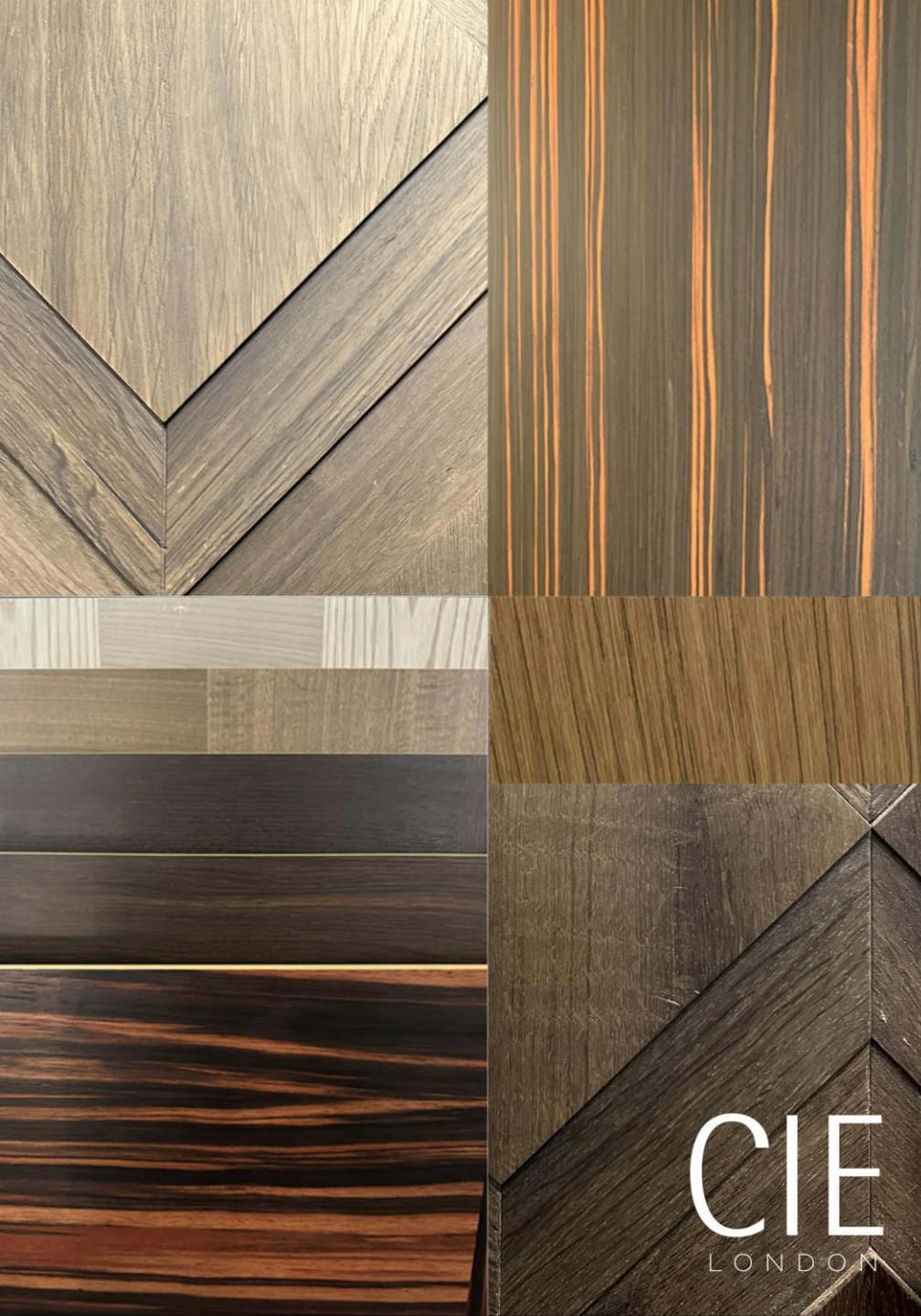
Our study of Trends allows us to help understand the past to better visualise the future. A Trend is not a fleeting phase or passion - it's not a fad.



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“interior design trends” can feel like an oxymoronic term. Decor doesn’t tend to undergo seasonal changes or flash-in-the-pan fads – furniture, textiles, art and wall coverings are too cumbersome, too expensive, too enduring to update frequently. When you design a room, as the saying goes, you need to learn to live with it. For a long time.”

Elise Taylor Vogue Magazine 2023



Textured Woodgrains

Sourcing rare and dramatic marbles for our Clients has long been a staple for CIE, however we are seeing this extend to our veneers.

This is part of an extended trend previously explored in relation to highlighting the natural beauty of a product.

High contrast, exotic timbers and heavily textured woodgrains create interest. These can be used as an accent wall cladding or feature furniture which gives a more tactile finish and appreciation of the wood in its natural state.





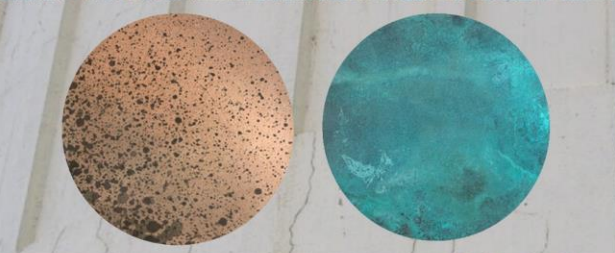
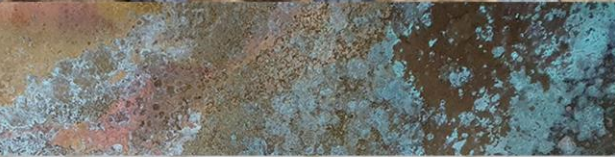
Warm Neutrals

Warm neutrals continue to dominate our interior spaces.

A clear trend identified by our CIE Design team as we came through the pandemic: earthy tones that we associate with wellbeing, nature and serenity continue to comfort our post pandemic state.

We want our colours to feel comforting - a move away perhaps from the harsh greys from the last decade. Cream, earth tones, browns, rusty reds - we want our design decisions to be timeless and these nature inspired palettes will continue to influence our interior and design decisions





Brutalist Industrial

Brutalist Industrial - the oxidisation and ageing of metals in their unpolished and unlacquered raw state allowing nature to take its course.

These materials become the focal point of your space, highlighting their imperfections - this extends to unpolished wooden furniture, burned finishes - its all about adding texture and embracing functional materiality.

A distinctly minimalist style used with cream and earthy tones - this look aligns itself with a Brutalist aesthetic - raw polished concrete floors , minimal clutter with the focus on functionality

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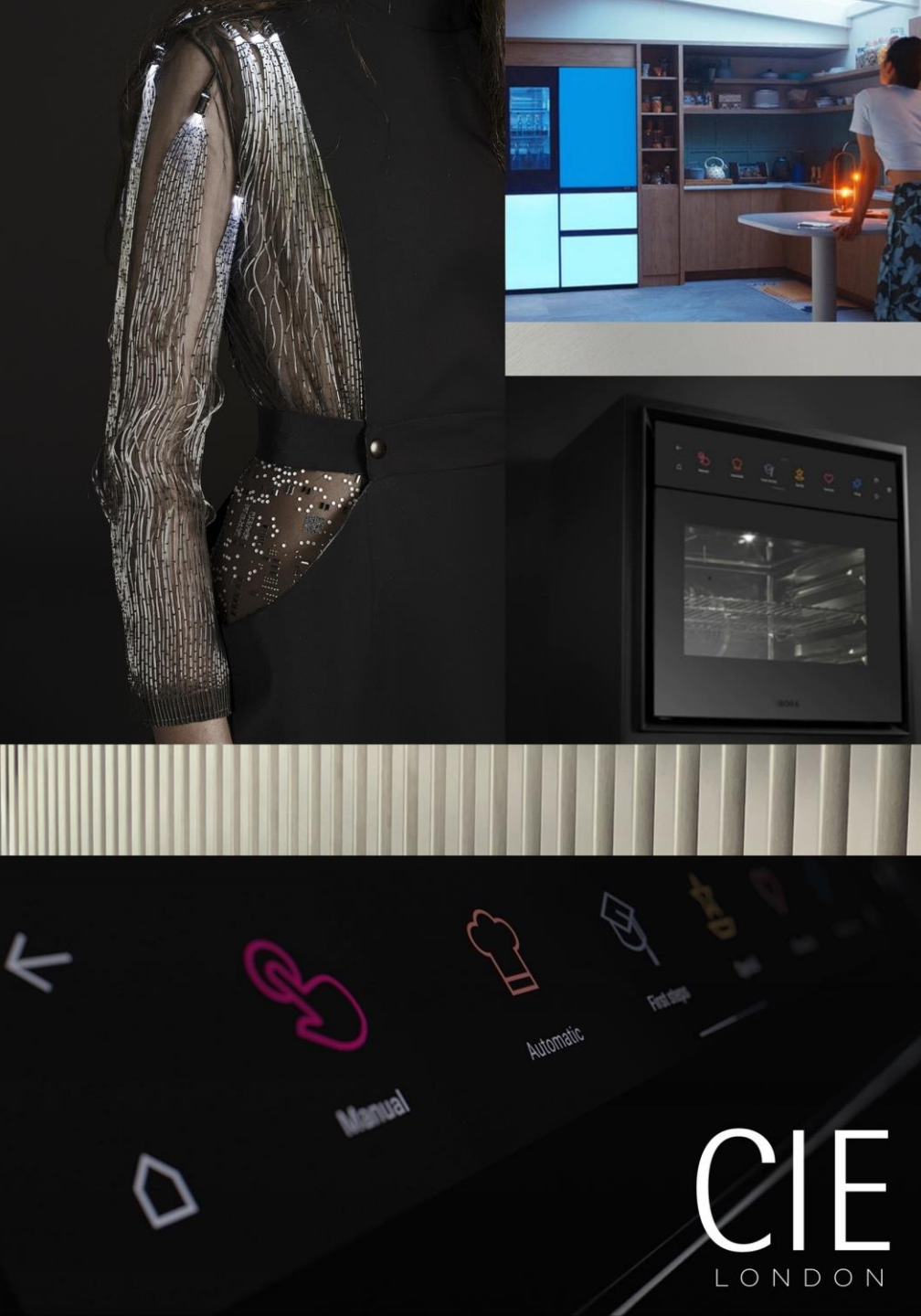
Material Sustainability

Material Sustainability - No revelation that sustainability tops the agenda when we are looking at Interior Trends.

Designers and consumers alike are looking at ways to make better material choices, repelling mass-manufactured materials in favour of the natural.

Sustainable and ecologically sourced materials - cork, recycled aluminium & glass, Yogurt pots recycled into Terrazzo-like surface panels. Innovative solutions for functional interior design, with surfaces maintaining their natural properties - their scent, look and touch.





Hyper Personalisation

Hyper-personalization takes personalisation a step further by using advancing algorithms to create unique personalised experience for each user.

This will extend to your home appliances to allow each appliance to be specifically programmed to analyse the habits of the user. A world where technology and human will be one.

The further development of these features that we already see such as large, responsive screens on our refrigerators to AI-powered cooking assistance, will go beyond simply helping users – food recognition and burn detection to the refinement of internal cameras and fridges that change colour with the tap of button.



Handmade Elegance

As technology advances, our appreciation of the handmade will heighten. The hybridization of the new and the old – how we navigate this in our homes – organic and digital as one.

Pieces of furniture that evoke emotion, the dresser that has been handed down through generations, beautifully detailed and living in conjunction with the new. Timeless and classic design pieces seamless integrated with modern.

The value of Craftsmanship evokes our connection with the past – well made and built to last. Traditional and high quality materials – buy once – buy best. The key to a sustainable future.





“ The home of the future will be more flexible than ever, as well as an emotional space that acts as an extension of self-care and a playground for self-expression. Designing for an inclusive future, from adaptive design to addressing housing disparities, as well as how we live together - with nature, other species and one another - will also influence interiors ”

WGSN - The Future of Home Interiors 2030

Conclusions

CIE previously observed how our emergence from the pandemic influenced our design decisions. The chance to reset, reflect and adjust continues to dominate how we think about our homes, and the furniture that occupies it.

Home design trends continue to be a reaction against global uncertainty, and cost of living. We want the spaces we occupy to be meaningful to engage with – to allow us to feel comfort in our surroundings. The clear trends in our wellbeing, rejuvenation and the appreciation of the natural world, are all evident. This manifests itself in a clear value on placing importance on where a product is sourced and how it is made. This includes the

Environmental commitments of the companies that produce it.

Therefore, the clear trend of 'Sustainability' has staying power. Longevity of a product becomes a priority, and the value of craftsmanship is paramount. The value of vintage design pieces that have either been inherited or sourced, is prioritised through the way it makes us feel, evoking a nostalgia or reassurance. In a world of uncertainty, these promote a sense of reassurance and comfort.

“ An ever-present concern in modern interiors is the sustainability of the materials being chosen. Either one ignores this concern and proceeds as we have done for decades with environmentally damaging and easily manufactured materials that are cheaper but sometimes ill-suited to purpose, or one makes better choices. ”

Annabel Harrison Luxury London 2023

At CIE we can take immense pride and comfort in our drive to towards net-zero climate impact. Our Clientele will prioritise this as we move forward

For our Design decisions we continue to embrace our previous mantra of timeless design for a sustainable future – our key brands bulthaup, Gaggenau demonstrate incredible craftsmanship as a key value to the success of their business. We operate in a world of kitchen manufacturing, so our emphasis on how these companies use craftsmanship in unison with the machine, should be a key facet in our product offering.

“ Finding interior solutions that are kind to both our sanity and the planet feels more important than ever – a sense of permanence is key to understanding which way the 2020s are headed. ”

Elise Taylor Vogue Magazine



