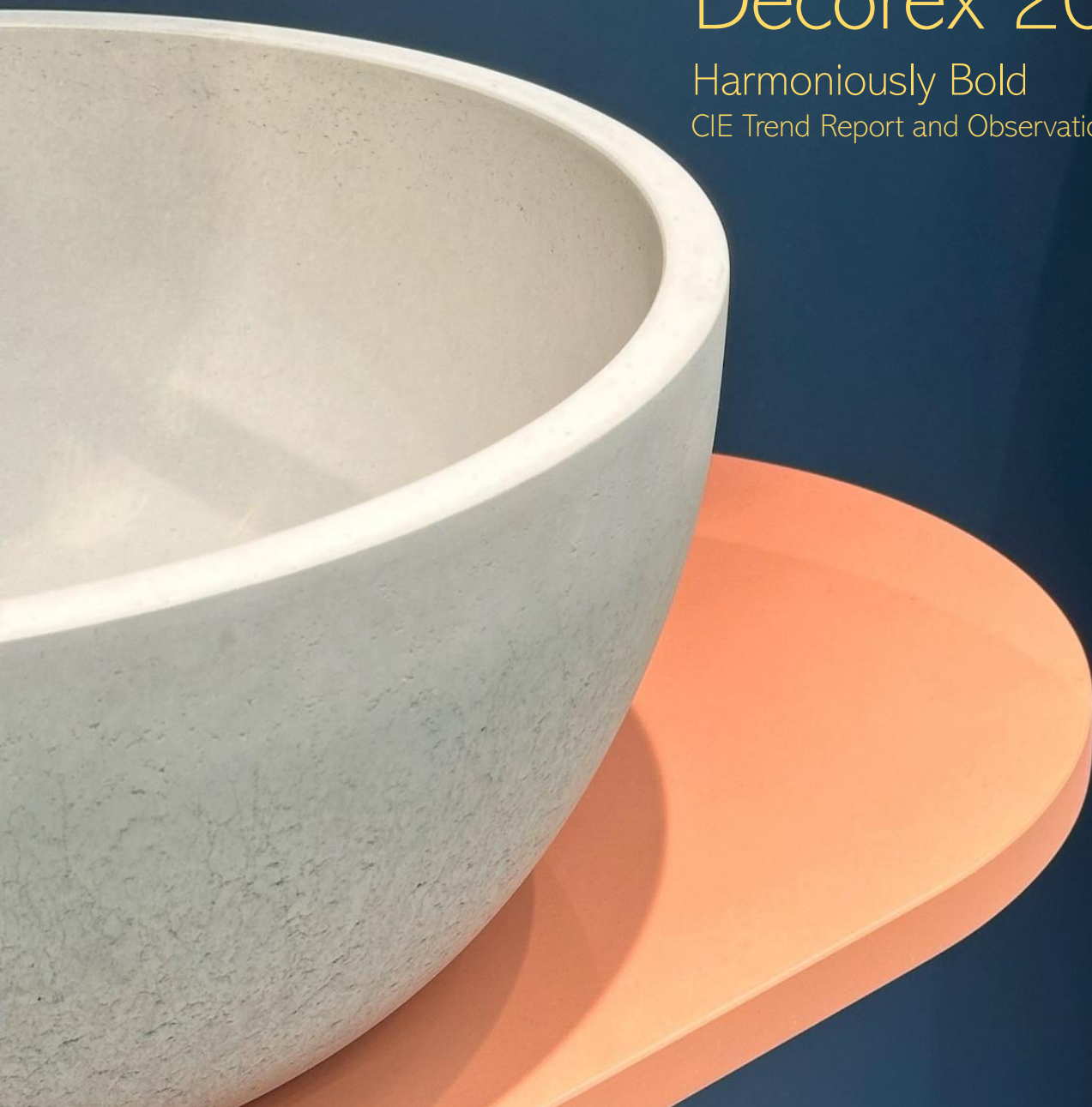


Decorex 2024

Harmoniously Bold
CIE Trend Report and Observations




Decorex, London 2024

The Decorex exhibition held at London's Olympia gave CIE Designers plenty of inspiration, with the show's creative buzz manifesting itself through the bold and creative stands. The team witnessed a mix of eclectic styles that took you on a journey from a celebration of the handcrafted through to the bold and maximalist.

The show boasted around 300 leading Interior brands that operate through the residential and commercial sectors. The CIE delegation witnessed some clear design markers to keep an eye on for the future.





Bert Frank

Light Fantastic

The lighting displays were a major draw to Decorex this year with some stunning examples

Key Observations:

1. Geometric shapes
2. Traditional to complement the contemporary
3. Impact Chandeliers
4. Focal points in an expansive setting



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Outside In

Nature found itself central to the party once again at Decorex. Flowers, bark and trees finding their way into many displays forming a calming yet whimsical rhetoric

Key Observations:

1. Big and prominent displays of trees and natural objects providing a link between the outdoors and interiors
2. Flower filled wallpapers and coverings reflecting nature
3. Woodchip and Magnolia wallpaper – bold colour and maximum impact
4. The use of natural 'raw-like' materials such as wood veneer with low lacquer sheen
5. Nature as a 'comfort blanket'
6. Strong, bold veneers such burr to accentuate the maximalist aesthetic





Sofas & Stuff

Officine Gullo



Woodchip and Magnolia Wallpaper



Bold is beautiful

Many exhibitors took the chance to opt for eye catching pops of colour to create the ultimate “Instagramable” shot.

Key Observations:

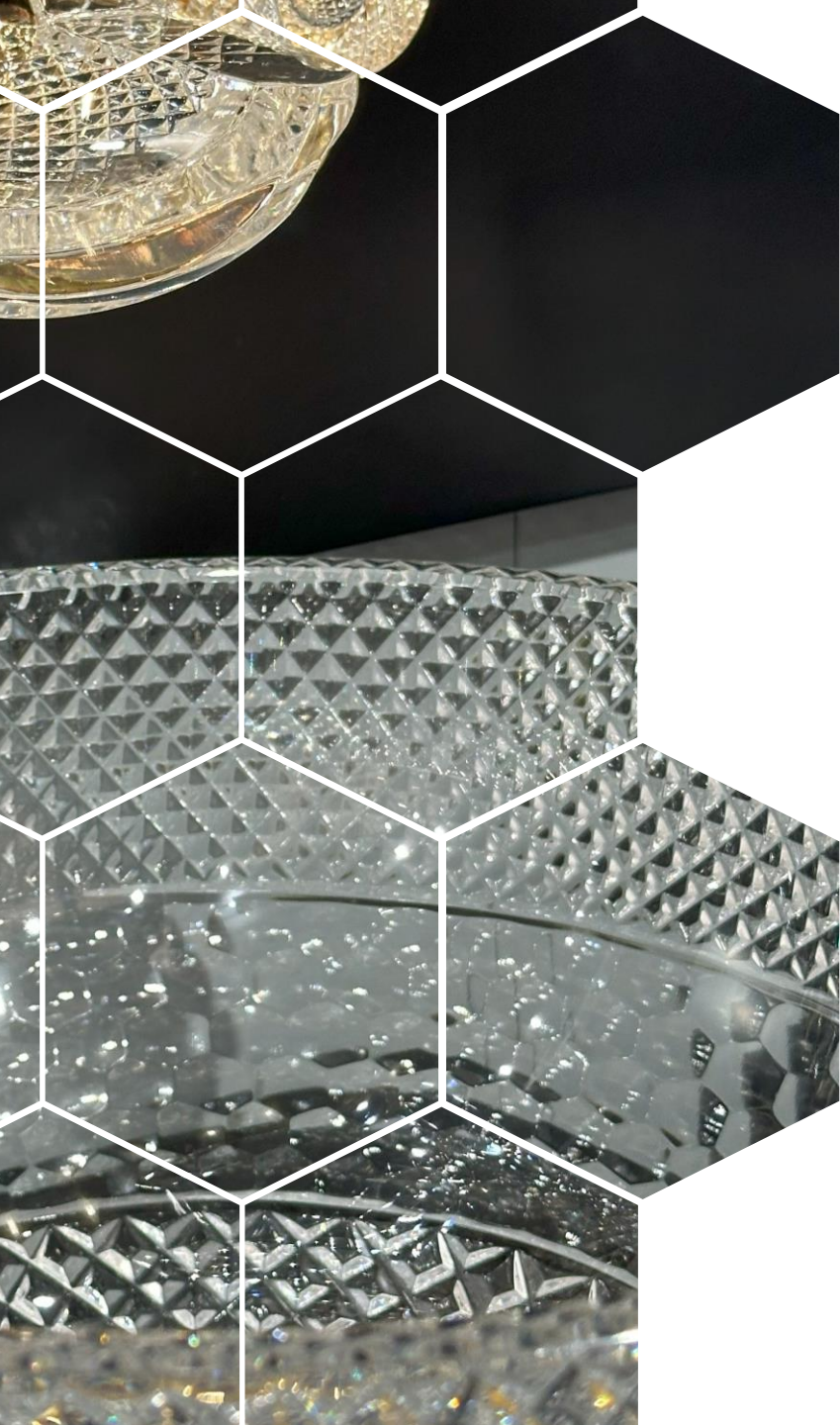
1. Vibrant colour pairings – the bolder the better
2. Visually dynamic displays
3. Bold and brave colour pairings
4. Contemporary and playful styling



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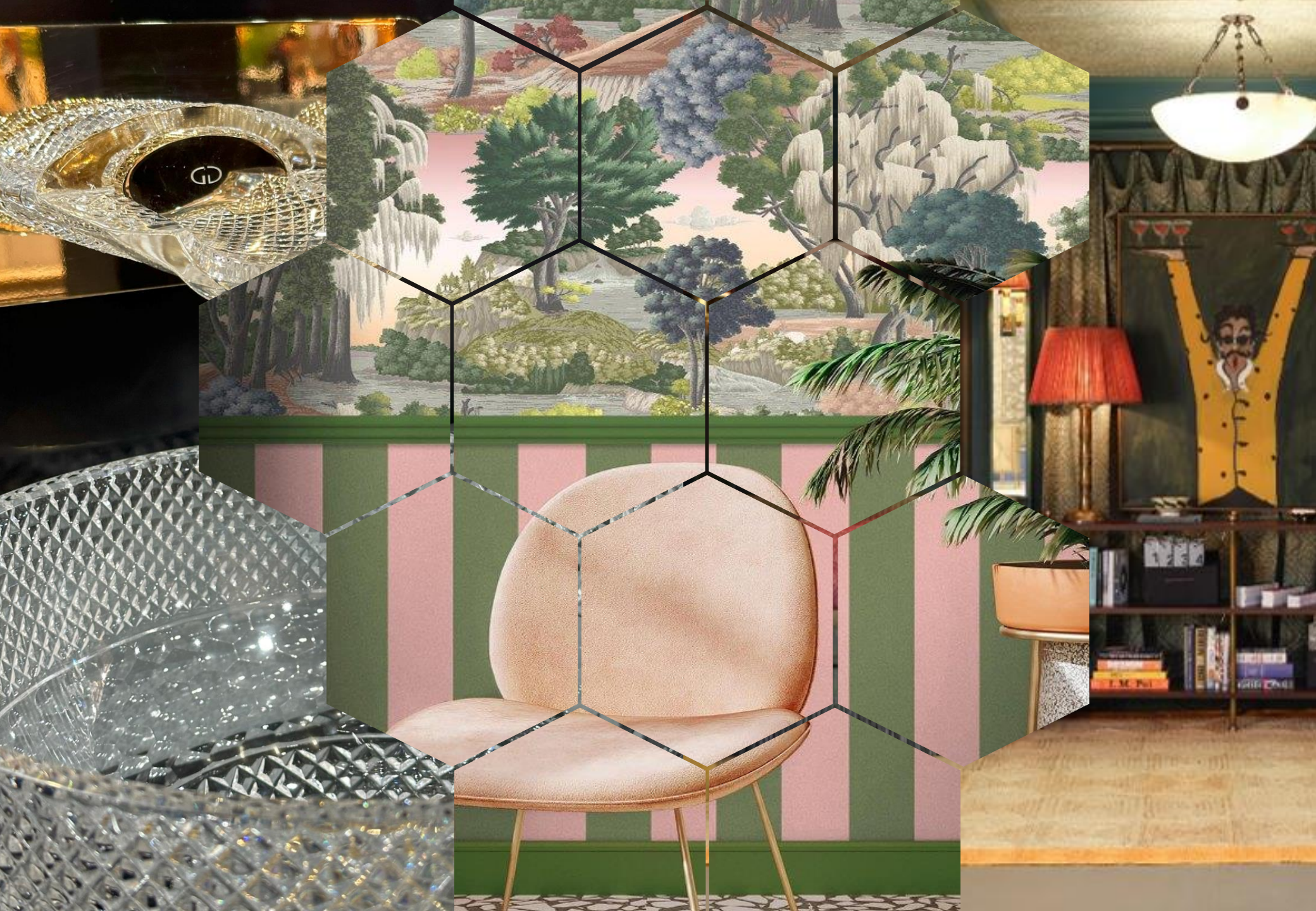


Maximalism

There is nothing conservative about maximalism - more is more! Similar to Milan we saw eclectic layers of bold colours, patterns, textures, and ornate accents infused with quaint highly crafted Artisan styling

Key Observations:

1. A celebration of personality and meaningful objects.
2. The revisiting and reinterpretation of classic designs
3. Layered Textures
4. Products that borrow key aesthetics from past designs, or nod to them through material choices such as teak, rattan, cork and bamboo
5. Bright, vivid statement colours to add a touch of personalism





Brassware

Classic and timeless – leather accents

Key Observations:

1. Antiqued appearance
2. Stitched Leather accents from Turnstyle Designs
3. Patinated & Antiqued Brass
4. Contemporary Industrial – Crofts and Assinder, Armac Martin – Industrial coil knobs and handles
5. Hendel & Hendel hand-applied lacquered brass finishes





Pumpkin Spice

Autumnal Accents and Forest Greens

Key Observations:

1. Earthy Shades
2. Greens, Ochre and Yellows
3. Mixed with bolder colour statements at Decorex to give impact







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