



## TREND FORECAST

### FORMEX TRENDS SS21

**In a time when trend fairs and trend seminars have been cancelled we decided to make sure to get as much inspiration as possible from digital reports. This is a summary of Formex Trend Report 2021.**

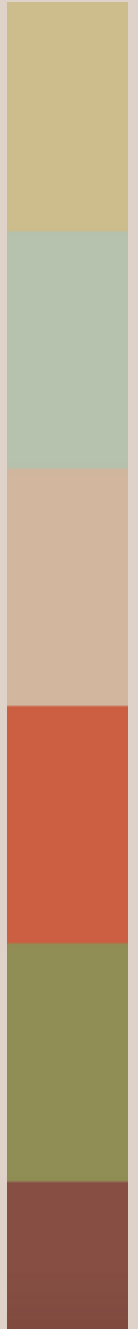
The Formex Trend Report 2021 is speaking about how the pandemic has taught us that we're willing to change when push comes to shove. We need hope and inspiration, and now that we're no longer able to travel or socialize as we once did, we're finding inspiration in new spheres. We're delving even deeper into our interests. We're shopping as locally as possible and more personalized than ever before. We want to plot a new course together, with an emphasis on truth and openness, rather than on product qualities and price. It's not what you say, it's your actions that validate your true identity, especially via social media and the image you present there. The focus is on our immediate surroundings. The Swedish expression "Dig Where You Stand" refers to awareness of your roots and we're opening our eyes to our natural surroundings.

The trend report emphasizes that we're still living through a time of crisis, with a raging pandemic and climate challenges. We need to adopt a different and smarter mindset. The pandemic has taught us we're willing to change when needed. There are also signs we're taking the climate crisis seriously. Our actions today will have consequences for our tomorrow. With everything from COVID-19 to the Black Lives Matter movement, 2020 has changed the attitude of next-generation consumers to social changes.

## SCIENTIFIC

In this theme we are seeing more raw, untreated and natural surfaces.

Wood-paneled walls, naturally dyed textiles, and textured surfaces, such as velvet and suede. Natural clay tones and earth colours remain a strong trend (from Formex Trends FW20/21). We're setting our tables with ceramics and growing plants in our pots. We're enjoying the beauty of plants that support biodiversity. The aim is to prolong the useful life of our products and interior design. We carefully evaluate each product to make sure we're making a good choice from a sustainable perspective. Scientific is timeless and natural. Unique design objects are developed for specific needs. Carefully considered, with the importance of use in focus. Handmade and "imperfect". We want to reduce our carbon footprint and avoid harmful content. This has a grown-up and responsible feel.



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## PURE

The desire for wellness and a calm mind via meditation, yoga and mindfulness. Taking a deliberate step back from social media, as well as social contacts. We're constructing our wellbeing from the inside out, with a less hectic and a more wholesome lifestyle. Health is paramount. No bold colours or prints; it's serene, calm, and airy. Elements from nature are included in a low-key and poetic way. It's welcoming, fresh and natural. A modern simplicity, cautiously optimistic about the future. Natural light is the aim, with light fixtures and light sources the key interior design features in this respect. The light is filtered, mirrored, reflected, and spilled on and around our objects. The colours are a whiter shade of pale" – white on white gives depth. There's a perfect balance between textiles and raw and painted surfaces. Matte surfaces with glossy, reflective features. The kitchen expands to occupy a greater space and is dominated by contemporary, subtle, and smart high-tech that's easily accessible and adds value, without taking up too much space. Recycled material gives the slightly lilac-gray tone that comes from making new materials out of old ones.

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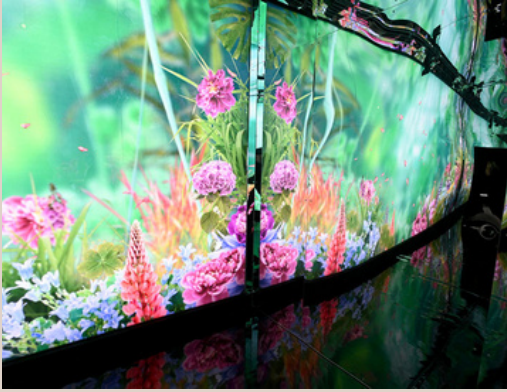
Daucus Carota



Chasmanthium Latifolium



Astrantia Billion Stars



## AMORPHOUS

The focus is on our immediate surroundings. The Swedish expression “Dig Where You Stand” refers to awareness of your roots and we’re opening our eyes to our natural surroundings. Now that travel is off limits, we’ve turned our attention to our outdoor spaces. We’re creating pleasant backdrops for our free time and when we’re working from home. We’re seeking a balance between opposing ideals that marry and create new worlds. We’re erasing the boundaries between the real and the virtual world. How can we involve our senses in a digital world? New digital experiences, such as ASMR, provide new impressions. Tactile in both digital and physical form. Digitally created shapes inspired by the untameable forces of nature. Cheerful cooperation in an enhanced virtual togetherness. The palette consists of a contemporary take on pastels – slightly dirtier with a hint of gray. The colours represent health, wellbeing and positivity, evoking a future-oriented feel. A natural green uplifts, restores and imbues meditative power.



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Syringa



Viburnum Roseum



Germini Cookies and Cream



Olea Europae



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