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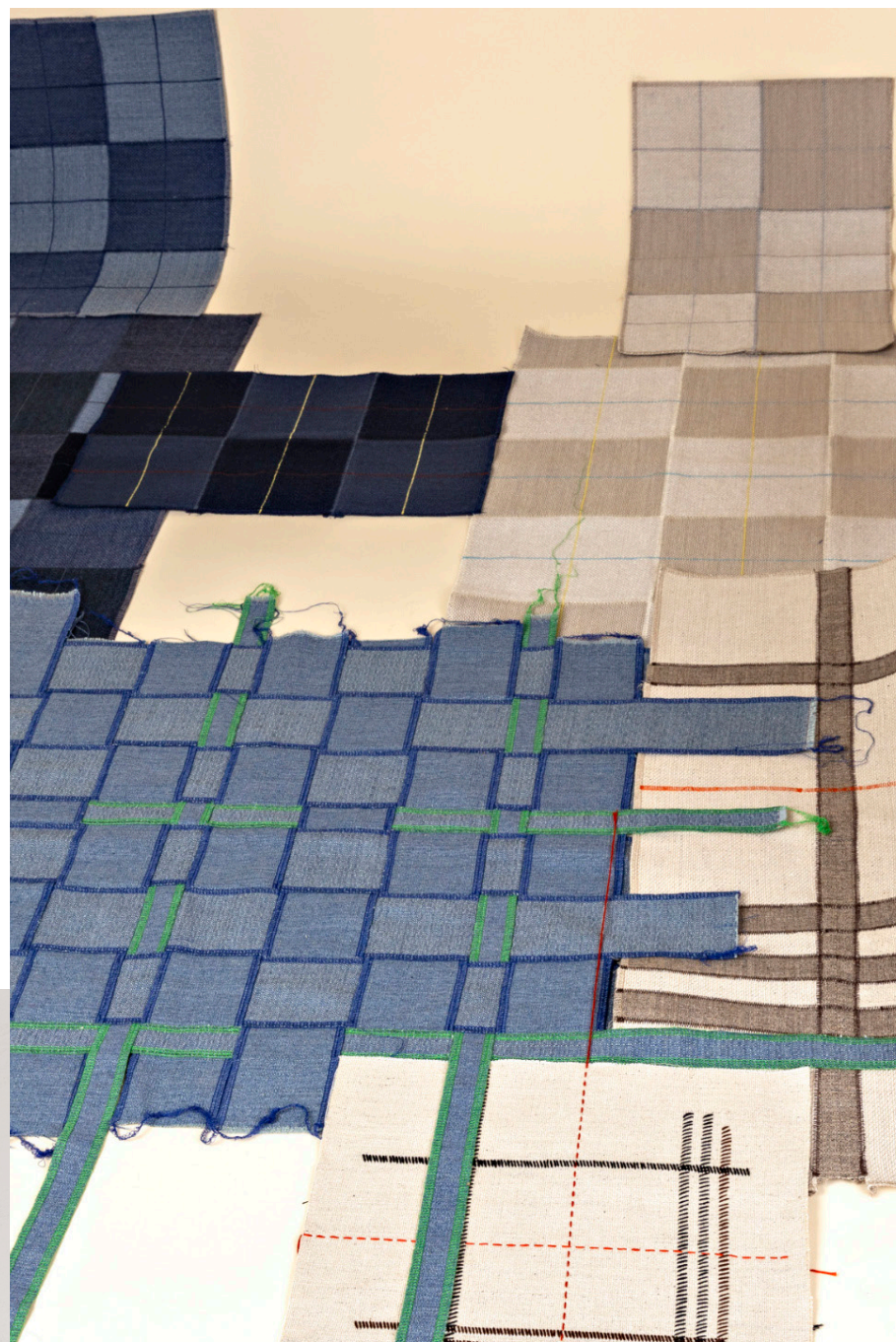
trend Report

JOHNSON • TILES 
MADE IN THE UK SINCE 1901

Introduction...

01/ Heimtextil is the industry's foremost event, hosting the largest global gathering for home and contract interior textiles, design, and trends. It unveils new products, highlights innovation, and emphasises sustainability, serving as a key launchpad for the upcoming season. With 2,400 exhibitors from 59 countries and 44,000 visitors from diverse creative backgrounds within the interior world. Positioned as a crucial event, it offers a first-hand experience to the forefront of leading trends, especially in the prominently featured Trend Hall space.

02/



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New Sensitivity...

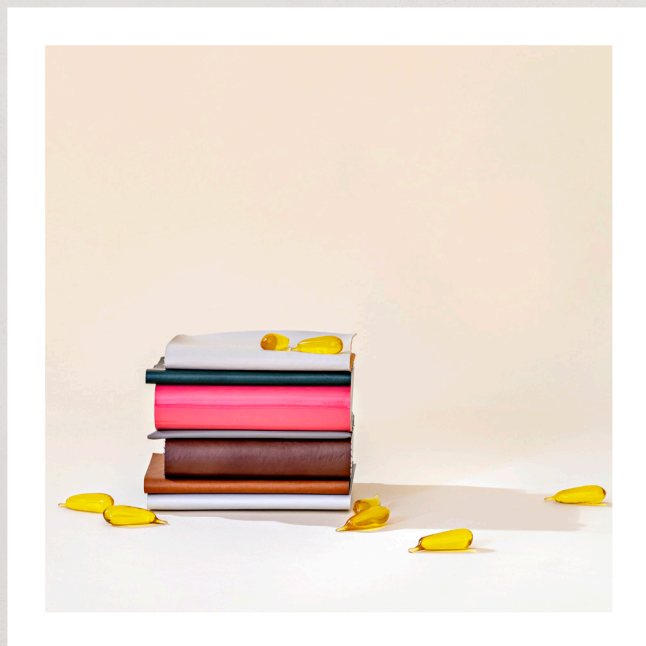


01/ Heimtextil Trends 24/25 embrace a 'New Sensitivity' for the future of textiles, emphasising the impact of decision-making. It considers relationships with others, technology, and nature, showcasing this sensitivity in home textiles through plant-based, bio-engineered, and technological approaches. These directions pave the way for a more sensitive world.



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Colour Palette...



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02/ The 'New Sensitivity' colour palette features four key colours with strong influences from natural pigments. Alongside these four shades, the main colour palette blends lighter tones and deeper shades seamlessly, resulting in richness and depth. Combining traditional and innovative colour processes, it's the perfect driver for today's emerging trends.

<p>HEX - DCC99E PANTONE - 13-0915 TCX</p>	<p>HEX - DFEF87 PANTONE - 12-0741 TCX</p>	<p>HEX - FFBE98 PANTONE - 13-1023 TCX</p>	<p>HEX - C08768 PANTONE - 16-1327 TCX</p>
<p>HEX - D75C5D PANTONE - 17-1644 TCX</p>	<p>HEX - 6B3231 PANTONE - 19-1331 TCX</p>	<p>HEX - 98868C PANTONE - 17-1505 TCX</p>	<p>HEX - 4B3B4F PANTONE - 19-3619 TCX</p>
<p>HEX - 81D7D3 PANTONE - 13-5313 TCX</p>	<p>HEX - 289DBE PANTONE - 16-4427 TCX</p>	<p>HEX - D6D1C0 PANTONE - 12-0105 TCX</p>	<p>HEX - 6A685D PANTONE - 18-0516 TCX</p>
<p>HEX - B7B179 PANTONE - 15-0628 TCX</p>	<p>HEX - CCB932 PANTONE - 15-0635 TCX</p>	<p>HEX - 658C88 PANTONE - 17-5111 TCX</p>	<p>HEX - 32575D PANTONE - 19-4517 TCX</p>

KEY-COLOUR

trend...



05/

COLOUR 24/25
NCS S - 1015-Y
RAL - 090 90 20
PANTONE - TCX 13-0915

Corn

03/ Dynamic yet subtly subdued, Corn finds its place among the lighter neutrals in the 'New Sensitivity' colour palette. Infused with a strong yellow undertone, this shade brings a warming ambience and delicate hint of calmness and tranquillity.

toasted

04/ Toasted, a comforting and stabilising neutral, strikes a harmonious balance within the 'New Sensitivity' colour palette. It establishes a direct connection to natural pigments with its warm brown tones, contributing to a grounding and inviting atmosphere.

COLOUR 24/25
NCS S - 3030-Y50R
RAL - 050 60 30
PANTONE - TCX 16-1327

KEY-COLOUR

trend...



KEY-COLOUR

trend...



07/

COLOUR 24/25
NCS S - 1070-Y90R
RAL - 460-3
PANTONE - TCX 17-1644

Spiced Coral

05/ Spiced Coral, a vibrant and saturated hue, adds a punch of energy to the 'New Sensitivity' colour palette. It flawlessly elevates our senses and uplifts spirits with its invigorating presence and hint of acid undertone.

H E I M T E X T I L 2 4

Living Ink

06/ Living Ink, a rich teal that is an impeccable addition to the 'New Sensitivity' colour palette, infusing a sense of depth and grounding. It has a direct connection to nature, echoing living algae. Making it a perfect representation of the natural world.

COLOUR 24/25
NCS S - 6030-B30G
RAL - 210 40 20
PANTONE - TCX 19-4517

KEY-COLOUR

trend...



Colour themes...

01/ The 'New Sensitivity' colour palette remained consistent across the entirety of the exhibition, arranged in diverse palettes that ranged from sophisticated muted shades to captivating opulent tones. All these were harmoniously balanced with gentle light, soft neutrals, and deep, luxurious earthy hues, providing a flawless balance throughout the fair.

09/

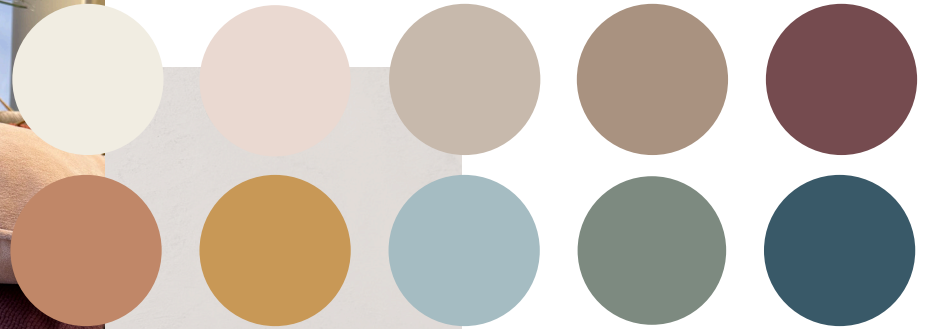
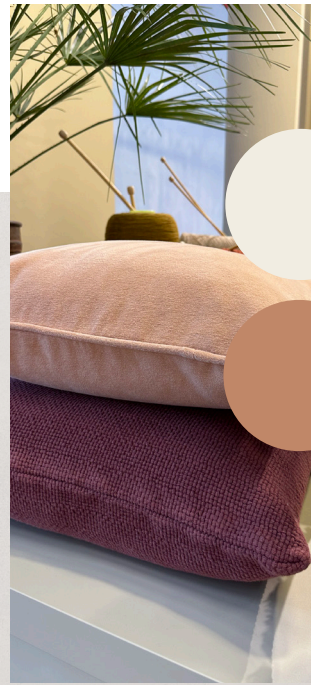


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Muted Hues...

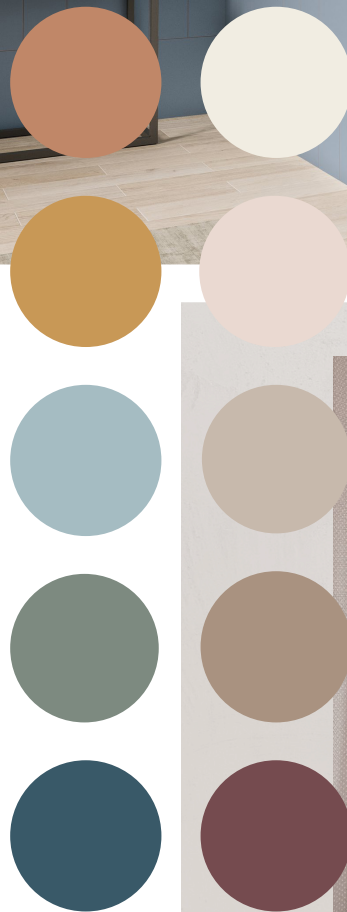
02/ Soft and muted tones adorned the stands, showcasing a captivating array of textures that span from classic off-white hues to rich and profound teals and plums. The delightful interplay of these refined hues add a touch of timeless elegance, creating a visually captivating look perfectly adaptable to the world of tiles.



Muted design...

03/ Craft designs that are inspired by the subdued colour palette using colour blocking techniques to inject a sense of playfulness, while providing spaces with a distinct identity. Our collections, Milano and Contour, are ideal choices due to their soft muted colour palettes, seamlessly aligning with this key colour trend.

11/

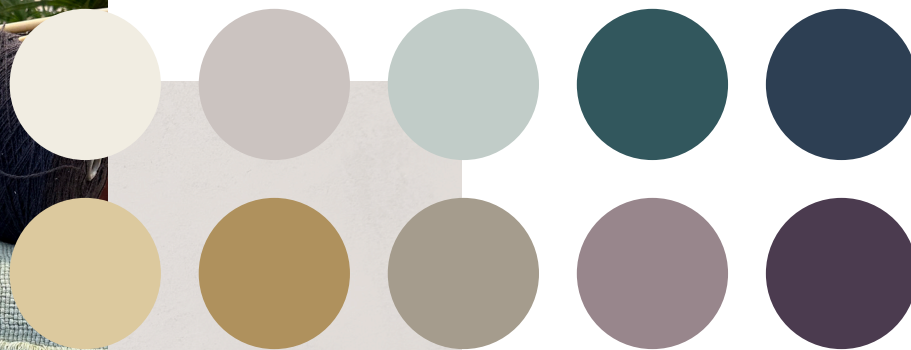


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Opulent tones...

04/ Opulent tones, including alluring purples and blues, are perfectly balanced with light warming neutrals, creating a luxurious yet grounded and elegant atmosphere. The careful juxtaposition of rich colours against a soothing backdrop adds depth and interest, resulting in a harmonious fusion of opulence and refined charm.



Opulent design...

05/ Elevate your space with this uplifting colour palette by incorporating our Verso range along with our Klux RLVT, achieving the perfect blend of natural textures and opulent glazed colours. Discover the Luxx range for a more organic ambiance, maintaining the luxurious feel with the soft blue onyx harmoniously balanced by warm golden accents.

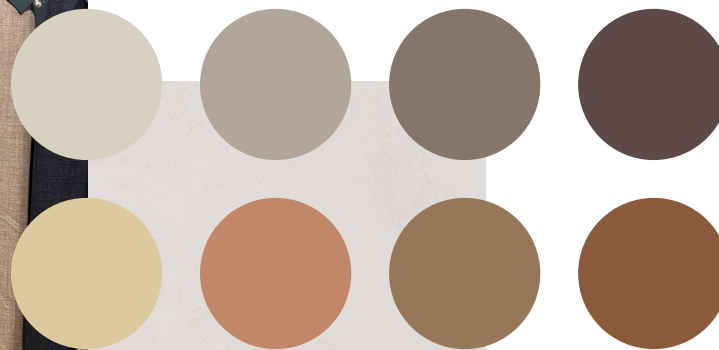
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Warming Hues...

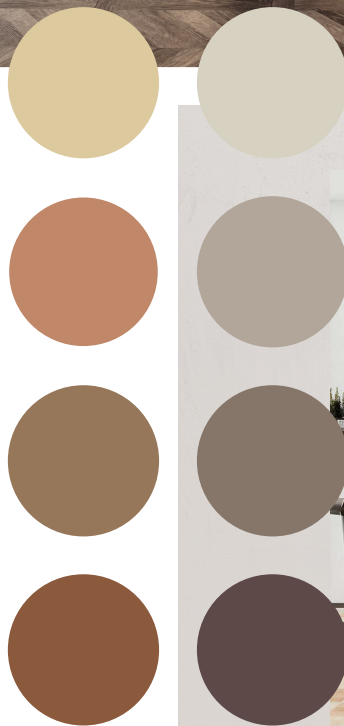
06/ In line with recent trends from other trade shows, the prominence of grey is receding, making way for warmer hues to command the spotlight. Ranging from lighter neutrals to embracing terracotta and deep browns, this shift seamlessly aligns with the realm of tiles, crafting a welcoming ambiance infused with a grounded sensation.



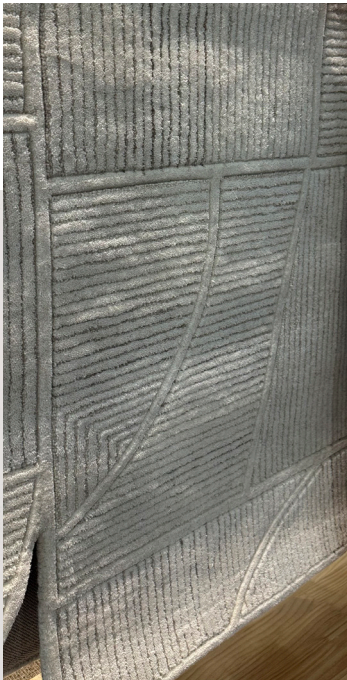
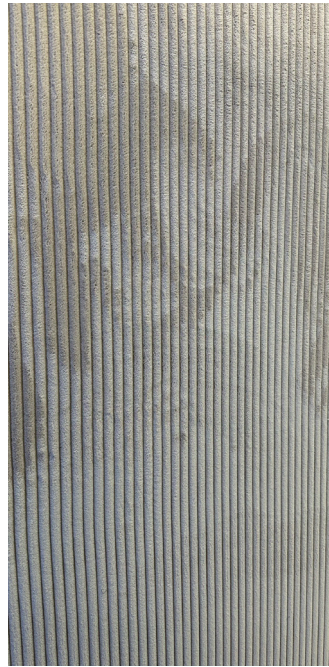
Warm design...

07/ Embracing the spotlight on warmer tones, our focus naturally turns to incorporating organic textures harmonised with deeper accents to achieve a cohesive aesthetic. Our Tuscany collection is the ideal choice, capturing warm rustic shades. For a timeless touch, introduce wood elements into your design scheme with our Galloway range. Creating a balanced combination of warming tones, enriched with texture, completing the look with a touch of classic elegance.

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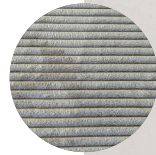
texture surface...

08/ Remaining pivotal this year, and echoing recent shows, texture emerges as a key element, elevating surfaces and crafting a sensory experience through the artful layering of diverse textures. This trend harmoniously blends with tiles, where infusing surface detail not only imparts a touch of realism but also enhances the overall look and feel of a space.

texture design...

09/ Enhancing the texture of a space is effortlessly achievable by opting for tiles with intricate surface details. Our Contour or Minerals ranges; with the transitional décors of Contour and the subtle texture of Minerals, seamlessly elevate any space. This combination imparts depth and interest, especially when styled with various textured elements, bringing a sensory feel and a thoughtful approach to design.

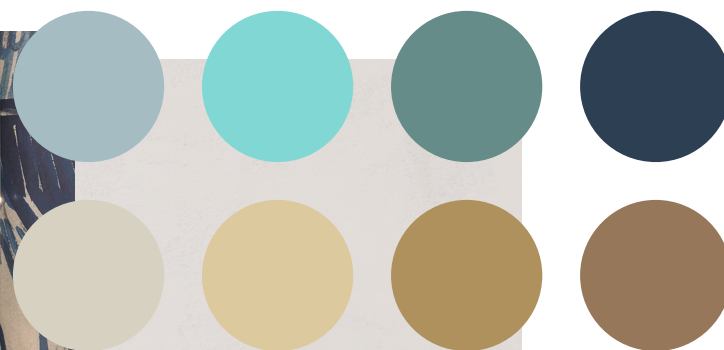
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Vincent Van gogh...

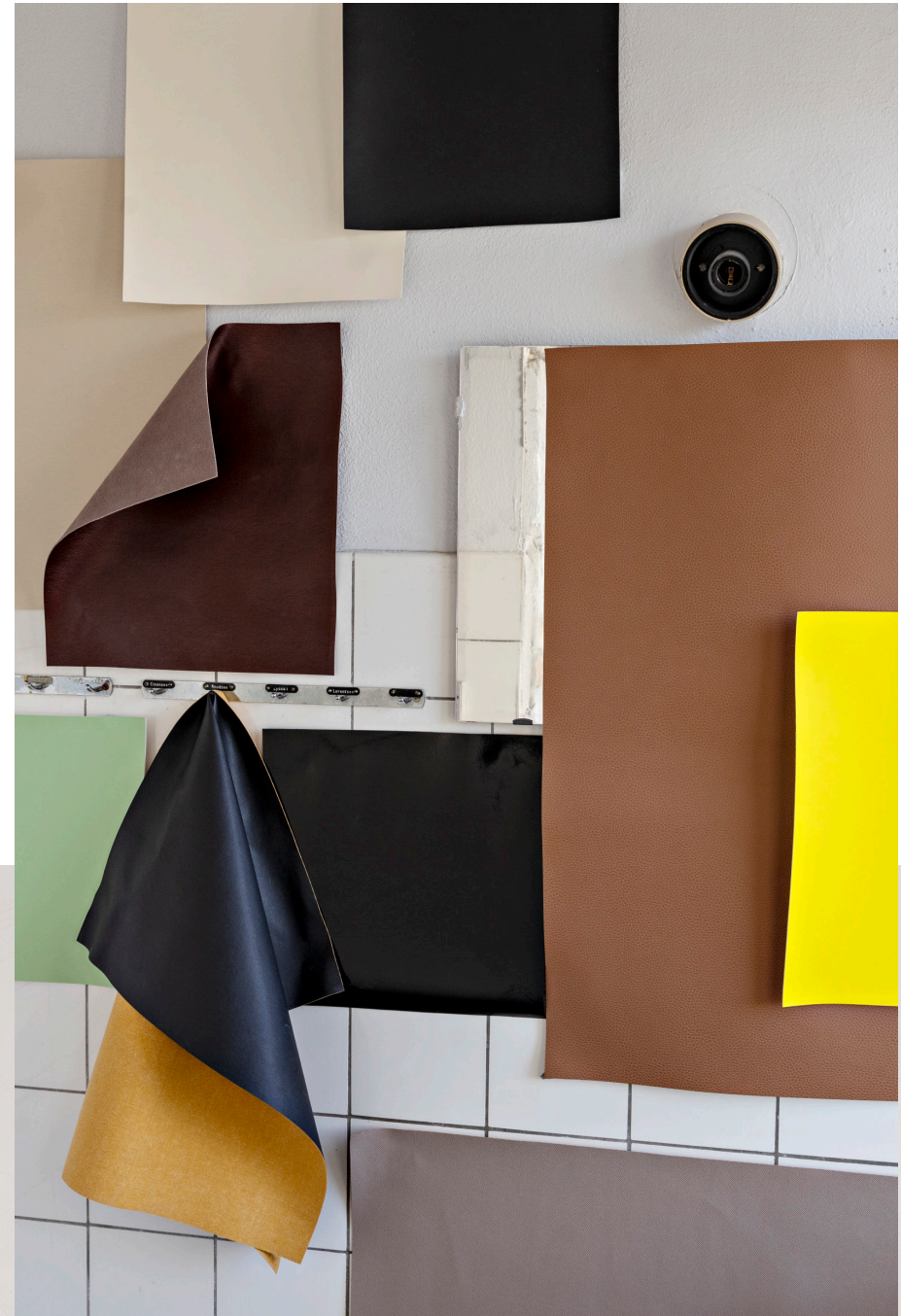
10/ A captivating collection inspired by Vincent Van Gogh's artwork featured at the show. This involved de-constructing his iconic brush strokes to create naive textures that seamlessly collaborated, forming a cohesive collection. The key colour palettes, consisting of earthy golden hues and muted blues, contributed to an overall effect that exuded a strong heritage ambiance.



Summary...

01/ This years Heimtextil presented alluring colour palettes and tactile textures, featuring inspiring collections highlighting a strong theme of sustainability. The focus on sustainability underscored its critical importance and highlighted the role of circular design in protecting the planet. The commitment to eco-conscious brands echoed resoundingly, emphasising a collective responsibility for a more sustainable future.

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