

cover

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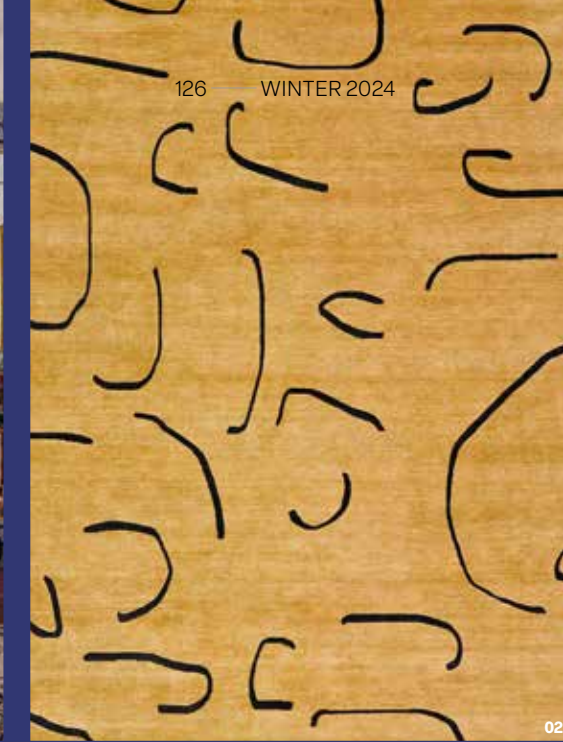
UNKNOWN CARPETS
X KUSTAA SAKSI

DREAMING OF RUGS



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Looking ahead to 2025

When asked about trends, many designers within the rug industry say that they do not influence their product. Lucy Upward asks if the relationship between timeless quality and changing fashion is actually more complicated

For a world that currently purports to be heavily focused on sustainability, we are still very much focused on the idea of trends. Personally, I love the concept of a new aesthetic coming 'in' and looking out for patterns in design—but this unfortunately leads to other fashions being 'out', which makes me decidedly unhappy.

In an interview on the following page, interior designer Tineke Triggs makes the comment: 'I'm often asked, how do you do timeless design? You follow your passions and what you love to see every day in your home. Make your designs personal. The more personal they are, the more timeless they will be.'

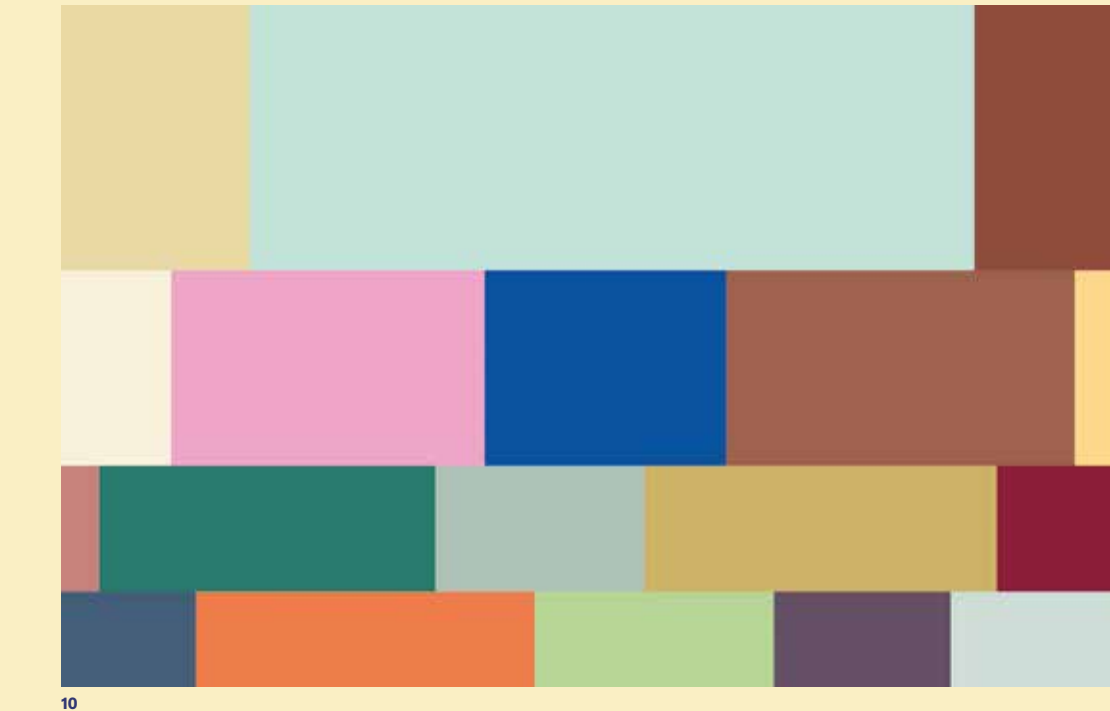
Over the past five to ten years I feel that our obsession with Instagram has made 50% of us try to emulate what we see, and 50% of us want to show off our own individuality (perhaps those figures are a little skewed, but I hope you get my meaning). Sophisticated interior design today should be about expressing our own likes and personality, not about following a transient trend.

Whenever I interview a high-end rug brand, the answer to a question about trends is usually that the company has little or no interest in them. I am guessing that the idea of annual looks is not practical for those who want to keep a clear brand identity. But I am not convinced you can be totally uninfluenced by the more over-arching trends that have a longer life span.

Rug retailers, like those featured on page 128 of this section, cannot help but see patterns in customer buying and will always try to stay two steps ahead of where design is going. Therefore, there is no jumping off the trend traveller just yet, but perhaps there are ways of addressing them without being beholden to them.

With a similar viewpoint to Triggs, on page 128 rug retailer Damien Clark of Black Sheep Unique says: 'Our aim for 2025 is to intentionally install a love for handmade rugs through a devotion to products and people.' I am suggesting that passion negates the need for a devoted following of trends. Surely this makes sense.

What we buy is certainly led by how we feel, and passion and enthusiasm are definitely infectious. Since 2020, trend forecast agencies like WGSN have been pointing out major trends that are driven by our relationship to a world that feels uncertain. Today, a considered home is a sanctuary, an escape from a world that is proving to be unpredictable and often hostile. WGSN's Women's Textiles Forecast A/W 25/26 is titled 'Alt-Optimism', against a background that feels



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01 Burkle Creative at Kips Bay Dallas 2024

05 Jagg in Latte, Rosemary Hallgarten

08 Vines Gold, Wool & Silk Rugs

02 Trace Clay, Reuber Henning

06 Taimany collection rug, Samad x ABC Italia

09 Wood Grain, Dharm Taylor x Christopher Farr

03 Robert Frank at Kips Bay Dallas 2024

07 My Happy Place, installation by Lauren Elliott at the Christopher Farr London showroom

10 Heimtextil Trends 25/26 Colour Palette

04 Rug by Eliko Rug Gallery

for many negative. It is no wonder that the trend for 'Wellness' grows ever stronger.

With this in mind, and to aid the creation of a home sanctuary, luxurious textures are key going into 2025. People are increasingly seeking softness, tactility and natural fibres they want to have against their skin. Warm colours will be much sought after, with the usual neutral choices of beige and grey turning into friendlier honey colours, pinks and pale browns. Red was a big trend in fashion in 24/25 and is moving into interiors, while earthy tones like brown and dark green will also be much seen.

Heimtextil's trend palette for 2025 reiterates the desire for browns, reds and warm neutrals. These sit alongside an uplifting pale blue akin to HGTV Home by Sherwin-Williams's colour for 2025, *Quietude*. The soft blues will be used as elegant alternatives to neutral hues. Meanwhile WGSN's colour for 2025 is *Future Dusk*, a deep

bluey purple shade that the company refers to as full of 'mystery and escapism'. Perhaps it is a reflection of the global mood, but I find it heavy.

One trend I love that looks set to stay into 2025 is layering. As seen at Kips Bay Dallas in October (see Interiors) and Lauren Elliott's January installation at Christopher Farr in London, the idea is pattern on pattern, the layering of rugs. Spaces can look maximalist and eclectic. This is where to show off personality with your favourite possessions while telling a story. Storytelling remains key to engagement.

Over the past three years, when asked about business, most rug designers and retailers have given the same answer: it's unpredictable. Reflecting on the evolving nature of our industry, the changes in design events (see Market Report p. 170) and our global situation, this 'up and down' seems likely to stay a while longer. The answer can only be to keep true to your passions.

Tineke Triggs

The San Francisco-based creative and proponent of 'design mixology' offers her thoughts on what to look for in 2025, and gives us insights into her philosophy

How do you like to describe your signature interior style?

I would say it is comfortable, unexpected, playful, and mostly colourful. I feel my style tends to have a welcoming quality, as if people can come into one of my homes and feel invited.

Is it summed up in your recent book *Design Mixology*?

I would say my book does cover a lot of ground, my design style as well as my philosophy. Like most designers, I am always reaching for new heights and looking for fresh ways of doing things. I think about what it is that my client is looking for, and how can I accomplish that in a new unique way.

What have been some of your favourite interior projects over recent years?

I'm just finishing up two projects in Santa Barbara—two extremely different styles. One is more traditional with lots of wallpaper and more of an antique vibe, and the other is the modern Spanish revival, clean, calm and expensive. I also just finished a modern home in Cabo that is beautiful and serene, as well as a traditional Victorian in San Francisco and a French revival in the East Bay. All of these projects are so different that it really excites me. I'm not doing the same thing all the time—I'm constantly reaching for new ideas.

We love your use of creative, expressive rugs, like in the room you did for the 2024 San Francisco Decorator Showcase

A rug is like a piece of art. It is the sixth wall, as we say: the ceiling is the fifth wall, your floor is the sixth. Yes, for contemporary rugs I love companies of different types, like Erik Lindström, Emma Gardner and the Rug Company. But I enjoy finding traditional rugs as well. I worked closely with Amara and supplier Tony Kitz in San Francisco.

When it comes to interior products like rugs, is everyone looking for custom design now?

I think that we're not all looking for a custom rug, but more for a custom size. Rooms are not all standard dimensions these days, and a rug needs to fill the space. 'Custom' sometimes has to do with colour palette, but not necessarily the pattern. So many great companies do beautiful custom work that I



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Photo: Christopher Stark

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01 Triggs's room at the San Francisco Decorator Showcase 2024

03 Tineke Triggs

04 Tineke Triggs' recent book *Design Mixology*

02 Peninsula II project in the Bay Area

like to work with. But I've also been playing around with my own textures and layers, my own expressive creativity. Rugs can be done many different ways—a contemporary rug in a traditional space, and vice versa. The trick is to make sure you've got balance.

What design highlights did you find as part of the High Point Market Design Influencers Tour?

I really enjoyed being an influencer this year. I got an inside look at some companies, meeting the creative directors, and that gave me a better appreciation for their craft. Some of my highlights were the lovely textual accessories I found at Accent Decor. In furniture there were the beautiful palette and natural elements of Verellen, the craftsmanship of Stickley. And I loved the fun trends in lighting from Hinkley, Arteriors, Hudson Valley and Visual Comfort.

What interior trends do you see emerging for 2025?

Warm colours are back: deep rust greens, browns, mustard. I am enjoying the science and design process where we're looking at design as a way to calm your nervous system. As I always say, good design makes you happy. I know that that saying is true.

In terms of rugs, what are the popular looks today, and how do you see that moving forward?

I think that you're continuing to see trends of indoor/outdoor rugs, natural rugs, moving into

DESIGN MIXOLOGY

THE INTERIORS OF TINEKE TRIGGS



04

the indoor space. I still love using a vintage rug in a more contemporary setting, and of course as the palette for your furniture. Your rug should always be an art piece.

Do you have a piece of key design advice for 2025?

Design the way that you feel happy designing, so that you feel comfortable. Design for timelessness. Be careful following specific idealistic trends, because those trends will fall away as quickly as they came in. I'm often asked how do you do timeless design. You follow your passions and what you love to see every day in your home. Make your designs personal. The more personal they are, the more timeless they will be.

www.tinetetriggs.com

Damien Clark

Black Sheep Unique

What buying trends did 2024 bring?

The strongest buying trends for us were colour, pattern and custom. We saw saturated colours and strong patterns come back in a major way. We also have many more designers that have become comfortable with longer lead times for custom rugs. I think some of this is a ripple effect from COVID when designers were faced with long lead times in all items from sofas to refrigerators. It forced design firms to consider all aspects of the project earlier in the design phase, which bodes well for custom rugs.

What have you been looking for recently to show to clients in 2025?

The answer to this is more general and less specific. It's more of an idea than an actual item. Our aim for 2025 is to intentionally install a love for handmade rugs through a devotion to products and people. We want our passion to spill over and become contagious so that our clients feel the same way we do about the products we carry.

Do you have any predictions for where rug-buying tastes will be moving in the next few years?

I wish! I try to keep a close eye on what is happening in the fashion world because I do think that some of those trends come to market before home trends. Interior trends seem to be moving at a pace that I have not witnessed since being in the business. As a result we are focusing primarily on quality, creativity and trying to push the envelope of design in new ways.



01

Naomi Scott-Dunne

Interior Designer

Trends in fashion and interior design typically have a lifespan of around twelve months, evolving from introduction to decline. However, many consumers now seek enduring designs that reflect their lifestyles, rather than quick changes. This sustainable focus encourages consumers to consider their carbon footprint and support local businesses.

Alongside sustainability, maximalism is making a comeback. This trend goes beyond the eclectic style of the 1980s; this new maximalism embraces layered, meaningful designs infused with modern whimsy. Designers are prioritising the emotional resonance of spaces, translating clients' essences into their homes. The revival of nostalgia, bold patterns, vibrant colours and curated collections marks a departure from the monotony of beige interiors.

In terms of colour, bold hues are re-emerging, particularly in Europe and more slowly in the USA; saturated shades such as rich orange and reds are being integrated into interiors for a cheerful ambience, and the effect colour has on one's mental wellness is now being acknowledged. This trend is predicted to create warmer, cosier homes. These evolving preferences suggest a renewed appreciation for quality design, reflectivity of personal identity, and sustainability in our living environments.

01 The Black Sheep Unique showroom in Austin, Texas

02 Living with orange at Copenhagen's Verpan showroom

Stefan Amstad Pfister

How was the year 2024 developing in terms of sales and customer wishes?

More rugs were sold in general, but most of them in the entry-level price categories. Our customers were looking for simple designs, in grey and beige colours. Handwoven rugs in a hygge style were also very popular.

What changes and continuations do you expect for 2025?

I think that the current trend towards simple and more affordable rugs will continue in 2025, but in the last few months of 2024 we saw that we sold more often high-priced and more colourful rugs in the design sector again. I think this trend will slowly consolidate and I expect it to increase by the end of 2025.

In your opinion, what have been the most important changes in the carpet industry recently?

The trend towards programmed rugs has established itself and will continue to increase for hand-knotted carpets. Unique hand-knotted rugs will be further reduced in order to enable an end-to-end omnichannel shopping experience, which is particularly crucial for a store network. In addition to high-quality production, the issue of sustainability is becoming increasingly important. This will enable the industry to meet the wishes of customers who see sustainability as a prerequisite.

02

