

## Natural Materials Taking Root In Home Furnishings Design

**T**he new American living room is said by many to be found in the backyard. The creation of outdoor “roomscape” featuring gourmet kitchens, tranquil “living rooms” and festive “dining rooms” has been all the rage. So it’s only natural that more consumers are also looking to bring the outdoors and its style influences inside the home.

HomeWorld Monitor, an exclusive design trend forecast based on the empirical trend tracking service Home Furnishings Monitor™, predicts the trend of escaping and communing with nature will continue. As Americans endure the stressful economic



**woods**

climate, they are embracing naturalistic home scenes that are peaceful, calming and serene. This is bringing change to the way we are decorating and the materials with which we are decorating.

Environmental issues continue to dominate the news and touch nearly all aspects of our lives from what we eat (“reduce CO2 emissions— buy local” and “reduce pesticides— go organic”) to what we wear (fashion made from hemp, bamboo and even recycled soda bottles!) to how we work (telecommuting and webinars).

As Americans focus on being green, our homes are being infused with elements from nature. This has driven two key material trends in the home décor market— Woods and Plant Fibers.

### Warming Woods

Wood is the fourth most prevalent material used in home décor products, and it has trended up since

the turn of the millennium.

Top woods feature deep, dark and rich tones, all of which are supported by today’s most prevalent trends in furnishings: mahogany in lavish Tuscan and European styles; walnut in today’s contemporary settings where brown is the dominant color; and versatile mango, whose rich grain supports a wide variety of styles. Each of these woods is becoming increasingly available from sustainable sources, thus meeting our style and environmental needs.

Other woods that make up a smaller share of the home furnishings market but are trending upwards are pine, oak and teak. Ash, birch, cherry and poplar remain popular as well.

As the use of reclaimed woods increase in popularity, look for wood finishes to become more rough-hewn, weathered and distressed. This trend walks hand in hand with the growing trend toward handcrafted products.

### Growing Plant Fibers

Between 2000 and 2010, plant fibers were the fastest-growing materials category. In 2010, the most important plant fibers in the home will be mat, rattan/cane and bamboo. Rattan/cane, bamboo, wicker, seagrass and fiber are all growing plant material categories.

The three main product categories respon-



**plant materials**

sible for the popularity of plant fiber materials in the home are Wall Décor (20% of the market), Rugs (20%) and Decorative Storage items (16%).

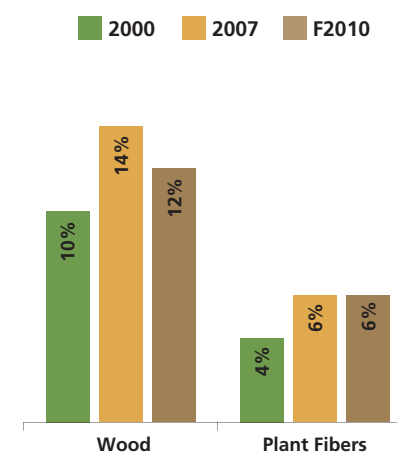
Baskets, totes and bins, for example, have become a key organizational tool throughout the home, and when made from attractive and decorative plant fibers, they no longer need to be confined to closets and other places out of sight. Their beauty allows decorative organization to find a home everywhere from entryways to family rooms to home offices to the ever-important command center of the home—the kitchen.

### About HomeWorld Monitor & Home Furnishings Monitor:

HomeWorld Monitor is an exclusive HOMEWORLD BUSINESS® report derived from the Home Furnishings Monitor™, an empirical trends tracking and forecasting service of the American home furnishings and decorative accessories markets based on quantitative data. Home Furnishings Monitor identifies and forecasts key design trends across hundreds of product types based on a dynamic database that consists of more than 35,000 products marketed in leading home product catalogs and featured in the trend editorials of the most widely distributed shelter publications. Products are classified by six key dimensions: product, materials, pattern, style, color and pricing. Home Furnishings Monitor Styles relate to lifestyle, design period and region or country of influence. Hundreds of colors are captured based on the color wheel, the painter’s palette and current interior design color trends cross referenced with PANTONE® Textile Specifier colors. Home Furnishings Monitor employs a “Neural Networks” mathematical forecasting method that takes into account its entire database, identifying ways in which the various product dimensions interact with each other.

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**Natural Material Category Trends In Home Furnishings**



**Top Plant Materials For Home Furnishings**

