

MOE'S

home collection

2021 KEY TREND ANALYSIS

Calming Neutrals

Sculptural Forms

Natural Fibers

Comforting Curves

Micro Trends

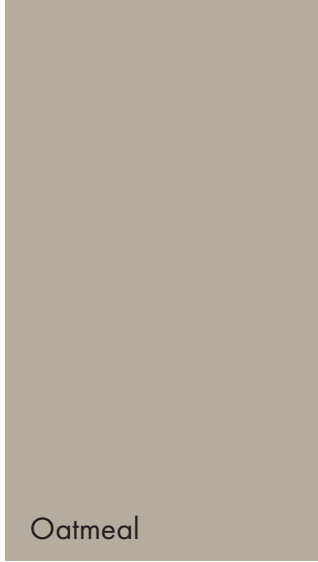


CONNECTION & THE ACT OF CONNECTING

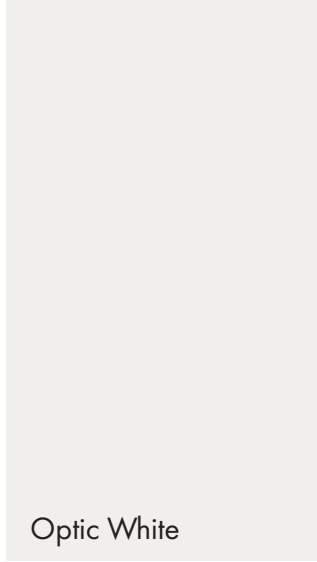
Connection is our underlying narrative for 2021. The state & act that binds us to each other, to spaces, to moments - physically, emotionally, or otherworldly. For these small moments of gravitas & peace, we focus on the meaningful engagement to the physicals in our lives. The art of connecting & the state of being connected is more crucial than ever before.



Throughout 2021 & beyond, we will look to the wider culture to observe that while our connections with one another may have changed, we are all still very much connected. We speak to this fundamental theme through our products, visuals, branding & narrative, connecting to our community with lifestyle & interior products that interact with them & their spaces.



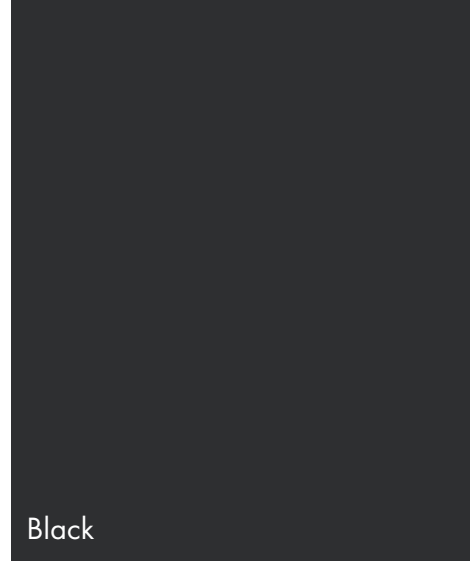
Oatmeal



Optic White



Amber



Black

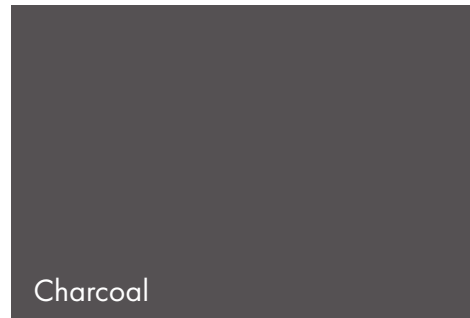
EXTENDING THE NARRATIVE THROUGH COLOR

A Connected Palette

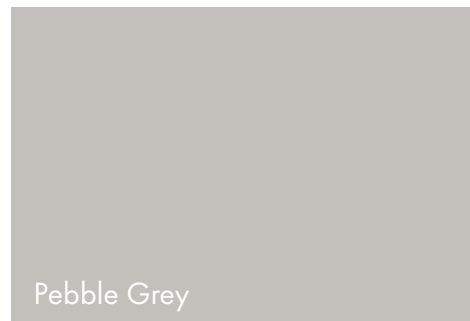
Our core palette for 2021 offers fresh connections, designing emotion through color with freewheeling expression, calming tones, plant-based & earthy hues.

Backdrops to balance & lighten all color harmonies, this palette is to enhance wellbeing with its healing colors & to appeal to & soothe the senses. Earth tones & lighter neutrals create multidimensional, nourishing feelings, while amber offers a sense of warmth.

For timelessness, these tones provide a comforting reassurance for interiors without overwhelming the senses.



Charcoal



Pebble Grey



Ivory



Kale



CALMING NEUTRALS

Timeless neutrals that bring comforting reassurance with pared-back tones that balance functionality with relaxation.



Enhancing wellbeing with healing colors, minimalist forms & tactility to appeal to the senses to soothe anxiety & stress.



As we move forward into 2021, calming neutrals will continue to be the go-to backdrop. We've mixed powdery neutrals with blonde woodgrains, terrazzo, bouclé & linen blends for warming, tonal, tactile looks that feel clean but not uninspiring.



SCULPTURAL FORMS

Inspiration is drawn from organic,
sculptural & freeform shapes.



We have crossed boundaries between art & design by fusing simple shapes & materials alongside more playful forms.



This key trend direction is all about distinct & unexpected shapes - embracing both novel shapes & postmodernist forms.

NATURAL FIBERS



As nature intended with the inherent tactility & beauty of natural grains & fibers.

A durable, material-led approach highlighting the intrinsic value there is to natural, elemental connections.



With the use of woven materials & raw fibers to bring an element of nature, we've taken to pairing contemporary silhouettes alongside natural materials.



COMFORTING CURVES

An elite shape: the curve. The eye is naturally drawn to rounded contours.



We have focused on curved forms in soft fabrics, muted colorways & natural materials for soothing, inviting looks.

Humans are more naturally drawn to rounded designs & forms found in nature. We find feelings of comfort & safety in the softness of curves & general happiness in circular shapes.



Ribs, folds & more fluid shapes will play into the end user's desire for the pleasing silhouettes that encourage & promote rest & rebalancing.

Our designs place emphasis on cozy, enveloping tactility, offering furniture & accessories that feature rounded edges & plump & overstuffed upholstery that attribute to positive sensorial charges.

MICRO-TREND:

Natural Earth Tones



Natural earth tones will become even more critical in 2021. Warm, nourishing, plant-based colors will help us to reconnect with nature & the outdoors. Amber, oatmeal & green tones continue to be essential for interiors as they feel timeless, authentic & natural.



MICRO-TREND:

Dark Elements

We have brought theatrical mood, timelessness & mysticism to our elemental designs, as the value of darker aesthetics shows no signs of slowing down. There has been a movement towards darker & carbonized woods that serve as a countermeasure for the recent dominance of blond woods. These pieces are rich & moody with an elemental simplicity. Dark shades heighten the senses while also opening the mind for creative & expansive thinking.



MICRO-TREND:

Natural Woods

Biophilic in diction: Connectivity to the natural environment by using direct nature throughout space & place within our built environments & communities.



Natural woods continue to be at the forefront of our collection. Our new intros focus on warm tones & stains that lend soft, soothing & inviting qualities. We heavily utilize woods like Oak, Walnut & Elm that have an inherent tactility showcased in their natural character & grains.



MICRO-TREND:

Scandinavian & Japanese Minimalism

When less is more. Beyond minimalism, there is “MA,” an ever-present concept intrinsically woven into all aspects of Japanese daily life. MA is like a holder within which things can exist, stand out & hold their meaning.



It is the true emptiness & in-between that becomes full of possibilities. We have stylized with this ethos, blending it with simplistic Scandinavian nods that are rooted in nature. Our latest designs are all about this delicate fusion of cultures, deliberate, spatial & of form & function.



MICRO-TREND:

Verdants

The power of color is heightened even more so when it comes to the effectual vibrancy of verdant. Green, sage, kale, Viridis - like emerald cedars, Japanese maple leaves, the Amazon's canopy & moss. Green makes us feel things. Its viridescent hues carry a vibration full of harmony, healing, renewal & growth.



Our verdant products are naturistic, bring the outdoors in & keep us feeling a little closer to our natural surroundings. Soft upholstery keep interiors even more serene, while ethereal nonshadowing velvets vouch for the sense of opulence.

