

2026-2027 CMF DESIGN TREND REPORT - Full ENG

CMF Design Trend ²⁰²⁶⁻²⁰²⁷

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2026-2027 CMF Design Trend Report - Full ENG

Development of a CMF Design System and Process Framework
to Support SMEs in Manufacturing Industry Innovation

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Project developed by

Chris Lefteri **Design™**

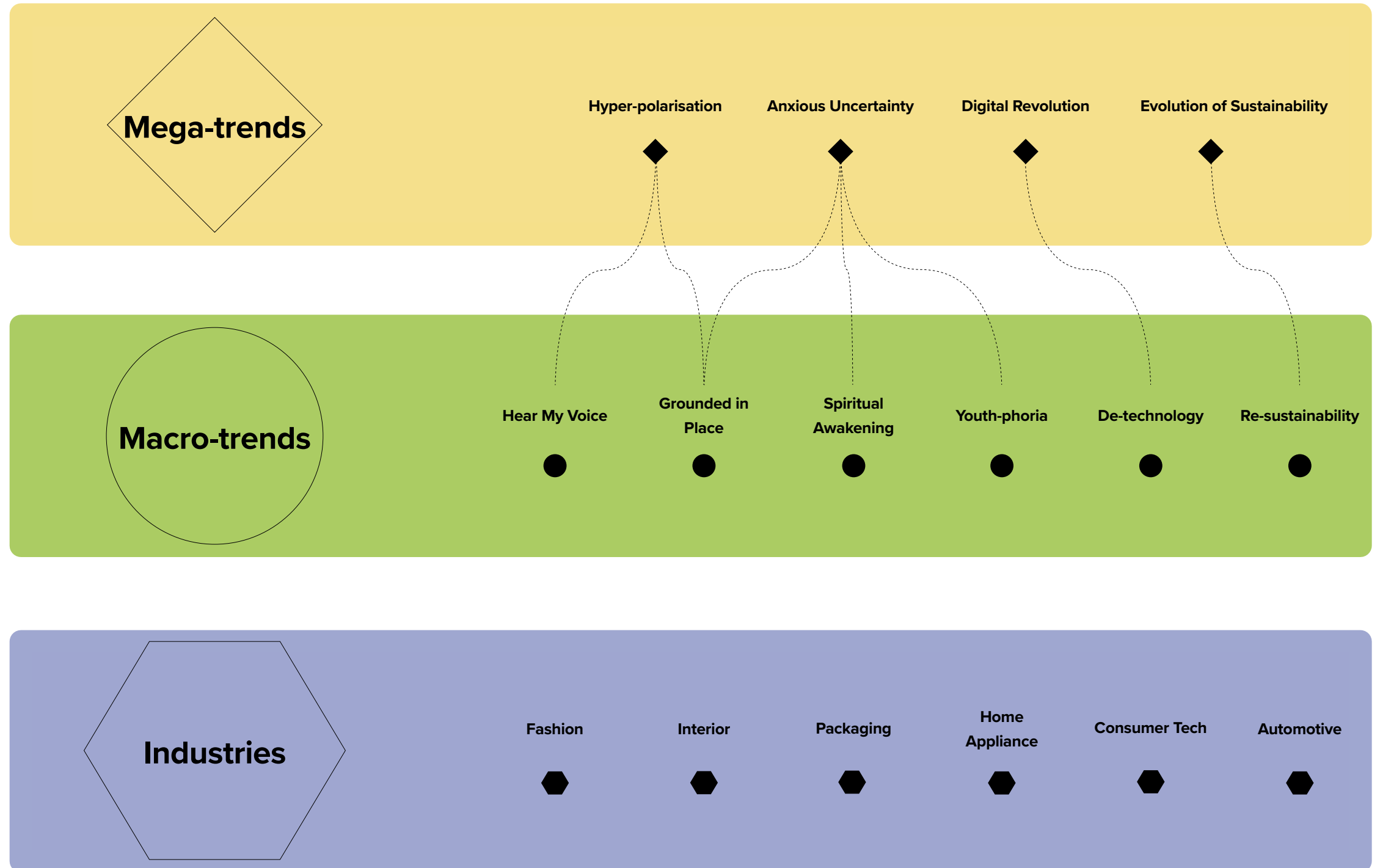
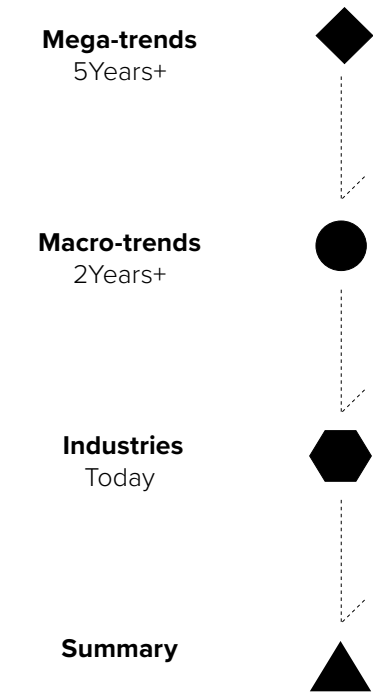
Introduction

This report is designed to help tune and develop the design industry's CMF strategy to adapt to rapidly changing markets and consumer expectations. With a focus on the latest developments in design and an in-depth analysis of the potential of materials and finishes, this report brings a fresh perspective to the latest design trends. To this end, it starts by investigating and analyzing the recent pan-social environment and trends, covering a wide range of case studies and insights. Based on this, the report predicts the direction of CMF design to discover the innovative potential of new materials and processes.

Trends map

This report is designed to help tune and develop the design industry’s CMF strategy to adapt to rapidly changing markets and consumer expectations. With a focus on the latest developments in design and an in-depth analysis of potential materials and finishes, this report brings a fresh perspective to the latest design trends.

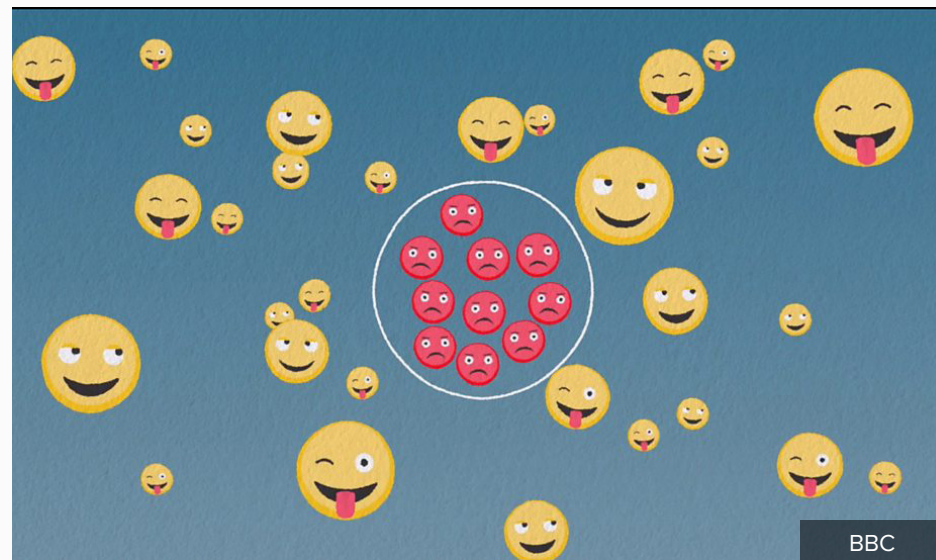
To this end, it starts by investigating emerging mega and macro trends covering a wide range of case studies and insights. From this key CMF themes are analysed, revealing the latest CMF aesthetic as well as innovative new materials and processes.



Mega-trend 05 YEARS+

HYPER-POLARISATION

This report observes global pan-social environments and mega-trends, focusing on shifts shaping the future.



More than half of participants surveys in 15 countries worldwide were of the opinion that their countries were more divided today than in the past. ^[1]

**POLITICAL
DIVIDE**



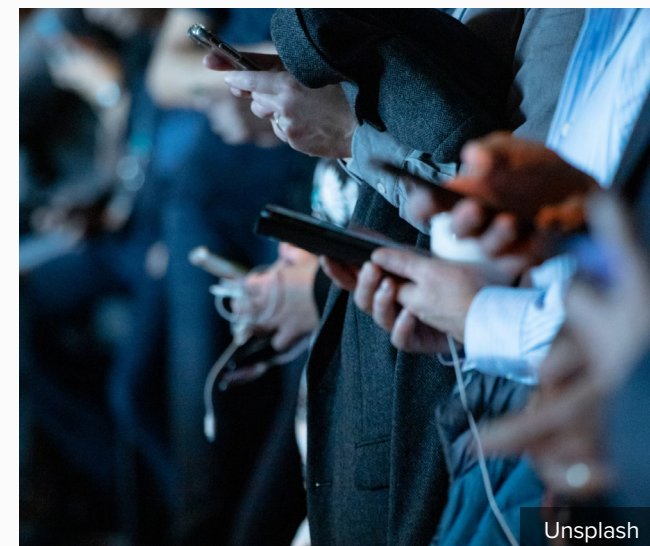
MISINFORMATION

Global societies are increasingly characterized by division and polarisation with differences in opinion and perception widening across nations. Public opinion surveys reveal a growing sense that societies are more divided than in the past with the generation gap, religion, gender rights, gender orientation and politics all acting as divisive issues.

Factors fueling such a divide include extreme politics, the rise of misinformation online and the growth of religious, racial and ethnic diversity among nations. This fragmented approach is only likely to widen in the following years with polarization shaping social, political, economic, and cultural views in increasingly extreme directions.

As a response to such deepening division, a growing demand for design that is more intuitive and direct emerges, along with a rising emphasis on trust based services that prioritize clarity, credibility, and user confidence.

More than half (54%) of people get news from networks like Facebook, X and YouTube - overtaking TV (50%) and news sites and apps (48%), according to the Reuters Institute. ^[2]



**DIVIDED
OPINION**

In the last twelve months, over **164** significant anti-government protests have erupted worldwide. ^[3]

Macro-trend 02 YEARS+

HEAR MY VOICE



Macro-trends, derived from mega-trends, refer to new attitudes, behaviours and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analysed based on consumer culture and lifestyle perspectives. This report explores six macro trends, examining related design case studies CMF design directions and relevancy based on industry.

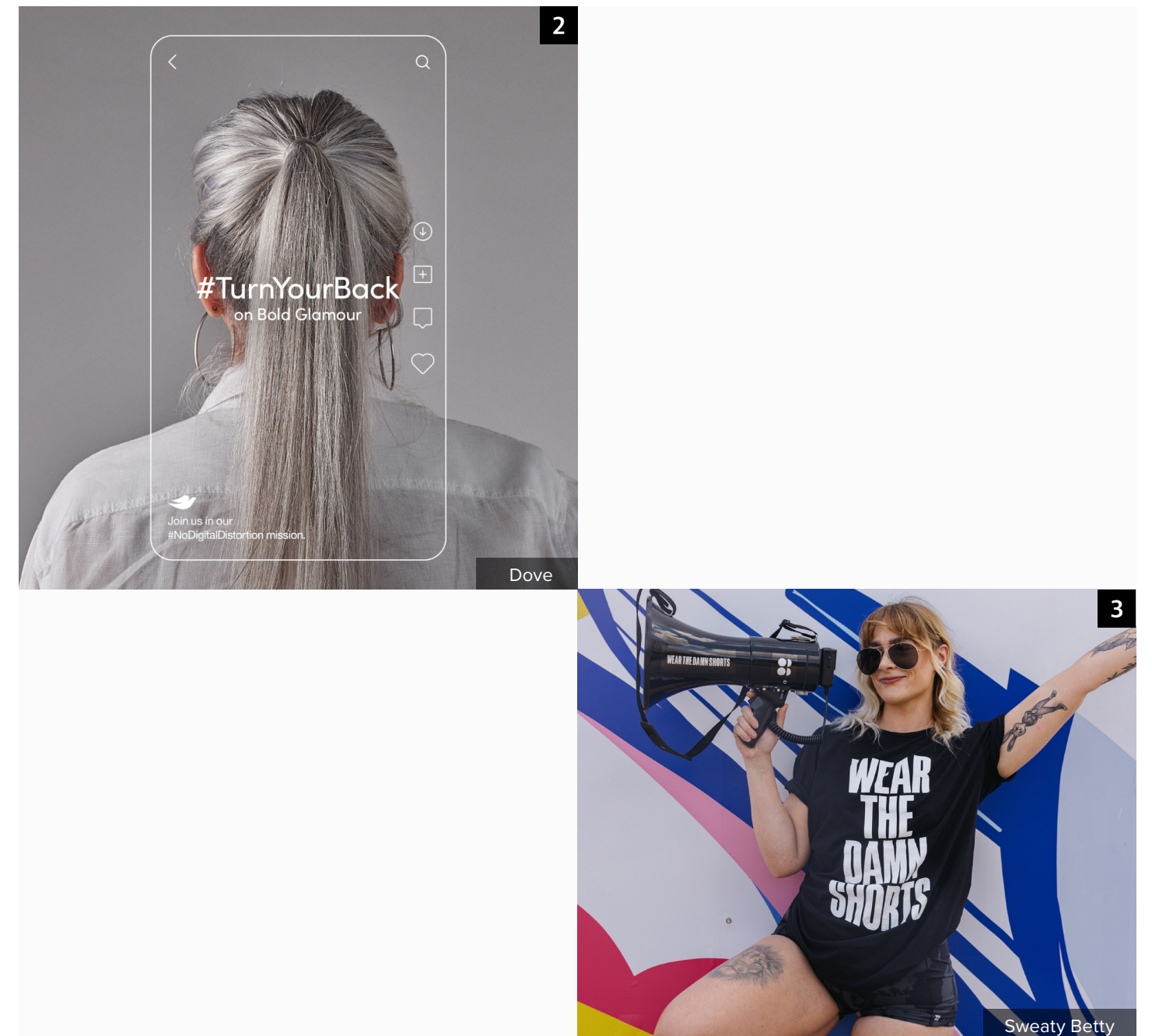
In response to the mega-trend Hyper-polarisation and in light of the growing global movement where individuals are increasingly engaging in activism to drive positive social, environmental, and political change, design as a vehicle for activism emerges as a key macro-trend. Driving this trend are the younger generations such as Gen Z and Millennials who are particularly motivated by values and prefer buying from companies that reflect their ethics. This trend is realised through visual narratives that represent the voice of previously unheard individuals and social groups.





Pride Month protests

1 According to Carnegie Endowment for International Peace, in the last twelve months more than 73 countries have experienced significant protests. [1] Individuals protest not only for their voice to be heard but also for the solidification of community and a coming togetherness, often in the face of diversity. Here, individuals congregate in Arkansas USA protesting for LGBTQ+ rights as part of Pride Month. Opposite, brands follow the body positivity movement with new products and marketing campaigns.



Sweaty Betty

2 Dove's most recent marketing campaign is aimed at combating digital distortion with its new #NoDigitalDistortion initiative, encouraging social media users to 'Turn Your Back' on the controversial Bold Glamour filter.

3 Sweaty Betty introduce their 'Wear The Damn Shorts' campaign with an aim to promote body positivity and encourage women to embrace their natural bodies and confidently wear shorts.

DESIGN CASE STUDIES



Sweaty Betty

COMMUNITY ACTIVISM

Sweaty Betty join forces with sports activist Lippa Nessa to launch a new sports hijab with the aim of making sport activities easier for Muslim women to enjoy. The piece has been carefully designed with hidden banding that keeps the garment secure during active movement, while different fastenings offer the wearer multiple ways to wear the hijab.



Deepti Khatri

RADICAL FEMINISM

Packaging design tackles radical feminism, taking a stance against the stigma surrounding menstruation. Deepti Khatri has designed a vibrant and empowering packaging product with slogans such as 'lets talk about it' and 'I bleed red, not blue' that aim to redefine how period products are thought of.



Nike N7

CELEBRATE MARGINALISED SOCIETIES

Nike's 2025 N7 Collection of apparel and footwear is designed to celebrate Indigenous communities and give back through investments in non-profits that serve Indigenous communities. The collection takes aesthetic inspiration from Native culture in the form of bold colour use, pattern and shape.

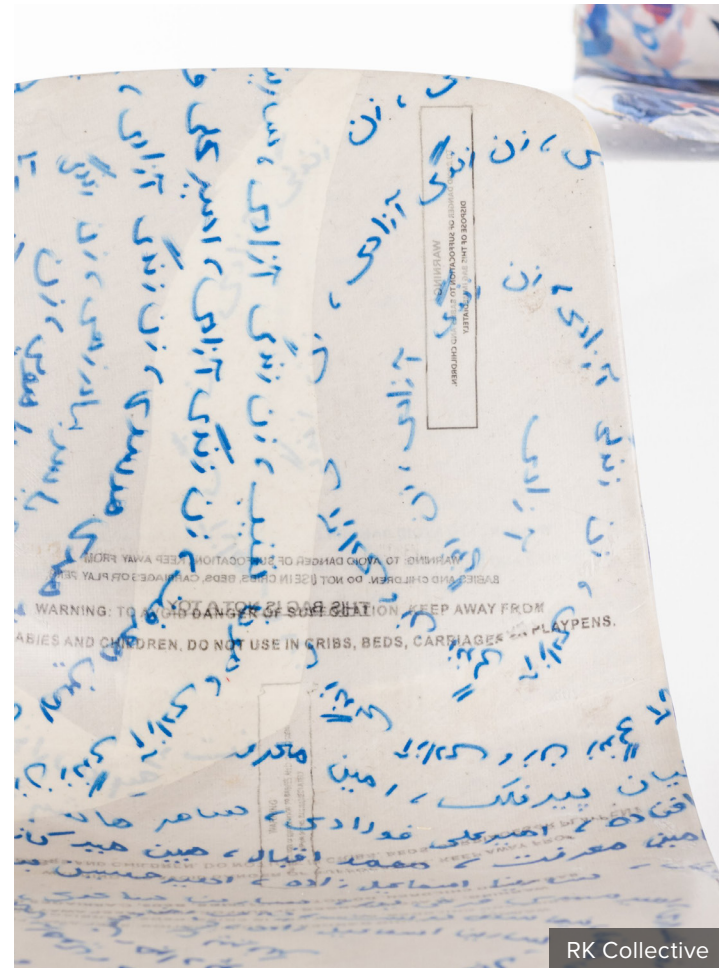


Patagonia

POLITICAL ACTIVISM

Clothing brand Patagonia launched their 'Vote Her' to urge its community to back political candidates that support 'mother earth' during the 2024 general election in the United States.

CMF STORIES



RK Collective

CRAFTED LIBERATION

RK Collective transforms discarded headscarves from Iranian women into stadium seats. In Iran, women have been banned from attending men's sporting events since 1981. Using lamination and compression moulding techniques, each scarf's colour and pattern is preserved and highlighted as a way to amplify the voice of Iranian women striving for gender equality.

CONTEXT RELEVANT COLOUR

Supplement brand Feel Menopause use bold pink in their packaging design to create a sense of empowerment for women.



Feel Menopause



Stuff That Matters

EMPOWERING LETTERING

Stuff That Matters is a personal care brand that promotes healthy masculinity. Their products feature bold colours and empowering slogans with the aim of breaking stereotypes, redefining masculinity, and advocating for men's mental health awareness.

COMMUNITY INSPIRED

Focused on enhancing communities through the elevation of young people 'Together We Rise' is a colourful installation at Battersea Power Station. Colour and pattern design came from a series of workshops they held with young people within the local area.



POoR Collective



Skoda

PROUD CMF

Skoda's Elroq Respectline is designed to support European Diversity Month 2025 and reinforce the brand's commitments to equality, diversity, and human rights. Rainbow colours adorn the outside of the car whilst inside the rainbow theme continues inside with coloured LED lighting.



Adidas

CONSUMER SPECIFIC DESIGN

Designed using adidas' biggest ever study into the boot requirements of women in football the F50 SPARKFUSION features design and material choices specifically chosen with the female body in mind.

COLOUR

The colors of this theme are big, bold and transformative with the creation of joy and celebration being a key design objective. The color spectrum should be designed with each particular activism in mind but can include bright hues with a high saturation as a way to create an immediate statement. Bold tones such as pinks, reds, blues and yellows are combined with soft neutrals to create a sense of harmonious balance that invites rather than overwhelms.



Autistic Joy



Victoria Martin



Rapha



Patagonia

COLOR SUGGESTION



Pantone 18-1553 TPG
Adrenaline Rush



Pantone 17-4336 TPG
Blithe



Pantone 15-1153 TPG
Blond Wood



Pantone 14-0849 TPG
Beach Ball

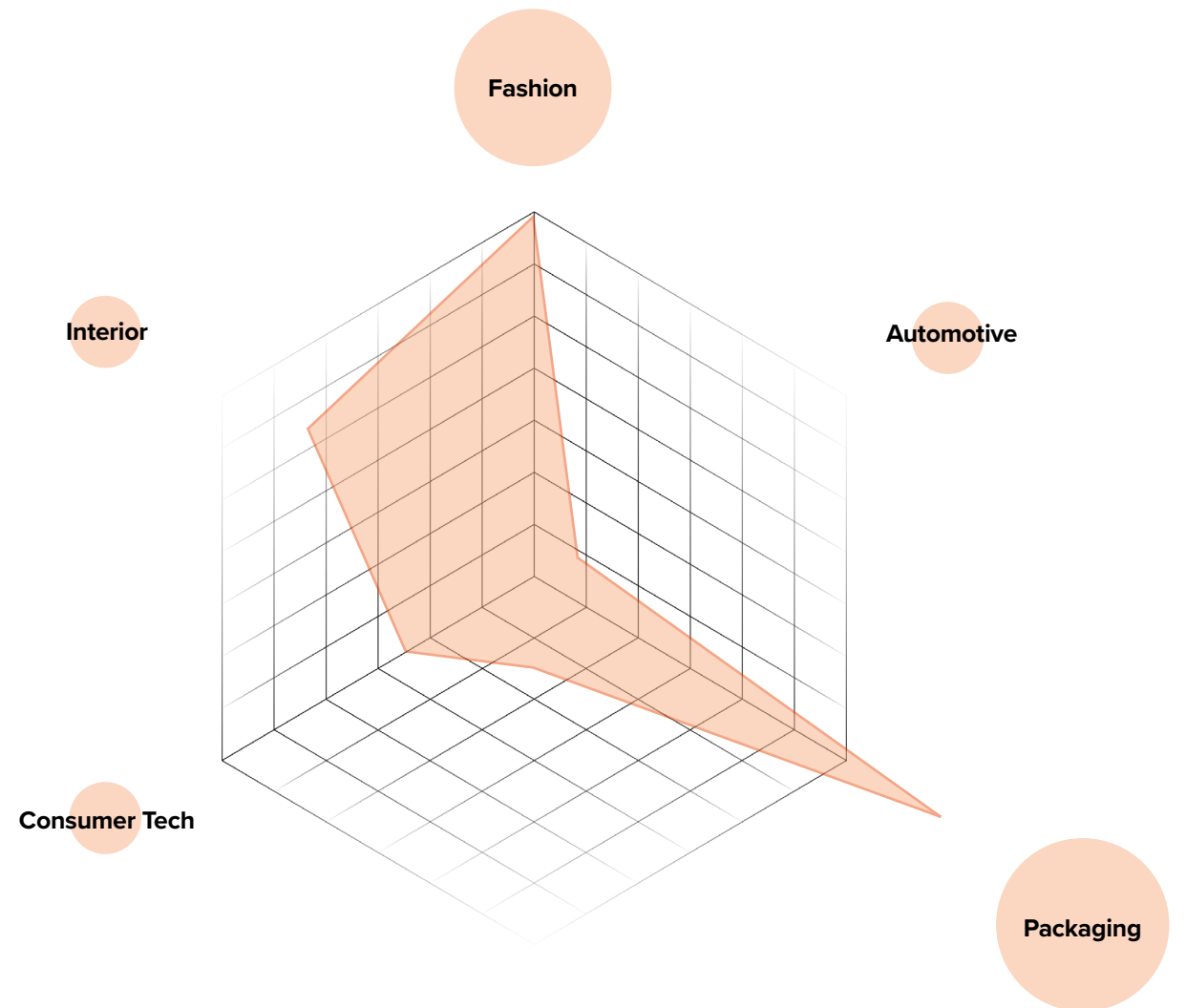
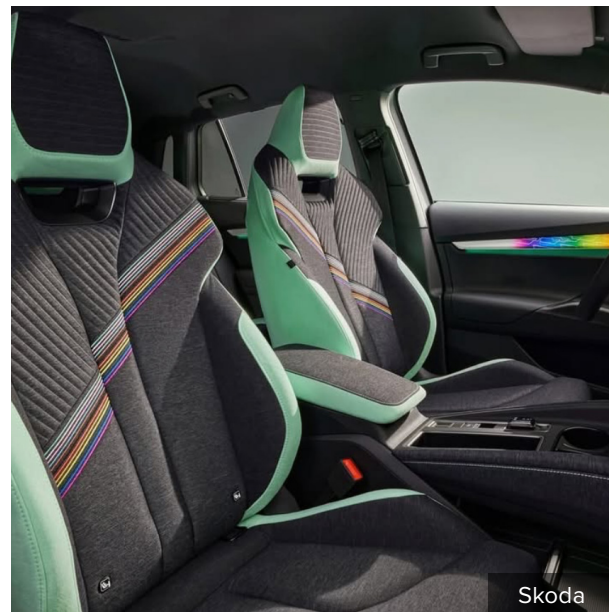


Pantone 12-0602-TPG
Arctic Wolf

INDUSTRY



The macro-trend **Hear My Voice** and more generally design as a form of activism stretches across many industries. It is however most prominent industries that are fast moving and have a shorter product lifespan such as the Fashion and Packaging sectors. This is due to the fact that topics of activism shift and change at a relatively quick pace. In industries that typically produce longer lifespan products such as automotive and interiors, activist design is often seen in special editions and short term exhibitions.



Mega-trend 05 YEARS+

ANXIOUS UNCERTAINTY

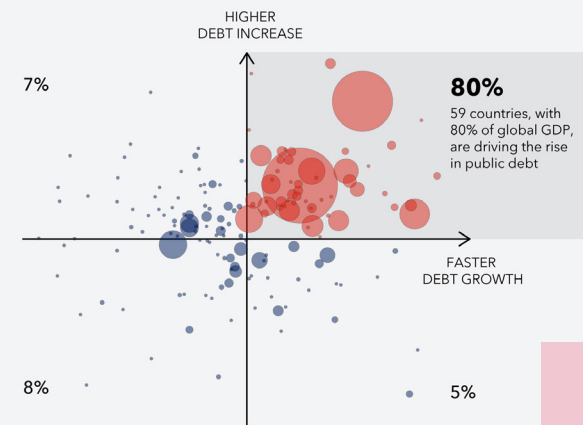
This report observes global pan-social environments and mega-trends, focusing on shifts shaping the future.

▲ \$1,774B

The rapid increase in new tariffs between October 2024 and May 2025 has contributed to a uncertain global trade environment. [1]

Public debt is higher and rising faster than before the pandemic in 59 countries, with 80 Percent of Global GDP. [2]

Public debt is higher and growing faster than before the pandemic, propelled by the largest economies



Sources: IMF staff calculations; and IMF, World Economic Outlook. Note: Y-axis shows change in debt to GDP between 2019 and 2025. X-axis shows the projected growth in debt to GDP from 2014-19 to 2024-29. Bubble size = 2024 share of world GDP.

UNCERTAIN ECONOMICS

From 1990 to 2021, the global incidence of anxiety disorders among those aged 10-24 years increased by 52% [3]

The world is increasingly becoming a dangerous and unstable place, caught in the geopolitical tensions, global conflicts, and wars. While political polarization has intensified, trust in institutions erodes, and societal tension mounts. Economically, tariffs have surged since October 2024, and public debt in 59 countries—representing 80% of global GDP—has exceeded pre-pandemic levels and continues to grow rapidly, raising the potential of a trade war.

In addition, growing uncertainty driven by the climate crisis is affecting consumers' everyday lives, contributing to increased anxiety and depression.

As people feel a loss of control over an uncertain present and future, they seek coping mechanisms in order to find inner peace and stability. A growing demand for design that is nostalgic emerges, reminding individuals of a simpler past, whilst the seeking of comfort and faith gain traction as key macro-trend themes.



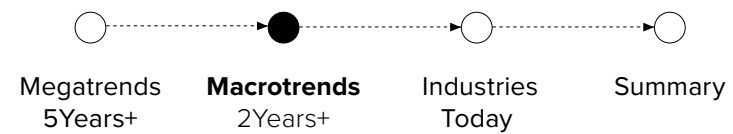
THREAT OF WAR

CLIMATE CRISIS

[1]WTO [2]IMF [3]NIH

Macro-trend 02 YEARS+

SPIRITUAL AWAKENING



Macro-trends, derived from mega-trends, refer to new attitudes, behaviours and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analysed based on consumer culture and lifestyle perspectives. This report explores and suggests CMF design directions, examining related design case studies and CMF stories in six categories.

In response to the mega-trend Anxious Uncertainty and in light of the growing desire to connect to a high purpose and being, the macro-trend, Spiritual Awakening emerges characterised by the exploration of non-institutional forms of spiritual exploration and practice. With the aim of seeking meaning, purpose, and connection through introspection, mindfulness, and holistic practices this trend is translated in the design industry through aesthetics, symbols, and user experience strategies that evoke calm, mysticism, mindfulness, and transformation.





Erykah Badu X Desa Potato head

1 A growing interest in spirituality means that wellness retreats devoted to metaphysical growth are surging. Whilst a 2023 Pew Research Centre survey found 4 in 10 Americans have become more spiritual over time, the travel company expedia saw a 30% increase in demand for wellness breaks between 2021 and 2022, and found that almost half (46%) of global travellers are more open to wellness breaks than ever before. [1] Above, a Reiki master and qualified doula Erykah Badu leads a spiritual retreat in Bali.



Temples day



National Geographic

1 While religious affiliation is declining globally, there's a growing trend of non-religious individuals visiting temples for cultural, aesthetic, and social reasons. Spiritual gatherings such as Temples Day gains in popularity in Korea whilst the Chinese travel platform Qunar, estimates the number of visitors to temple scenic spots increased by 367% in the first quarter of 2023, compared with the same period in 2022. [2]

2 In the UK spiritual gatherings such as the Summer Solstice at Stone Henge gains in popularity.

DESIGN CASE STUDIES



João Marcos Moreira

SYMBOLS

João Marcos Moreira's silver travertine table incorporates cast bronze motifs inspired by cave paintings and lost Inca symbols



Maqstone

SPIRITUAL FORMS

Brazilian designer Leo Lauge developed the Time After Time collection for Maqstone. Each piece of furniture reflects traditional stone formations, such as pyramids, monoliths and columns.



Vacheron Constantin

CONSTELLATION INFLUENCE

Combining the art of horology and mythology, Vacheron Constantin has launched "Métiers d'Art Tribute to The Celestial" – a series of 12 super-artistic watches, each celebrating a zodiac sign and its constellation.



Orabella

AURA OF TRANSCENDENCE

Perfume brand Orabella have developed their transcendent scents to embody a mystic aura and create a sense of spirituality. The packaging has been uniquely shaped to resembles a carved stone totem.

CMF STORIES

POETIC MATERIALITY

Metal pleating creates a poetic materiality reminiscent of marine mythology in Aline Asmar d'Amman's Soft Shell side table.



Aline Asmar d'Amman



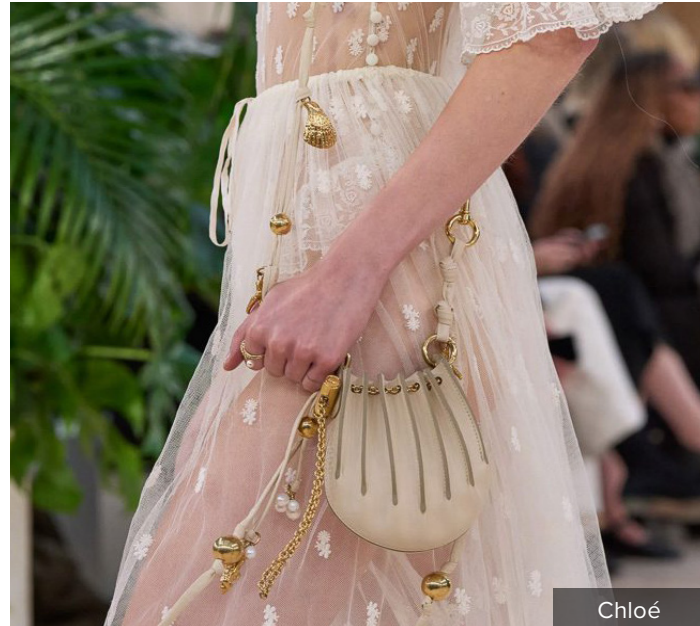
Manuel Mathieu IFF

NATURAL OPULENCE

Manuel Mathieu adopts the use of opulent hand crafted stone like packaging for his perfume. By taking inspiration from nature a softness is created that referencs an organic mysticism.

TRANSLUSCENT SHEERS

Accross industries, translucent materials create a soft ethereal nature, from sheer gauzes in fashion to frosted polymers in consumer tech.



Chloé



Pandora

SYMBOLISM

The Pandora Talisman collection uses symbols taken from astrology, ancient coins and Latin mantras to create a collection that embodies meaning beyond jewelry.

MYSTIC COLOUR

In their Nest device Google use a frosted colour haze that transitions gently between colours resulting in a gentle mysticism.



Google Nest



Google

CRYSTAL STONES

As part of their Salone Del Mobile display in Milan, Google adopt the use of crystals linking back their CMF influence to their accessory products.



Sten Studio

STONE STACKING

Mexico City-based studio Sten Studio present their Cosmic Resonance series. A collection of tables and totems each piece is designed to take reference from ancient civilizations who looked to the cosmic heavens to find meaning and guidance in the alignment of planets, stars and celestial bodies.

COLOUR

This theme is inspired by a soft, romantic mysticism with dusty warm tones including muted reds and pinks being combined with uplifting accents such as bright turquoise. Soft beige brings the palette down to earth in a subtle nod to the organic origin of the trend. Finally a pearl translucency is used to add mystic effect.



COLOR SUGGESTION



Pantone 18-1451 TPG
Autumn Glaze



Pantone 14-3949 TPG
Xenon Blue



Pantone 17-4320 TPG
Adriatic Blue



Pantone 13-1022 TPG
Caramel Cream



Pantone 12-5201 TPG
Icicle

INDUSTRY

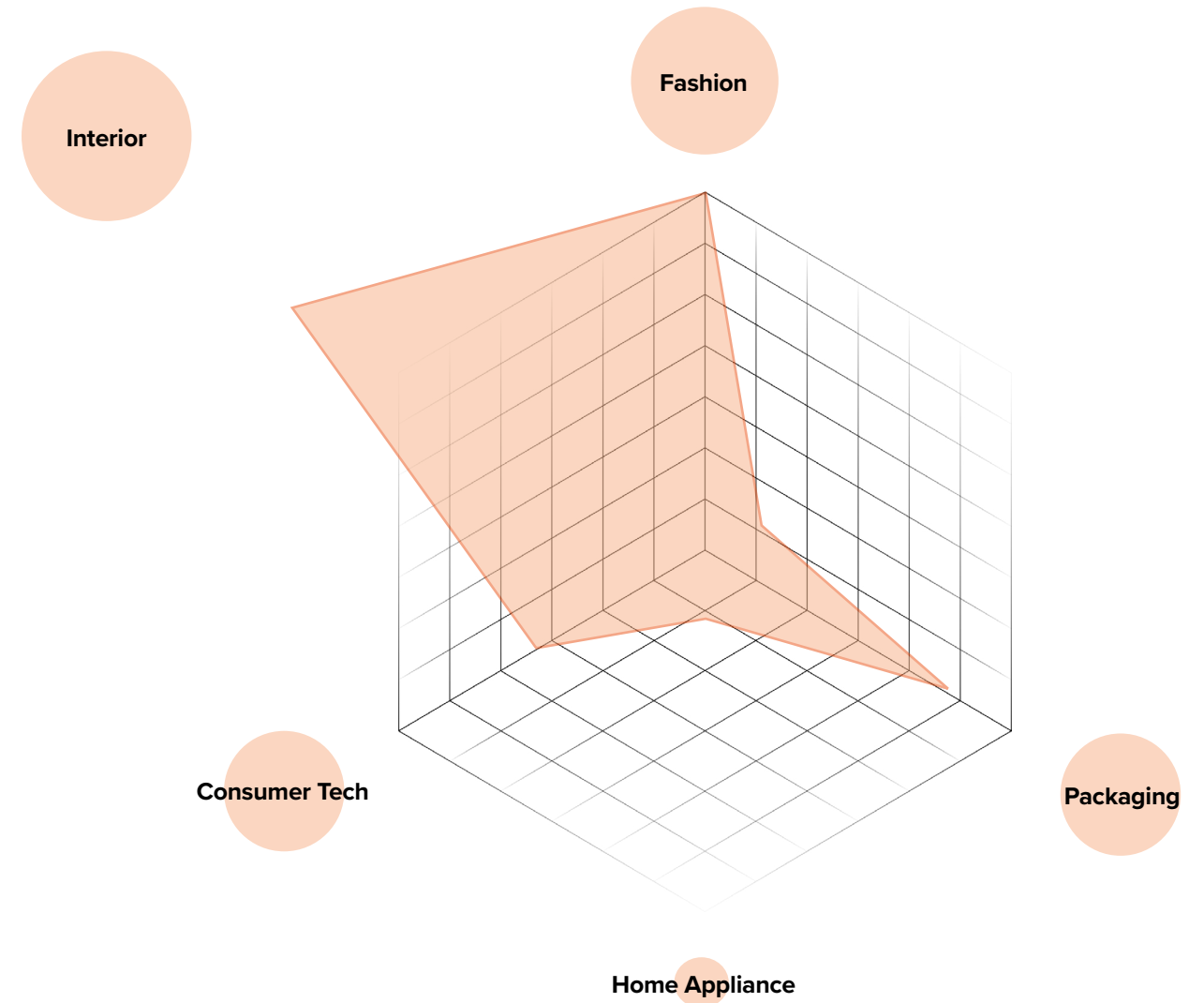


Philip and Kelvin Laverne

The macro-trend **Spiritual Awakening** stretches across many industries and was first seen in interior design and fashion sectors. At the interior and lighting design fair Salone Del Mobile 2025 for instance, spirituality was one of the most prominent trends seen. It is likely however to gain traction in other industries such as beauty packaging and consumer technology in the following years.



Giorgio Armani



Macro-trend 02 YEARS+

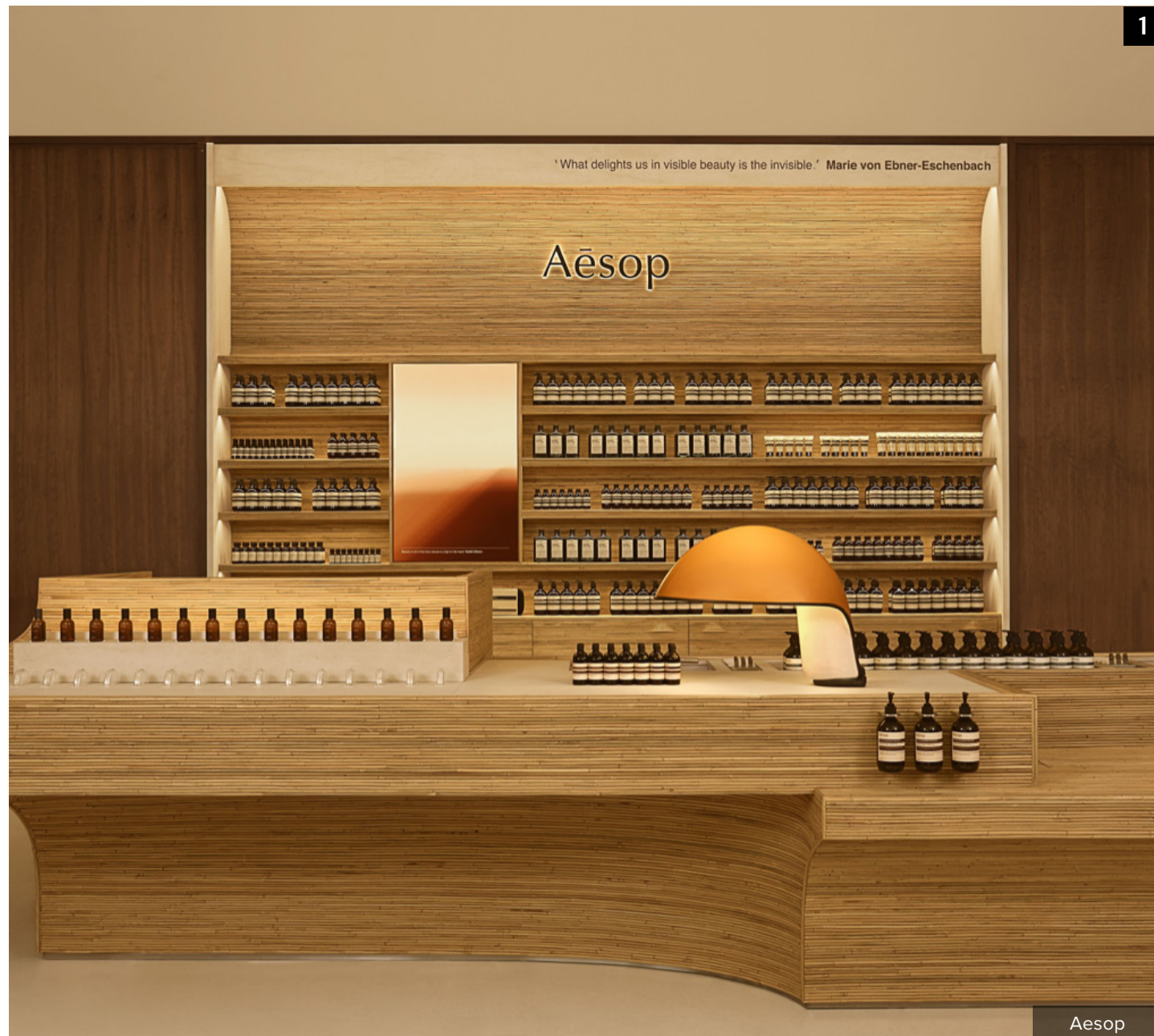
GROUNDED IN PLACE



Macro-trends, derived from mega-trends, refer to new attitudes, behaviours and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analysed based on consumer culture and lifestyle perspectives. This report explores six macro trends, examining related design case studies CMF design directions and relevancy based on industry.

In response to the mega-trend Anxious Uncertainty and in light of our ever present desire for meaning and connection, the macro-trend Grounded in Place emerges, emphasising tradition, authenticity, craftsmanship, and nostalgia. Drawing from historical references, classic designs, and time-tested practices, this trend resonates with consumers who are looking for meaningful, high-quality, and story-rich products.





1 According to Maison Objet, 88% of decor, design and lifestyle professionals say their clients are increasingly vigilant about product or raw material origin whilst 52% confirm that at least part of their production or sourcing is already localized. [1] This growth in has been driven by the increasing demand for localisms as well as tradition, heritage and culture being represented in goods we buy. Aēsop stores consistently take reference from their surroundings and culture, sourcing local material when possible. Their newest store in Bangkok, Thailand takes material and design inspiration from the local area with the use of bamboo.



2 Japanese watch brand's Grand Seiko model takes inspiration from the countryside surrounding the companies headquarters. The colour and pattern takes direct influence from by the Japanese Genbi valley with the colour and pattern coming from the sun reflecting off the Hotaka mountain range in the early mornings. The dial is finished with a multilayer coating creating change colour when light hits it.



3 The renovation of the Z Museum in Zhejiang China sees the exterior of the building take aesthetic inspiration from the surrounding buildings, re-creating the traditional linear patterns with modern aluminium tubes.

DESIGN CASE STUDIES



TRADITIONAL TECHNIQUE

Colombian artist Lucía Echavarría is a designer with a practice steeped in tradition and craftsmanship. Her lifestyle brand takes direct inspiration from Colombia's rich craft history blending conventional furniture making with traditional techniques including straw marquetry.



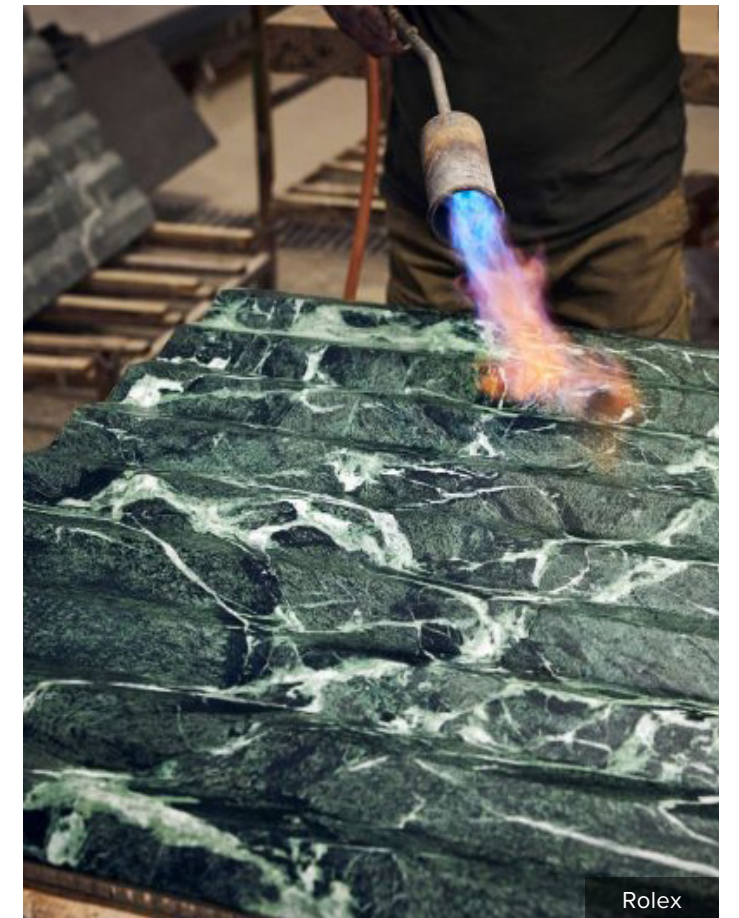
CULTURAL HERITAGE

Inspired by Korean culture and design, the exhibition Trace of Sense sees sculptural pieces crafted in ALPI wood with form taken from Korean Architecture.



REGIONAL RELEVANCY

Kooo Architects have designed the interior of the Théâtre teashop located in Beijing with direct link to the shop function. Clad with custom bricks made from compressed earth with waste tea leaves the store also links back to Chinese culture immersing guests in the full tea-drinking experience.



BRAND HERITAGE

Swiss brand Rolex have designed a series of pavilions displayed at the Venice Biennial with direct links to the brands product and heritage. The architecture and interiors take direct inspiration from the brands classic watch designs with patterns from the bezel and face seen replicated in glass and marble surfaces.

CMF STORIES

LOCALLY SOURCED

Act Upon Locality is a material design project centered on Dongpeng's Jiangxi Hukou Green Tech Materials Production Base. All waste was sourced within radius of 100 kilometers in order to create a range of sustainable materials and design practices.



Bentu Design



Nanimarquina

INSPIRED BY PLACE

Nanimarquina's Colorado rug gives ancient weaving techniques a contemporary form. Colour, texture and patterns from the local environment are taken as inspiration whilst traditional chobi and kilim techniques are used to create varying heights of material.



Bulgari

BRAND HERITAGE

Mary Katrantzou has designed a range of accessories for Bulgari with a link to the brand's ancient roots. The fan pattern created with detailed beading links back to the brand's Roman roots.

HYPER LOCAL MAKERS

German designer Nils Holger Moormann has designed the Liesl bookshelf with the help of hyper-local craftsmen.



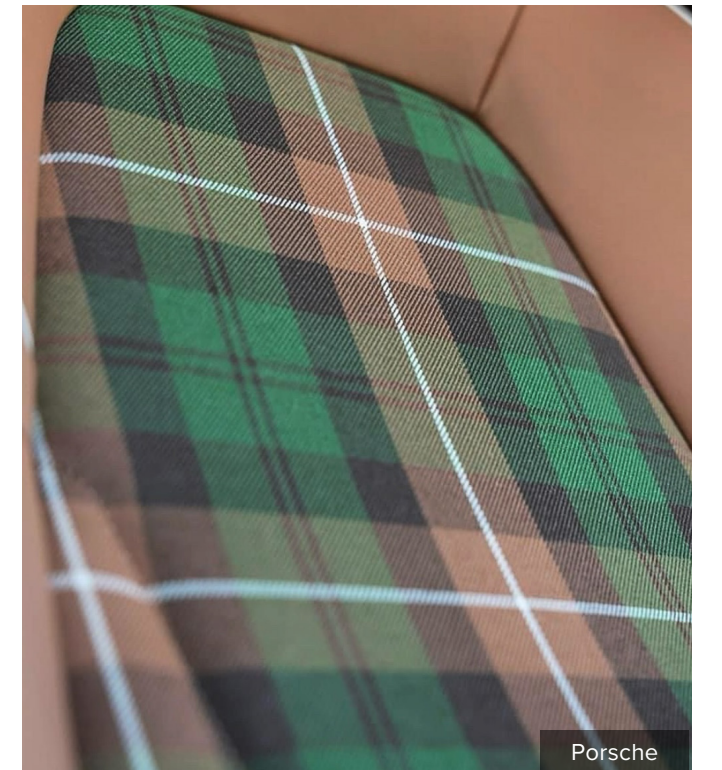
Nils Holger Moormann



Sarah Howard

REGIONAL WASTE

Circular Ceramics are made using 100% local waste clay sourced from a wastewater treated system. The bespoke local waste stream reduces demand for imported mined minerals that may have negative ecological and social impacts related to their extraction.



Porsche

BRAND IDENTITY

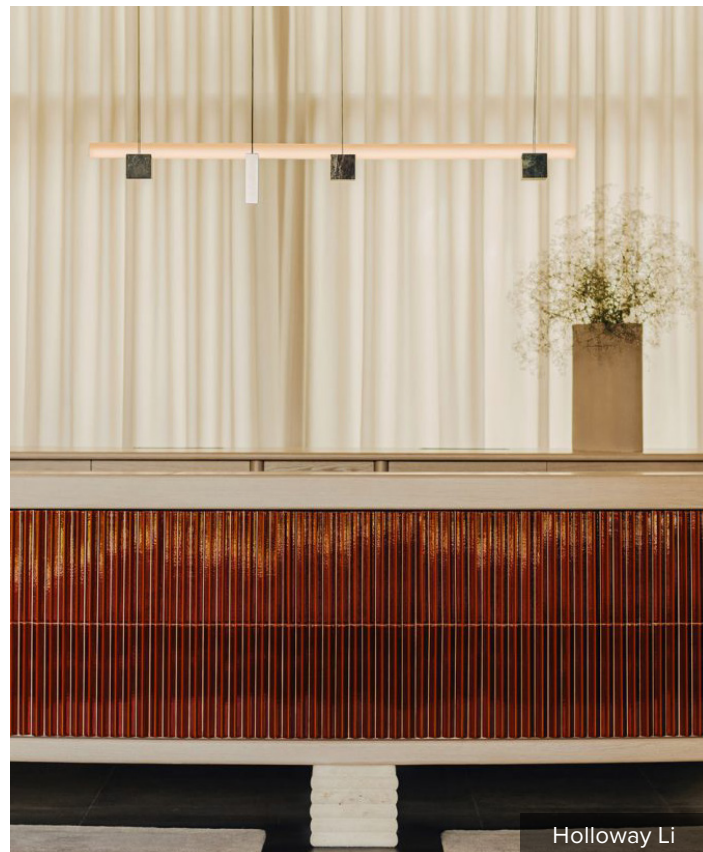
Porsche Iberica has revealed the Cuarenta Edition in honor of its 40th anniversary. The interior is designed with truffle brown shades and a tartan pattern linking back to the brand's Iberian history and culture.

COLOUR

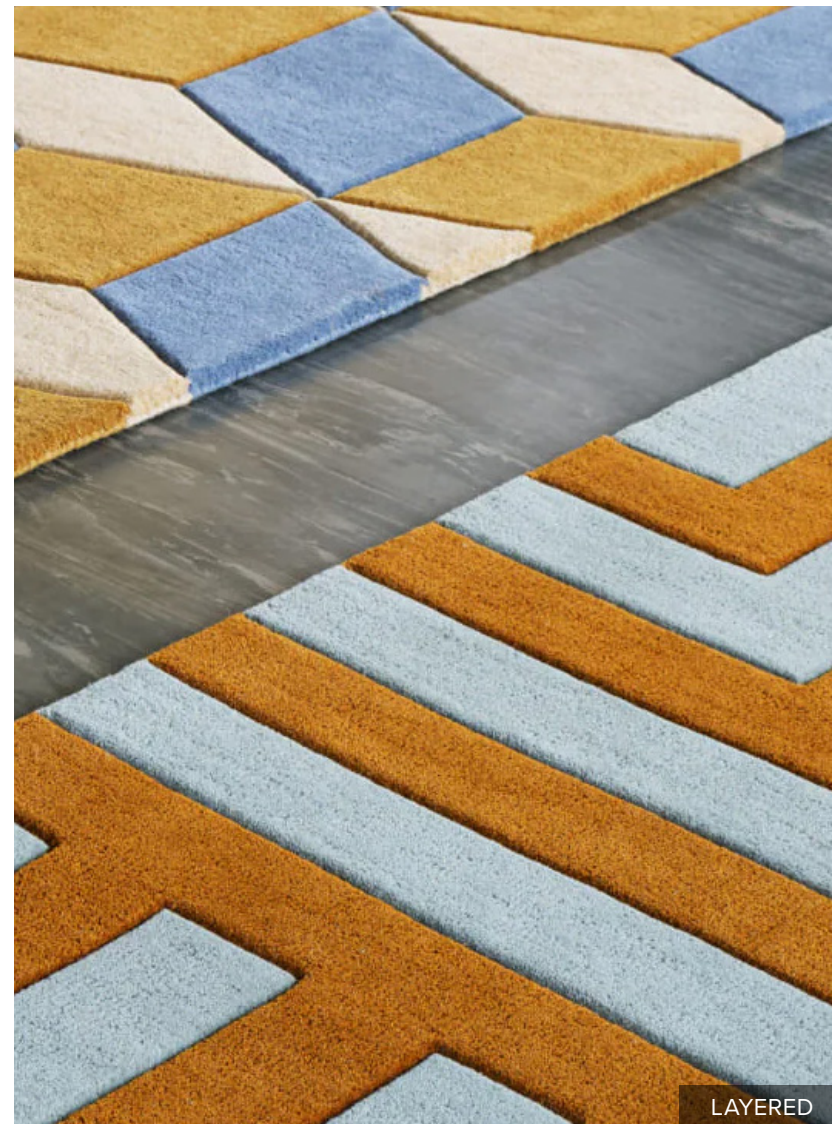
This grounded, earthy theme features warm dark tones including deep browns and greens. These are paired with pale hues such as terracotta pink and a pale moss. Finally soft neutrals reminiscent of sand harmonize the palette.



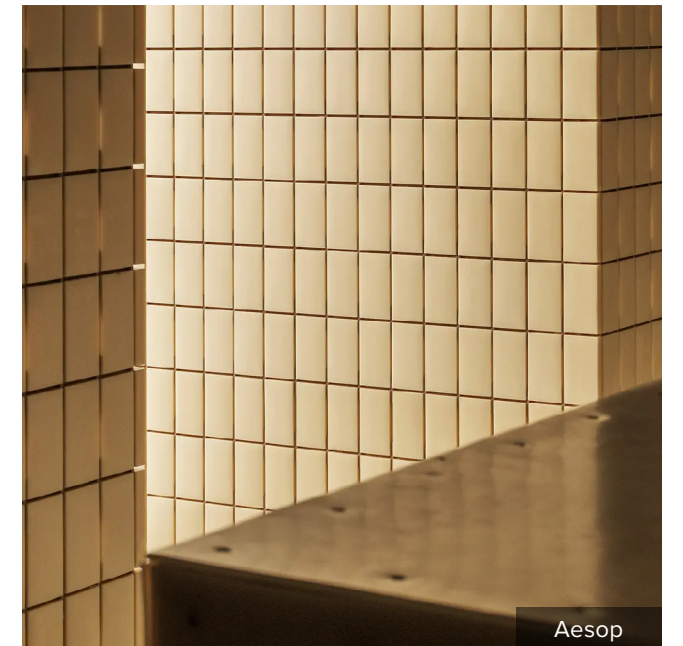
Hydro



Holloway Li



LAYERED



Aesop

COLOR SUGGESTION



Pantone 119-1223 TPG
Downtown Brown



Pantone 19-0312 TPG
Beetle



Pantone 14-0721 TPG
Hemp



Pantone 15-5218 C TPG
Alabaster Gleam



Pantone 12-0812 TPG
Deep Emerald

INDUSTRY

Grounded In Place is a macro-trend that first emerged in the luxury market being adopted by brands who want to elevate and add a prestige narrative to their products. As localism has gained traction for its sustainability benefits a wider range of markets and industries have adopted this trend. The trend is now most established in interior, architecture, fashion and automotive sectors where both the need for both sustainability and a premium story is desired.



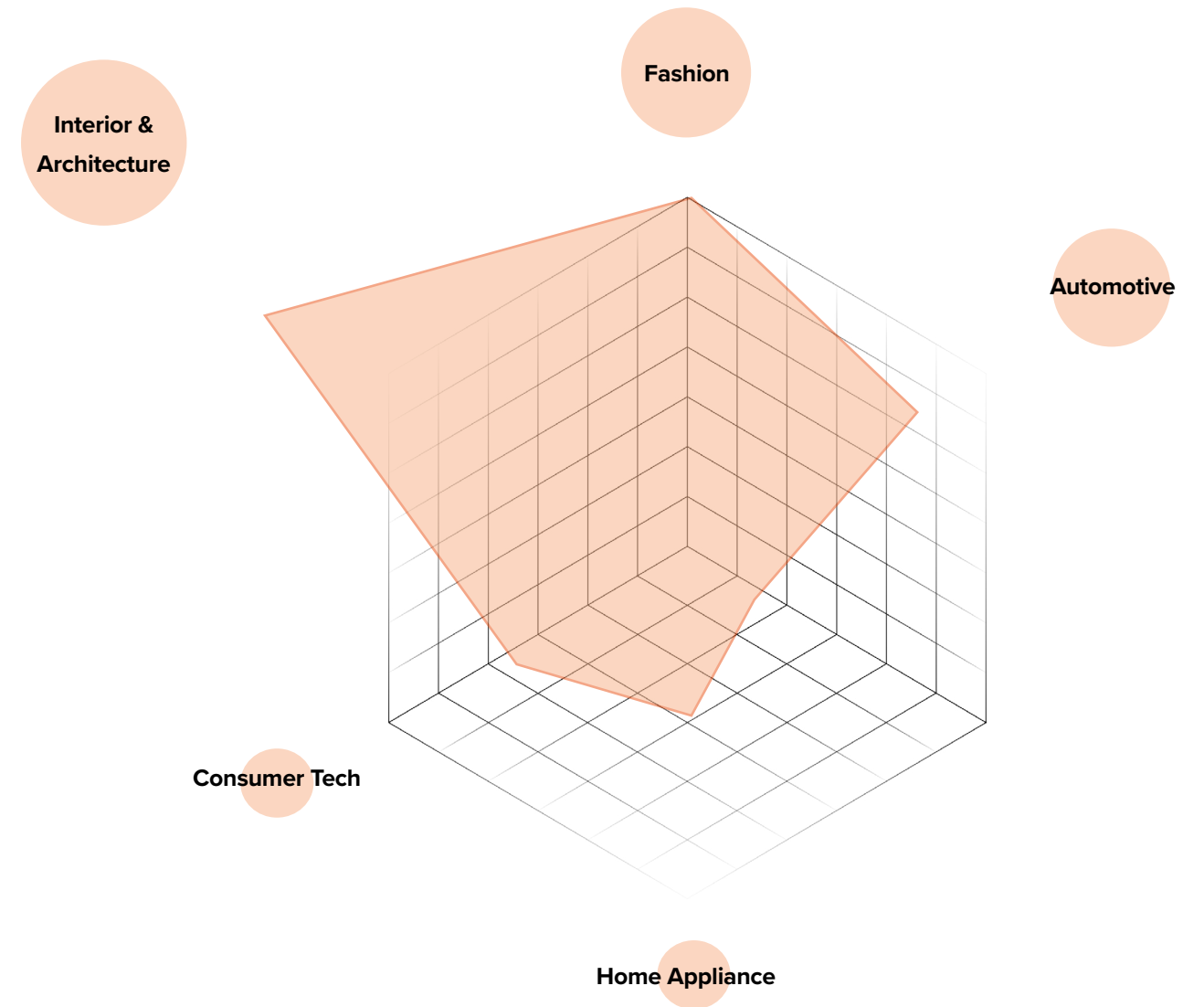
Morris Adjmi Architects



Liepa Gradauskaite

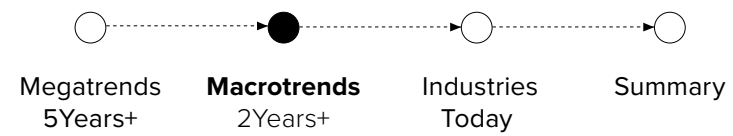


Porsche



Macro-trend 02 YEARS+

YOUTH-PHORIA



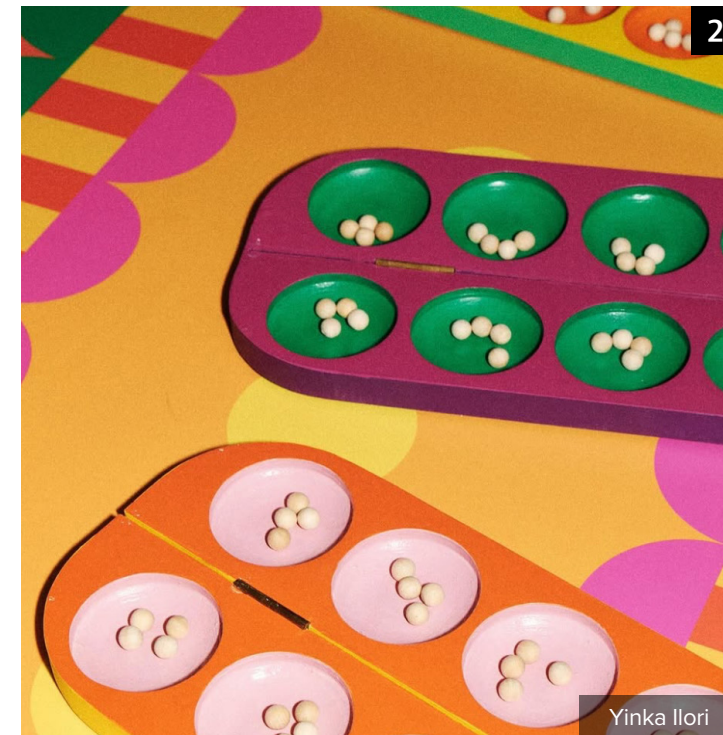
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In response to the mega-trend Anxious Uncertainty, the macro-trend Youth-phoria emerges. Characterised by adults embracing and enjoying things traditionally associated with their youth the trend picks up on elements of nostalgia, escapism, self-expression, and fun. Individuals hark back to toys, media, aesthetics and experiences from their childhood resulting in a bold, playful design language that is unapologetic in its creative expression.





1 According to Circana, Toy sales to children have declined by €200M since 2019, but they have increased by €1B for adults jumping from 23.4% of total toy sales in 2019 to 28% in 2022. [1] In 2020, Lego launched its adult-focused category which expanded into 142 sets by 2024. Similarly designed for adults and children alike, the Serpentine Play Pavilion designed by Lego Group incorporates LEGO® Bricks into the design resulting in an immersive environment where visitors can explore the creative power of play.



2 Artist and designer Yinka Ilori collaborates with the Hoxton hotel to host a pop up games night for adults.

3 As part of an ongoing series called Class of Creators, whereby artists re imagine Mercedes-Benz's newest CLA model through their own visual language, Gustaf Westman has designed a childlike pink Mercedes-Benz with integrated objects such as a picnic table. All elements are designed with cuteness and joy in mind bringing childlike expression to adult design.

STORY CASE STUDY



Marina Hoermanseder

TOY JOY

Encapsulating childhood joy the AW 2024 collection by Marina Hoermanseder adopts the use of discarded Care Bear toys in her playful designs in fashion and collectible art.



Gustaf Westman

PLAYFUL COLOUR AND SHAPE

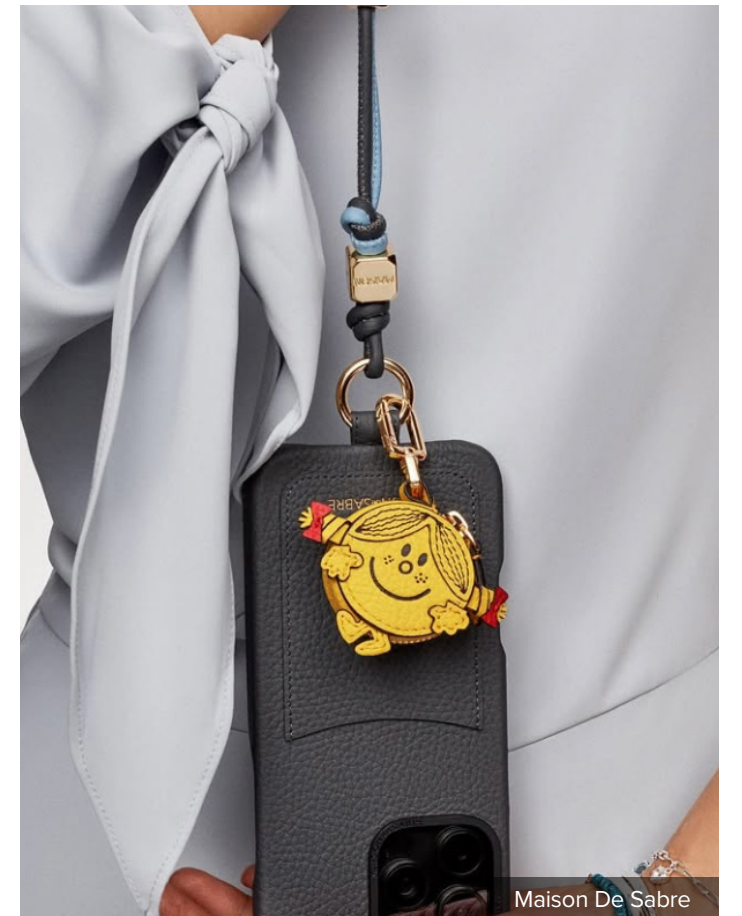
Stockholm-based designer Gustaf Westman is the creator of made-to-order furniture, custom design pieces, ceramics, and glassware, all with a distinct playful, fun and childlike aesthetic.



Samsung

CARTOON MADNESS

Samsung has collaborated with Andy Rementer for their Bespoke refrigerator range. The design adopts the use of cartoons in bold bright colours for a playful aesthetic.



Maison De Sabre

NOSTALGIA

Luxury accessory brand has recently launched their Mr Men collection. Each keyring replicates one of the famous cartoon characters. The pieces are marketed to individuals who would have consumed the Mr Men stories as children.

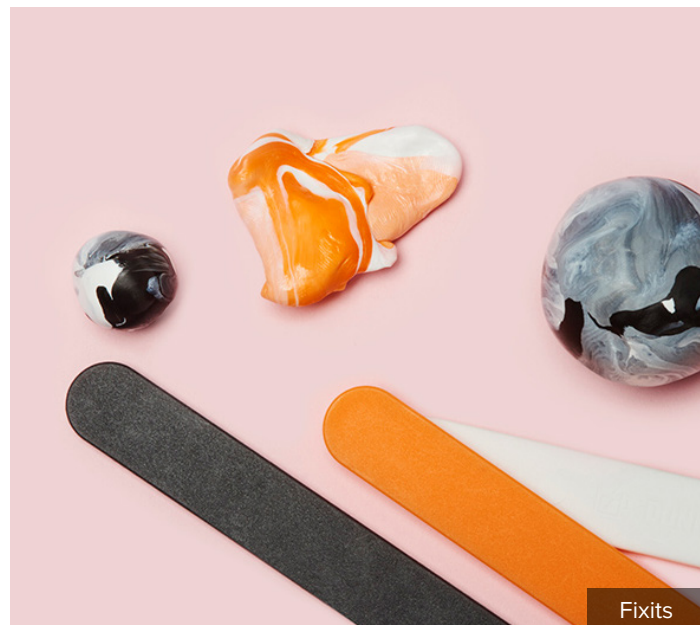
CMF STORIES

PUZZLE PIECES

The block chair by Sean Gerstley and Bea Walling takes inspiration from retro games such as puzzles and building blocks. The glazed ceramic tiles slot together in haphazard arrangements to create a fun playful aesthetic.



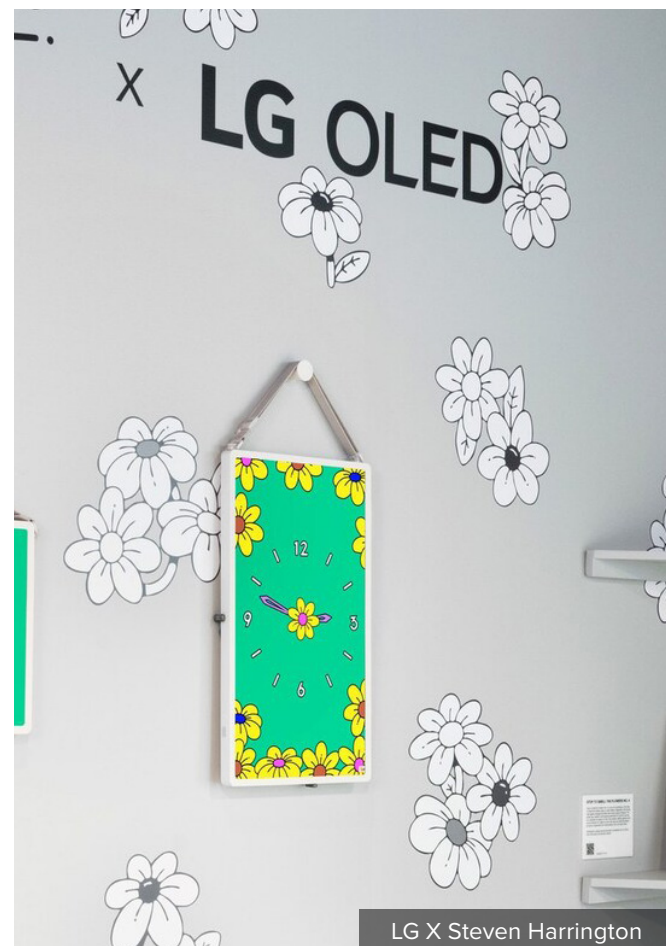
Block Chair



Fixits

SOFT TACTILITY

Designed for crafting and as a fixing medium, Fixits sticks turn to a soft putty texture when placed in hot water. The material can be moulded into virtually any context and form before setting.



LG X Steven Harrington

PLAYFUL PATTERN

LG has collaborated with artist Steven Harrington for a vibrant pop up in New York. Combining artwork with their OLED TV, Harrington's vibrant patterns showcase the strength of LG's screen technology with deep blacks and vibrant neon colours.

HAPHAZARD ARRANGEMENT

The In-Side Collection of outdoor furniture by Thomas Heatherwick features a curved form and bright multicolored spots applied in a haphazard way made of recycled plastic.



Thomas Heatherwick



Atelier SOHN

MESSY EDGES

Atelier SOHN creates unexpected globular edges in his side tables by dissolving recycled plastic in solvent and using the material and a gluing medium. By combing bold colours and controlling the amount of overflow a new aesthetic is created.



Home Studyo

INFLATED AESTHETIC

Home Studyo's blow up earthenware transforms typically thought of solid ceramic into soft, bouncy forms with a balloon-like appearance. Featuring a vase, jug, planter and mirror, the Blow Up collection is designed to infuse daily life with moments of joy.

COLOUR

Colours are selected for their playfulness and nostalgic resonance with brights and neons taking center stage. These are paired with highly saturated pastel tones to balance the overall aesthetic.



COLOR SUGGESTION



Pantone 13-0754 TPG
Maize



Pantone 15-3915 TPG
Kentucky Blue



Pantone 14-1511 TPG
Blossom



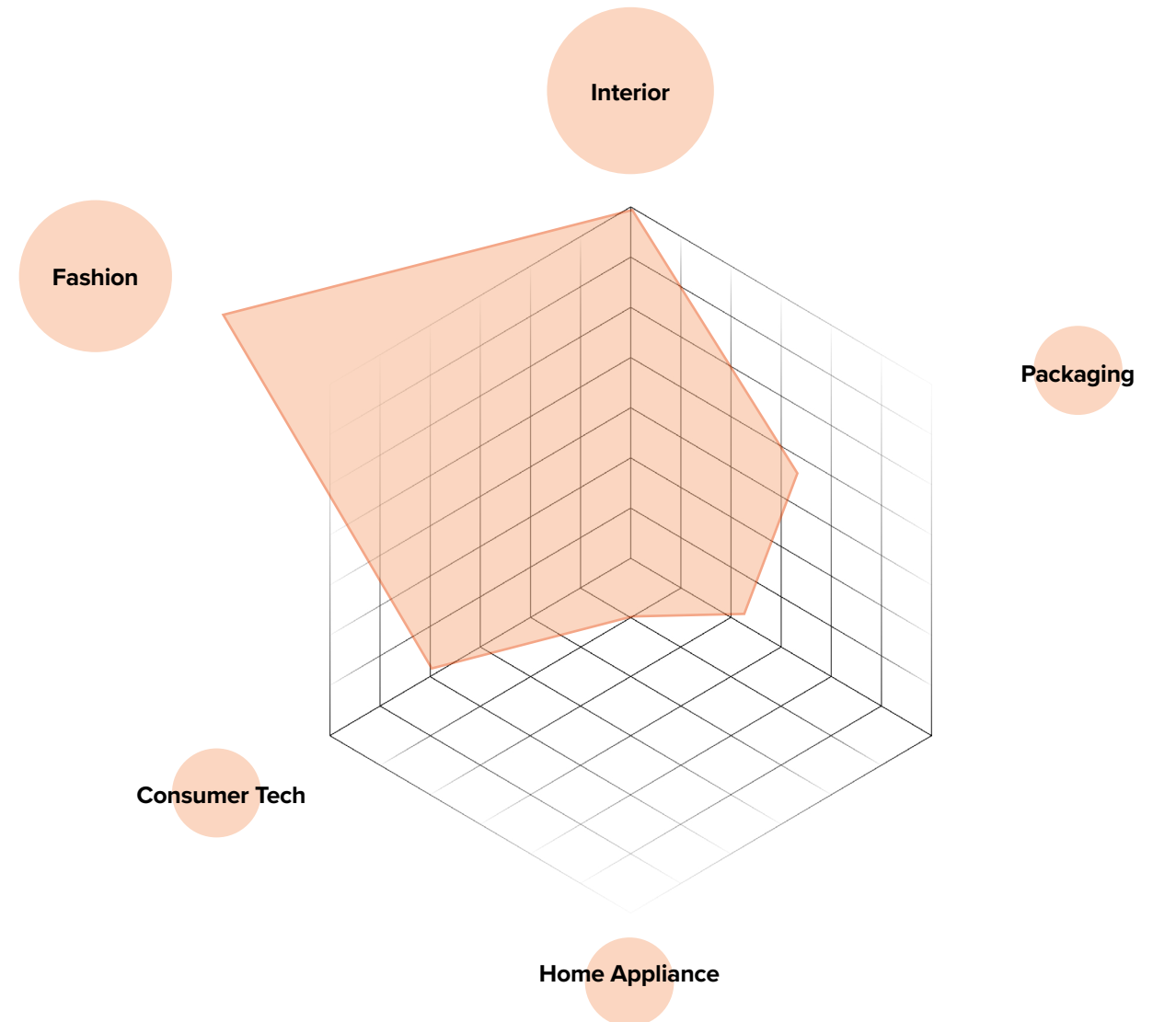
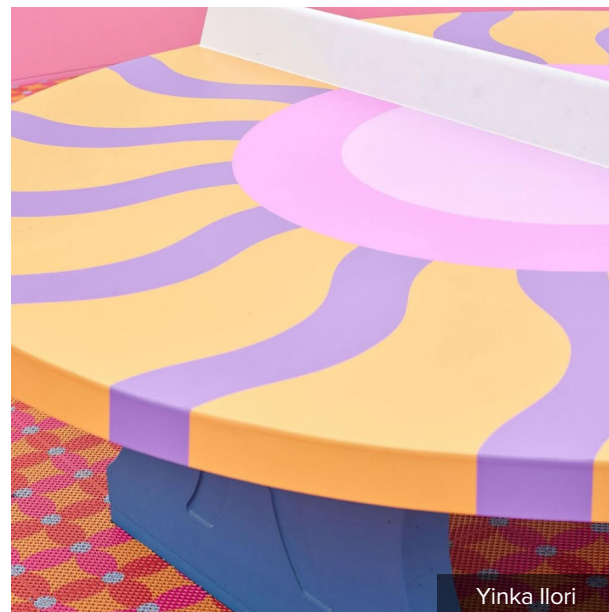
Pantone 13-0324 TPG
Lettuce Green



Pantone 19-3939 TPG
Blueprint

INDUSTRY

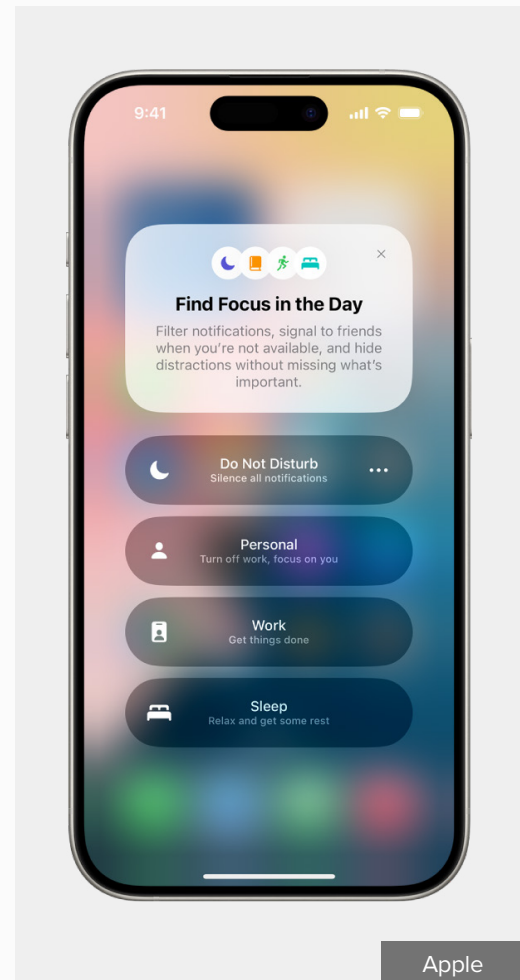
Youth-phoria is a bold, expressive macro-trend that is being seen across a wide range of industries including Fashion, Interiors, Consumer technology and packaging. Predominantly aimed at Gen Z and Millennial this trend is seen across industries that celebrate self expression such as interiors and fashion sectors.



Mega-trend 05 YEARS+

DIGITAL REVOLUTION

This report observes global pan-social environments and mega-trends, focusing on shifts shaping the future.



PHONE ADDICTION

38% of UK consumers and 80% of KR consumers are keen to have a “digital detox”. [1][2]



FEAR OF AI

52% of workers are worried about AI's impact on their jobs [3]



Over 50% of Americans believe they are addicted to their phones whilst 24.3% Asian college students were found to be addicted to their phones according to a 2024 Meta analysis. [4][5]

The global AI market is expected to grow more than fourfold over the next decade, cementing artificial intelligence as one of the defining technologies of our time. As AI and digital technologies increasingly dominate everyday life, a growing number of consumers are seeking new lifestyles to reduce the inevitable fatigue brought on by constant digital exposure.

Tools like Apple’s Focus Mode, screen time-limiting apps and digital detox campaigns reflect this shift. At its core, this trend is about integrating AI into life in a more balanced way—particularly among younger generations who are rethinking how they live, connect, and find meaning.

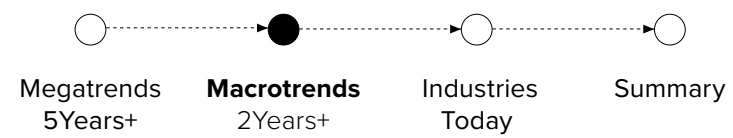
From holistic lifestyles inspired by Ikigai to analog activities like book clubs and nature bathing, consumers are rediscovering the value of authenticity and mental stillness in an over-connected world.

This movement is being translated into design that respects quality of life. By minimizing unnecessary features and embracing calm design becomes an ally in the pursuit of intentional living.

[1] EMBRAIN [2] EY [3] Pew Research Study [4] The Centre for Internet and Technology Addiction [5] Public Health

Macro-trend 02 YEARS+

DE-TECHNOLOGY



Macro-trends, derived from mega-trends, refer to new attitudes, behaviours and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analysed based on consumer culture and lifestyle perspectives. This report explores six macro trends, examining related design case studies CMF design directions and relevancy based on industry.

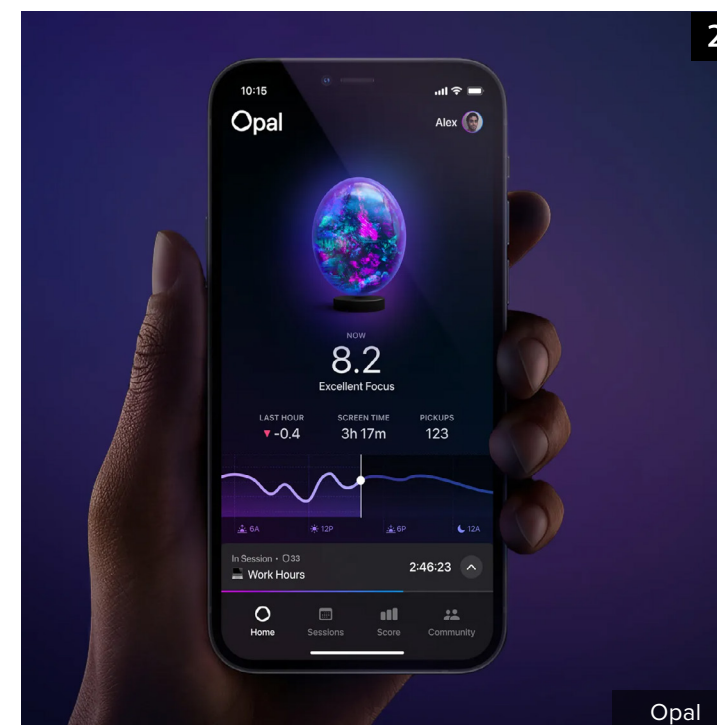
In response to the Digital Revolution mega-trend, technology design evolves to be quieter, less intrusive and integrated into our lives in a more harmonious way. Humanised AI, discreet integration and sensory design gain traction as a move away from the loud and obtrusive tech of the past.



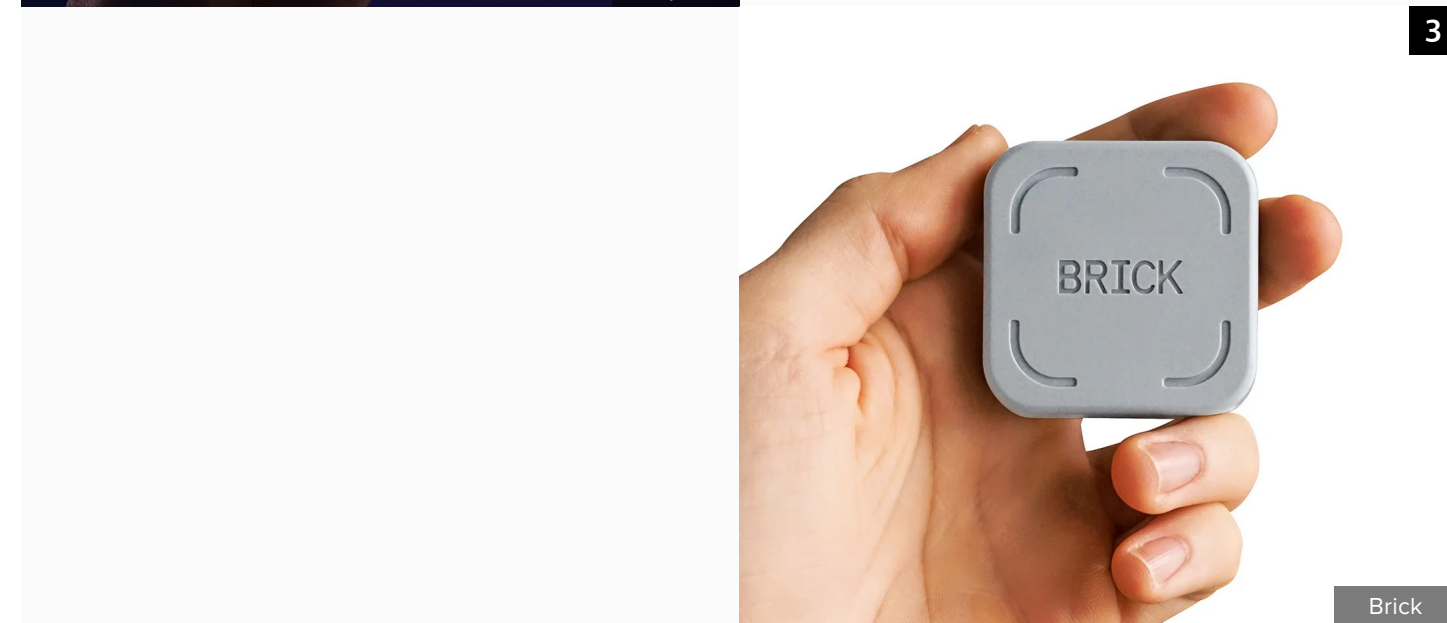


Logging Off Club

1 Digital detox Apps are predicted to create an industry worth £14.98bn by 2032, while the past 12 months witnessed a 50% rise in searches for 'digital detox retreat'. [1] As consumers desire distance from traditional modes of technology, initiatives that aim to reduce its use emerge. JOLO 'Joy Of Logging Off' emerges as a term and The Logging Off Club organise in person 'no phones allowed' events with the aim of reducing our screen time.



Opal

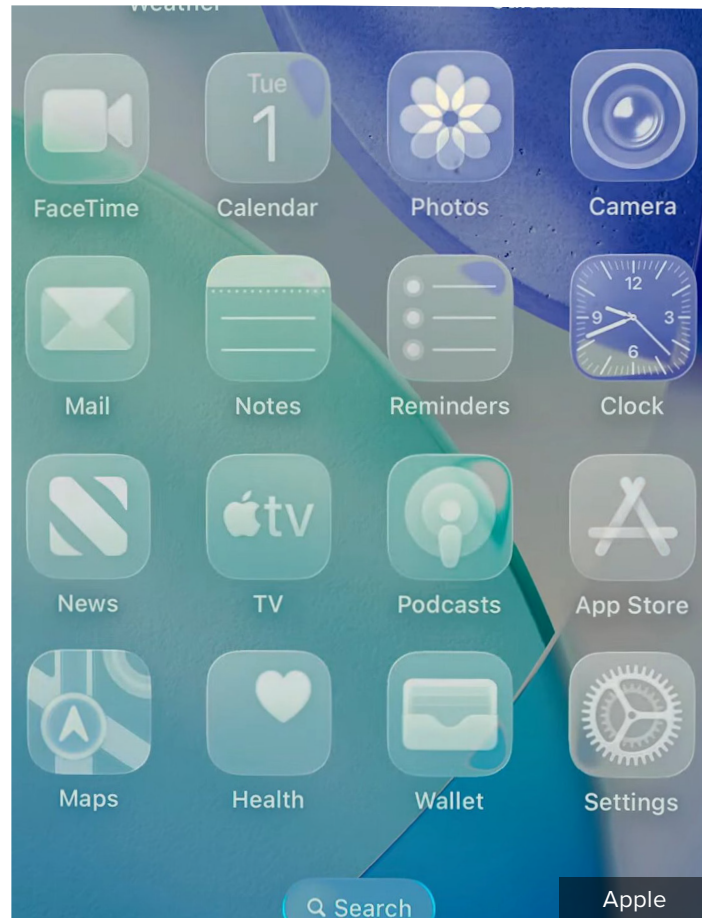


Brick

2 Designed with the aim of helping individuals to focus better, the Opal app offers several features including app blocking Sessions, app limits, and app lock, all designed to help users manage their screen time.

3 Brick is a physical device designed to reduce our over reliance on tech and improve focus by limiting access to apps on a phone.

DESIGN CASE STUDIES



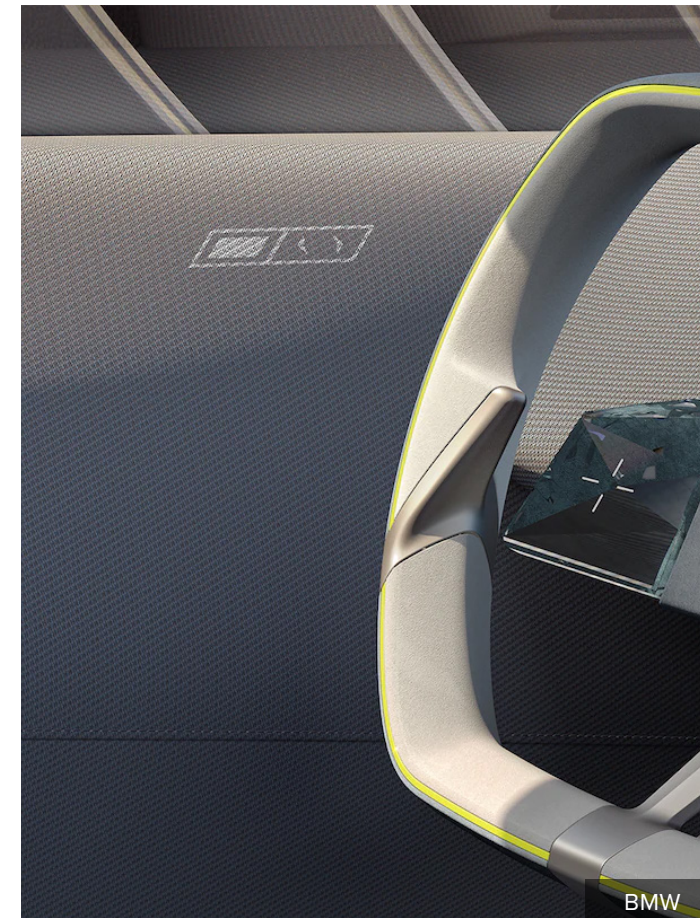
SUBDUED SUBTLETY

Apple has recently released their 'Liquid Glass' software design whereby apps become translucent and colour-less. This creates a soft and subtle UX that is less obtrusive and attention grabbing than previous opaque designs.



EMOTIVE TECH

LG has launched Affectionate Intelligence, a range of AI-powered innovations that aim to understand and enhance every moment of daily life. The emotive designs are designed to humanize technology products enabling them to fit into our lives in a more cohesive way.



HIDDEN UNTIL LIT

The BMW i Vision Dee features a soft fabric dashboard and side panel that only reveals informative lighting as and when it is needed. Reducing the amount of visible technology this results in a soft inviting interior inspired space.



INTERACTIVE JOY

Technology brand, Nothing's newest phone swaps out a light matrix with a "glyph matrix". A small pixelated screen the addition is designed to enable the user to play with 'digital toys' and as a result, do less mindless scrolling.

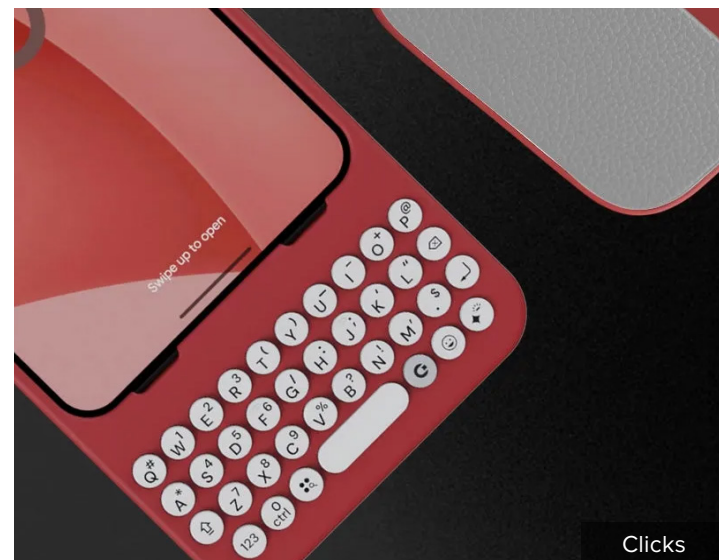
CMF STORIES

MINIMALISM

The pocket size game console Sinclair is designed with minimalism in mind. Matte black is used on-mass to reducing visual stimuli whilst the gold and white graphics are added internally during manufacturing, so there's no need for screen printing, printed labels or overlays.



Sinclair



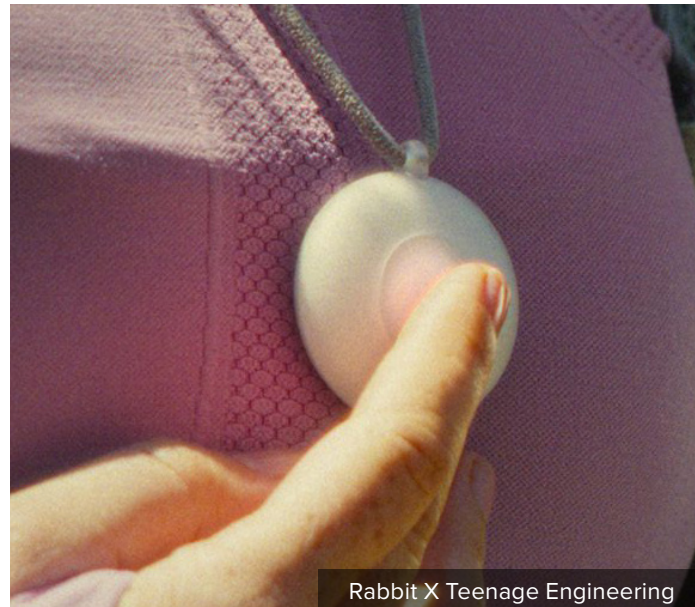
Clicks

SENSORY DELIGHT

Clicks is a phone case designed to bring a sensory experience back to the smart phone. Push buttons add a satisfying haptic and rewarding sound not usually experienced with a touch screen, whilst brushed metal side keys create a premium feeling.

HUMANISED CMF

Friend is an AI necklace that is designed to be companion that listens and talks to users. A soft translucent silicone touchpoint lights up with a warm colourful glow when in use, further creating an emotive connection with the user.



Rabbit X Teenage Engineering



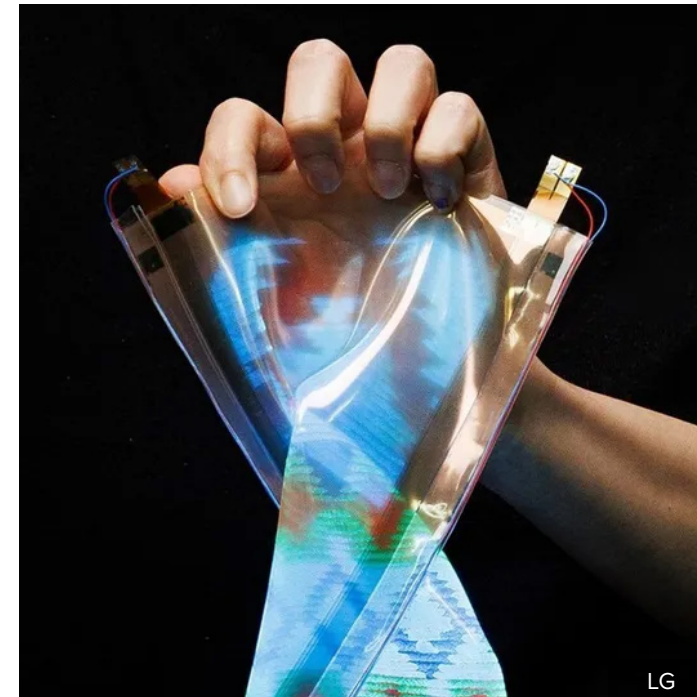
Samsung

INVISIBLE TRANSPARENCY

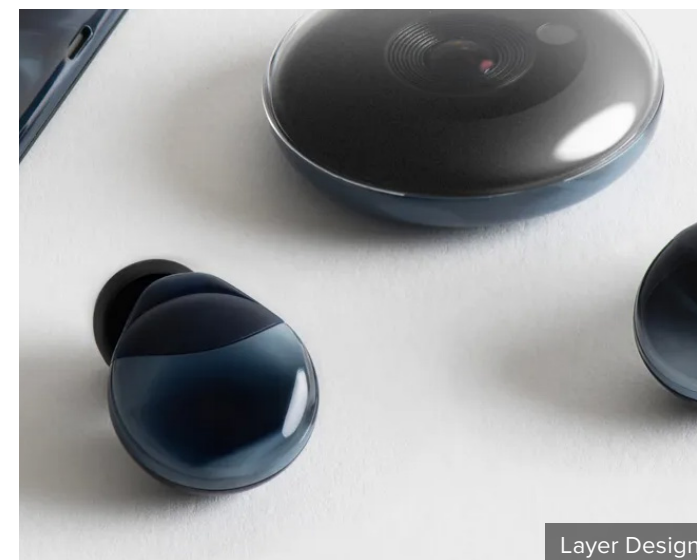
Samsung has launched their frame-less Micro-LED transparent TV the disappears to be completely transparent when not in use. This enables products in the home to be less visually intrusive.

OPTIMAL FLEXIBILITY

Technology products are becoming adaptive to us, minimising, flexing and folding away out of sight and mind. Material innovation such as the LG stretchable, flexible display screen will further enable the creation of such technology in the coming years.



LG



Layer Design

EMOTIVE JOY

Layer Design's PiA is a wearable AI system designed to bring emotion to artificial intelligence. Designed as an antidote to the mono-aesthetic of most tech today the system uses recycled glass and features a colour shifting transparency.



realme

PHYSICAL JOY

Phone brand realme has adopted the use of thermo-chromic pigments in the back panel of their Pro+ 14 series. material changes colour with temperature fluctuations, including with physical touch leading to a unique interactive material experience.

COLOUR

This theme's colours prioritise minimalism with mid-tone secondary colourways being combined with neutral tones. As an exception to this, elements designed to reduce tech use are highlighted with visually stimulating colours and effects in order to captivate and distract from the digital to the physical.



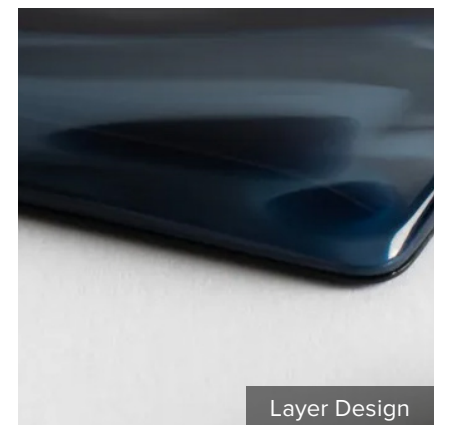
ASUS X Future Facility



Apple








Fairphone



Layer Design

COLOR SUGGESTION

	Pantone 18-5621 TPG Fir
	Pantone 12-0722 TPG Lemonade
	Pantone 12-0804 TPG Cloud Cream
	Pantone 18-4141 TPG Campanula
	Pantone 17-3929 TPG Pale Iris

INDUSTRY

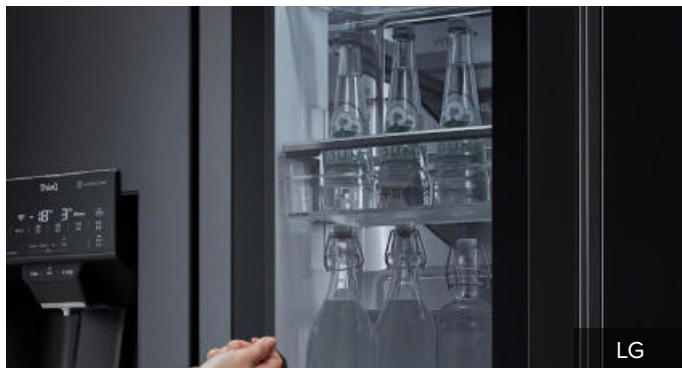


Infinix

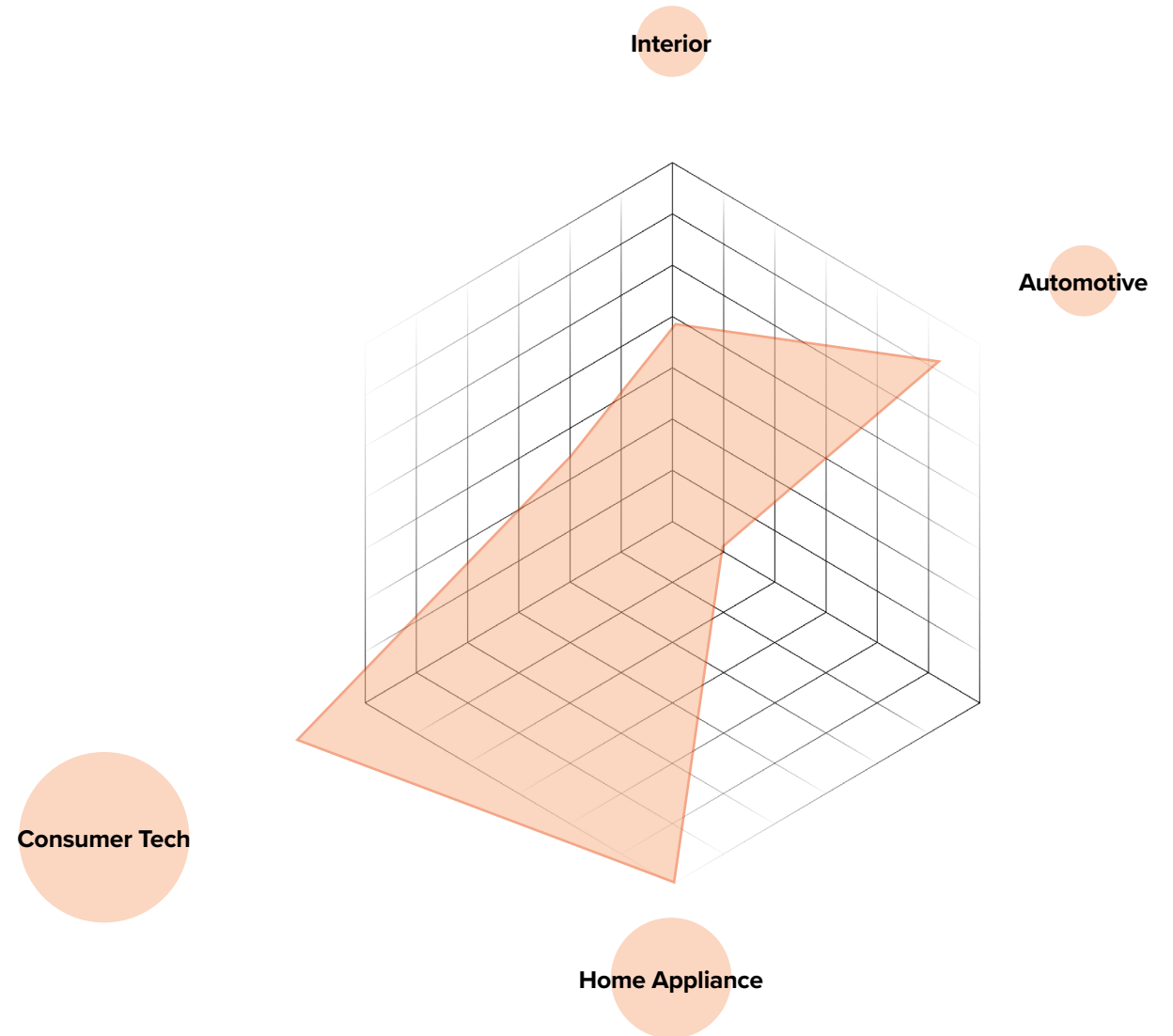
The rise of the **De-technology** macro-trend is predominantly seen in industries where technology is both pervasive and invasive. Consumer technology for instance, where technology products are designed to be with the consumer for much of the day sees the highest adoption of this trend whilst industries such as automotive, home appliance and even interior design is influenced in a more subtle way.



Mercedes-Benz



LG



Interior

Automotive

Consumer Tech

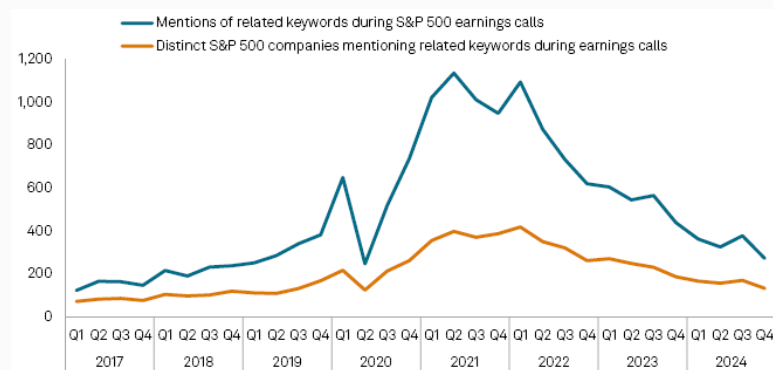
Home Appliance

Mega-trend 05 YEARS+

THE EVOLUTION OF SUSTAINABILITY

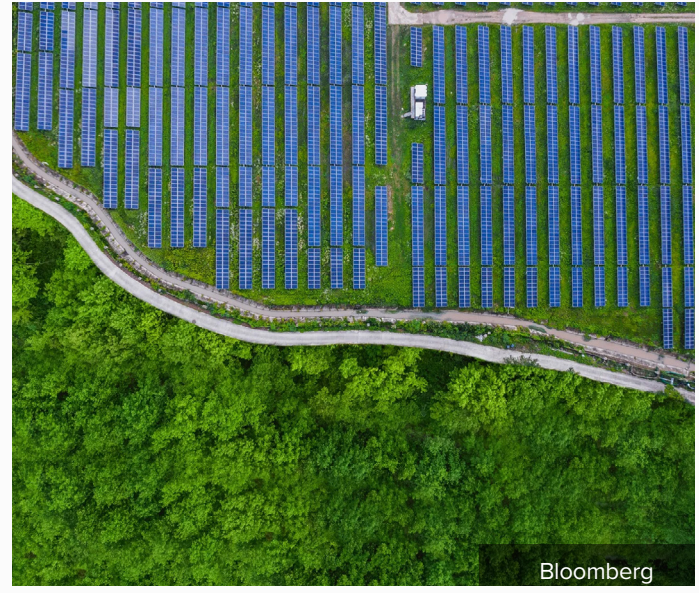
This report observes global pan-social environments and mega-trends, focusing on shifts shaping the future.

▼ 828 Discussion of net-zero themes dropped from over 1,100 mentions to 272 in the fourth quarter of 2024, marking a sharp decline since their 2021 peak. ^[2]



Data compiled Feb. 4, 2025. Related keywords include ESG, sustainability and net-zero. Counts are associated with the number of times a keyword was mentioned in earnings call transcripts. The count is associated with the calendar quarter in which the earnings call occurred. Source: S&P Global Market Intelligence. © 2025 S&P Global.

MOVE INTO NEICHE



GREEN HUSHING



“Today we show that we stand firmly by our commitment to decarbonise European economy by 2050. The goal is clear, the journey is pragmatic and realistic.” ^[1]

*-Ursula von der Leyen,
President at European Commission*

“We show that we stand firmly by our commitment to decarbonise European economy by 2050. The goal is clear, the journey is pragmatic and realistic.” With these words, European Commission President Ursula von der Leyen introduced the revised EU Climate Law in July, signaling a shift in the tone and direction of sustainability efforts.

Whilst still remaining one of the most important obstacles of our time, rising global tensions and geographic limitations have pushed many to place sustainability at a lower priority in recent months. This alongside fear of green-washing prompts companies to reduce or eliminate advertising sustainability goals. Companies such as Coca-Cola and Nestlé for instance have pushed back their reduction targets to 2030 whilst Microsoft’s carbon emissions have risen 30% due to data-related expansion. ^[4]

'2030 Companies including Coca Cola and Nestle pushed back timelines for recycling targets to 2030 after missing virgin plastic–reduction goals. ^[3]

Yet sustainability cannot simply disappear. Instead a new form will emerge - one that moves away from unrealistic targets and dubious marketing claims to authentic, pragmatic, realistic sustainability that is effectual and yet perhaps quieter in nature.

[1]European Comission [2]SNPGlobal [3]HBR [4] HBR

Macro-trend 02 YEARS+

RE-SUSTAINABILITY



Macro-trends, derived from mega-trends, refer to new attitudes, behaviours and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analysed based on consumer culture and lifestyle perspectives. This report explores and suggests CMF design directions, examining related design case studies and CMF stories in six categories.

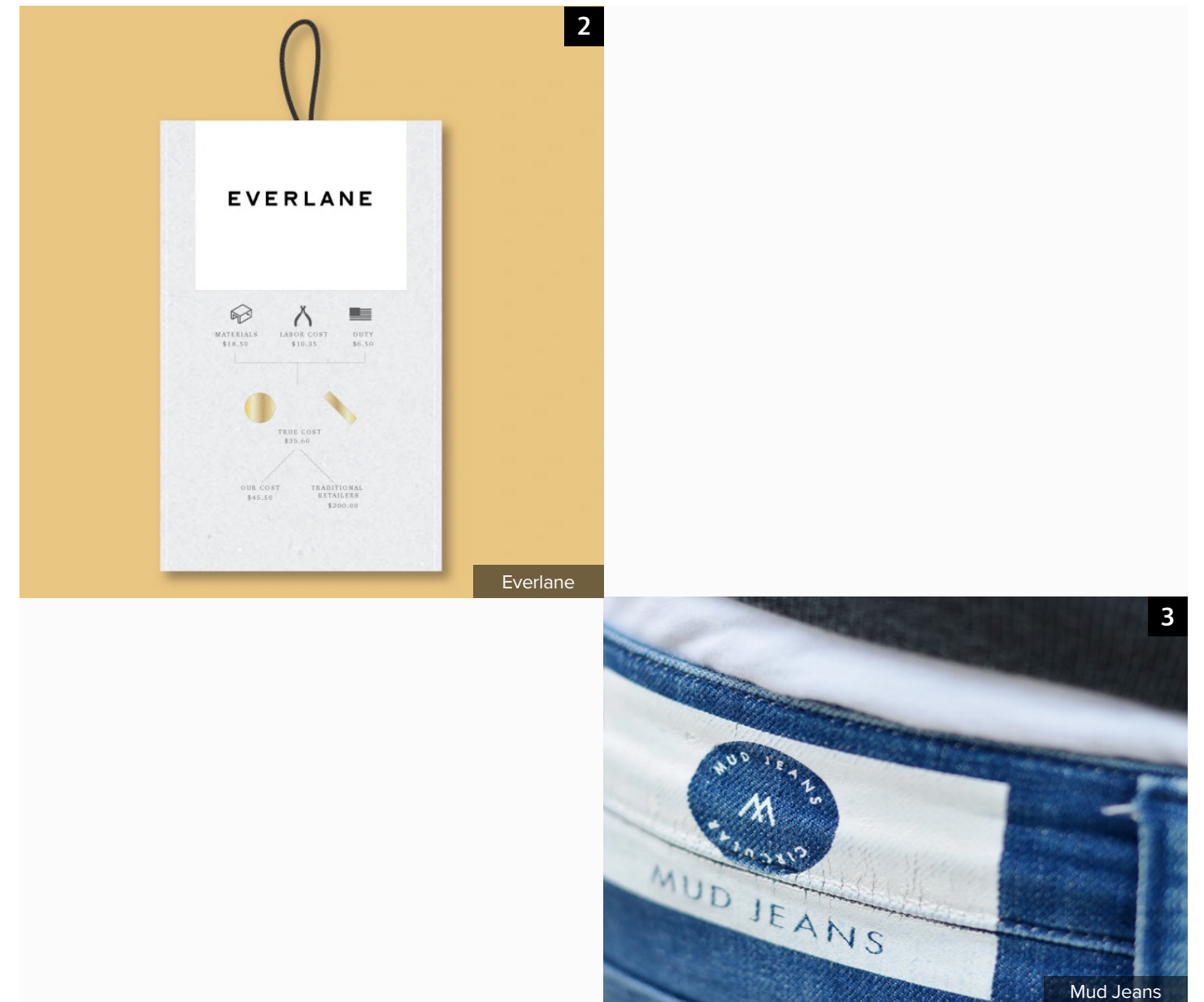
In response to the mega-trend that sees a regression of overt sustainability, Re-sustainability emerges as a macro-trend. With a shift away from bold yet unachievable sustainability goals, companies look to prioritise authenticity and realism. Overt communication around sustainable initiatives and achievements is shunned for more covert activities that fit into business as usual operations. Brands who do commit to sustainable targets must make real, impactful change as green-washing is no longer tolerated amongst governing bodies as well as the wider public.

Sustainability is not a trend



Green washing protest Image; Michael Fornton

1 Globally, nearly one-third of companies flagged for green-washing last year were found engaging in the same practice in 2024, according to a new report from environmental, social and governance (ESG) data firm RepRisk. RepRisk identified 1,038 incidents of misleading communication involving environmental issues globally in the past year. [1] Such incidents has led to increased legal scrutiny, consumer boycotts, and social media backlash, with governments introducing stricter regulations to prevent deceptive environmental marketing.



2 One way companies are looking to combat green-washing claims it to be ultra transparent with sustainability practices. Everlane's impact report is designed to be as transparent as possible, highlighting what the company has achieved as well how it can do better in the future.

3 Similarly, Mud jeans aims to be as transparent as possible, publishing their manufacturing, sourcing and end of life initiatives. The company also works with third party bodies such as the Fair Wear Foundation, helping to add an impartial element to their decision making.

STORY CASE STUDY



Veja

THE LONG GAME

In order to make impactful change, short term sustainability stunts are switched out for long game thinking. A major change to the companies long term operations, Veja has shifted their footwear production to Portugal instead of Brazil as part of the Aegean Project. The move aims to reduce transportation emissions associated with shipping goods across continents as well as ensuring adherence to high standards for worker welfare.



Kvadrat

FULL SYSTEMS APPROACH

In order to reach their targets, Kvadrat take a full systems approach when it comes to sustainability. In order to reduce their carbon emissions for instance, the company has taken a full systems approach to sustainability. From increasing the use of recycled content in their materials and developing machines to aid re-and up-cycling to the implementation of an all-electric vehicle fleet where infrastructure allows.



Polestar 4

SUSTAINABILITY AS STANDARD

Adopting sustainable sourcing, materials and processes as standard since its inception, Polestar has long been a leader in sustainable innovation. The Polestar 4 for instance features, recycled steel, recycled polyamide, recycled PET and bio-attributed MicroTech 100% fossil free PVC.



Allbirds

SUBTLE SUSTAINABILITY

Companies move away from overt sustainable aesthetics towards subtle nods to sustainability through quiet design and messaging. Allbirds for instance have developed their net-zero carbon shoe using regenerative wool. With a smiley face and a soft mushroom colour the aesthetic is a subtle nod towards its sustainable story.

CMF STORIES

SUBTLE SUSTAINABILITY

Vitra has re-launched their Eames plastic shell chair with a sustainable material swap. Now made using recycled post consumer plastic the finish of the new chair shows subtle sustainability with a mildly rougher surface compared to the original.



Vitra



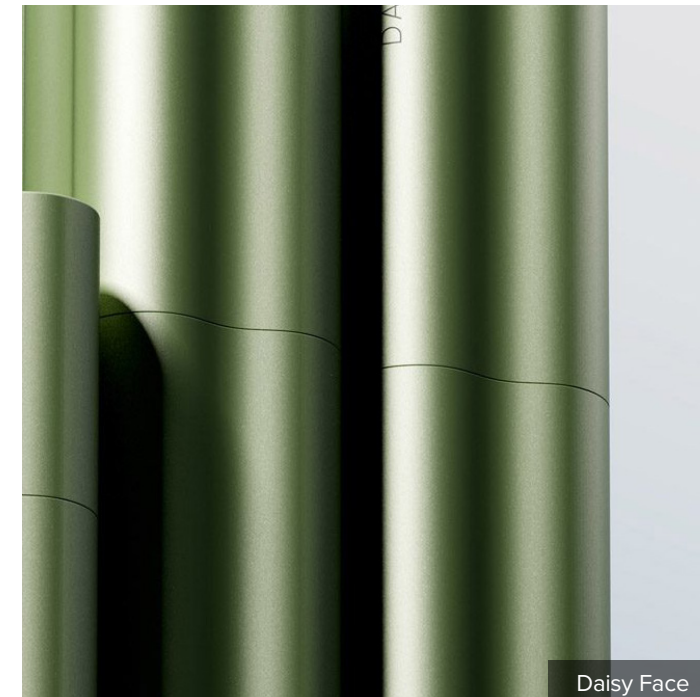
Bridge of Weir

INTEGRATED SUSTAINABILITY

From a circular manufacturing process that uses renewable energy for heating and electric, to ethical, local sourcing of 100% traceable hides and an independently verified Life Cycle Analysis, Bridge of Weir integrates sustainable principles throughout their entire business.

MAKE IT BEAUTIFUL

With the aim of creating a product that is both desirable and sustainable, long life packaging, such as refillables are designed with aesthetics in mind creating premium keepsakes designed to be loved, collected and kept indefinitely.



Daisy Face



Fairphone

MINIMALIST AESTHETIC

Fairphone integrates sustainability across its entire design. This includes the use of ethical materials, recycled materials and modular design for disassembly and repair. Yet the Fairphone 6 remains minimalist and in its aesthetic designed to boycott trends and just give the essentials.



Tarkett

SYSTEMS APPROACH

Tarkett take a systems approach when it comes to making sustainable flooring. From the use of local waste such as calcium carbonate from the local drinking water industry in their Desso floor tiles to a take-back and recycling programme ReStart®.



Samsung

VIRGIN AESTHETIC

The Samsung Galaxy S25 features eight different recycled materials across its components, including TPU, aluminium and rare earth elements like neodymium and steel. Yet, the aesthetic remains clean and modern allowing the sustainable story to be shown through information only.

COLOUR

As technological innovation evolves, no longer is sustainability limited to the browns, beiges and greens. Instead, with subtle sustainability in mind brands embrace colours that are more traditional in aesthetic. Mid saturation tones, pale pastels and premium neutrals combine creating a subtle nod to sustainability.



COLOR SUGGESTION



Pantone 19-1541 TPG
Roasted Russet



Pantone 16-1407 TPG
Cobblestone



Pantone 14-4215 TPG
Skyride



Pantone 19-3943 TPG
Bellweather Blue

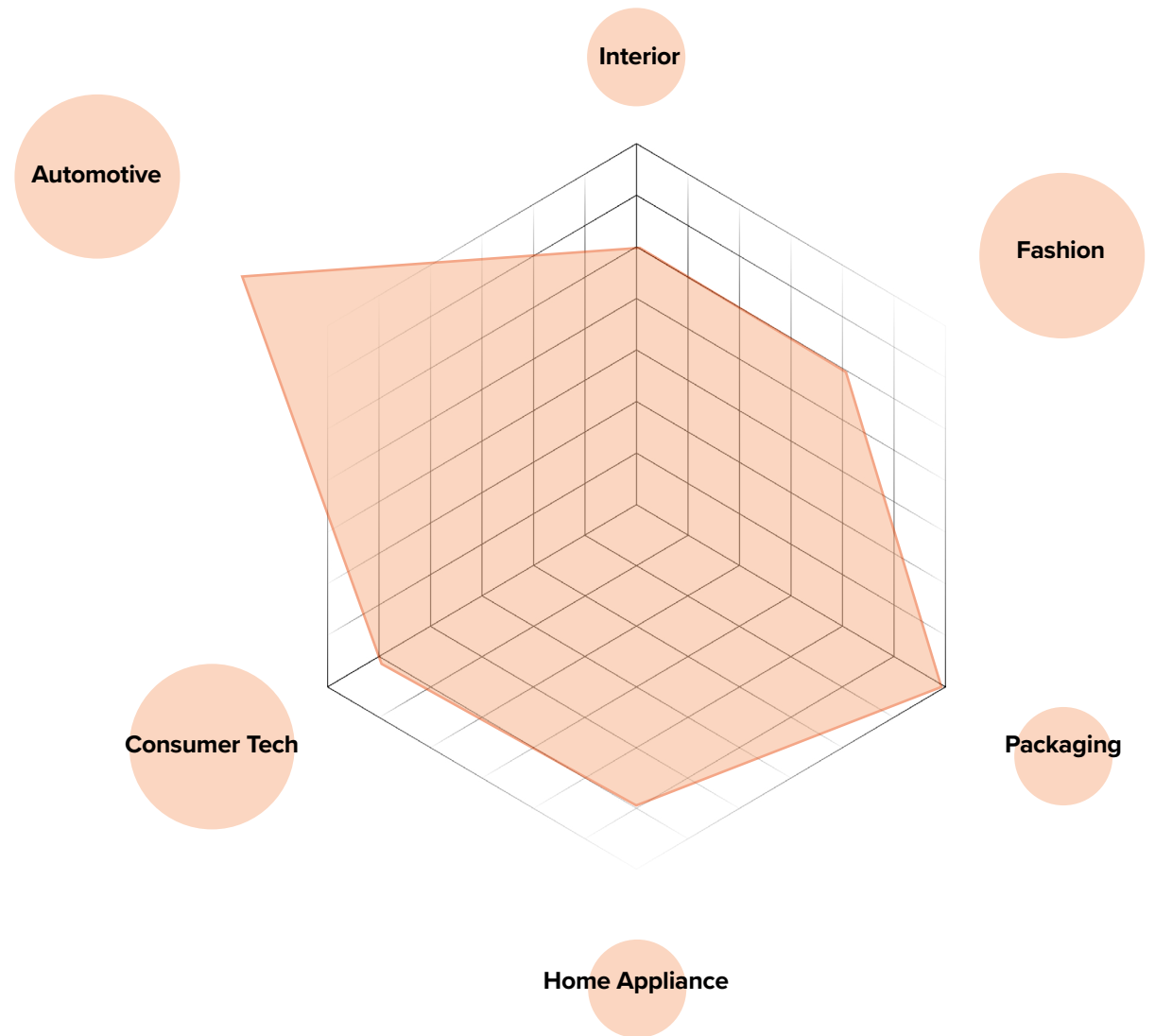
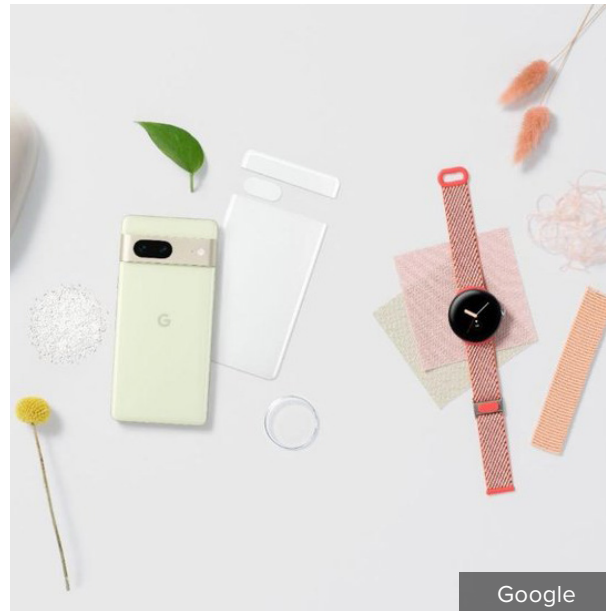


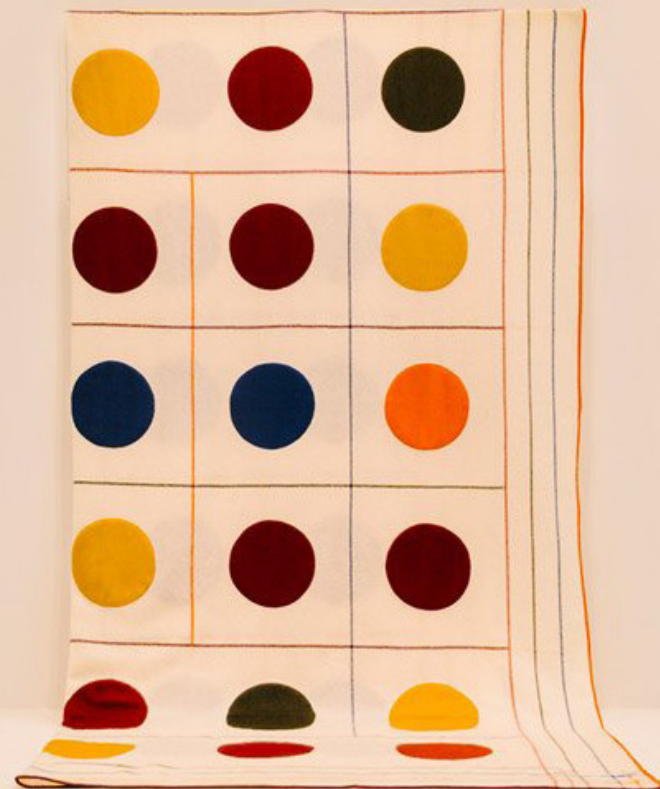
Pantone 11-0616 TPG
Pastel Yellow

INDUSTRY



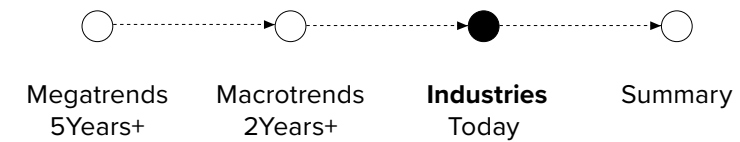
Re-sustainability as a macro trend is likely to be the widest reaching of all of the trends covered in this report. All industries are being pushed to act more sustainably with targets and legislation being set across the board.





Industries TODAY

- Trend Fairs and Tradeshow



Interior

Home Appliance

Consumer Tech

Automotive

Fashion

Packaging

In this chapter, this report investigates and explores design and CMF trends based on industry. Exploring macro design trends within each industry before going in depth to analyse recent trend shows and trade fairs resulting in specific CMF trends relevant 2026 and beyond.

Interiors

Interior design trends for 2025 are moving away from stark minimalism and fast furniture toward authentic and expressive spaces with brutalism, mysticism, authenticity and sustainability emerging as central themes.

Linking back to mega-trends of Anxious Uncertainty and Hyper-polarisation, design and CMF trends evolve to have a heavy focus on mysticism with light, transparency, stone and reflection being key elements to look out for. At Milan Design week for instance, Google 's Making the Invisible, Visible exhibition sought to take the intangible and ephemeral world of light and form it into a physical shape. The result is an almost transcendent light display experience. Similarly, at CIFF light reflective surfaces were prevalent, creating a mystic yet opulent look and feel.

Also emerging from mega-trends Anxious Uncertainty and Sustainability, narrative and heritage remain key with physical mark making and signs of manufacture showcasing a products origin story. This sits alongside a primordial aesthetic.

Both of these build on the longer term trend of crafted interior spaces and products.

Finally, Brutalism evolves with raw metal surfaces and minimalistic forms. At the heart of this movement is the power and brutality of unfinished surfaces, pushing sustainability into a deeper territory: storytelling through uncoated surfaces and un-fussy design.



Google

TRANSCENDENT LIGHT

Light and materials combine to create the ultimate sensory experience elevating the everyday into an almost supernatural reality .

NEW BRUTALISM

Brutalism evolves with its distinctive aesthetic that conveys both status and strength juxtaposing a raw roughness with an almost understated elegance.



MUSEA Store Hong Kong



Paolo Ulian

MANUFACTURING EXPOSED

Manufacturing Exposed reveals the hidden traces of production, transforming signs of making into decorative, expressive elements.

OPULENT DARKS

Dark colours combine with high gloss reflective surfaces in order to create a premium opulent aesthetic



Ponce

LAYERED EXPRESSION

Layered Wonder celebrates CMF experiences through layering, transparency, colour, and light. By combining solid and translucent elements, optical layering, and textured finishes, this trend creates dynamic surfaces that shift with light and perspective.



Unknown

Trade & Trend Shows

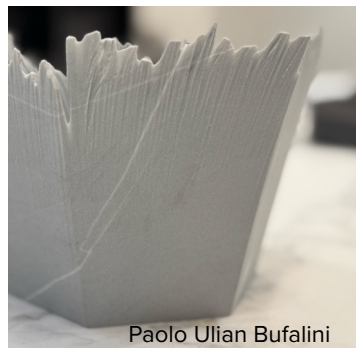
Marks from making, Primordial aesthetic and mysticism were key design elements at Salone Del Mobile 2025. This carried through to CIFF where the interplay between soft translucent surfaces such as paper or fabric and light was heavily explored. Both fairs also featured joy and juxtaposition as a trend where 'not quite right' shapes and forms are combined with bold colour use.

Salone Del Mobile 2025:

Primordial

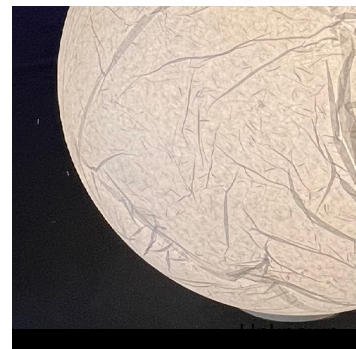


Marks from making

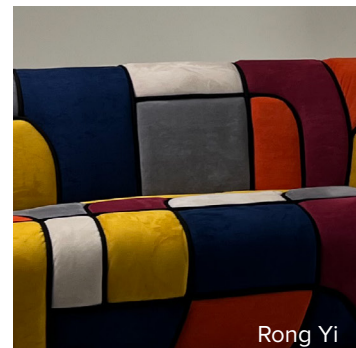


CIFF 2025:

Mystic light

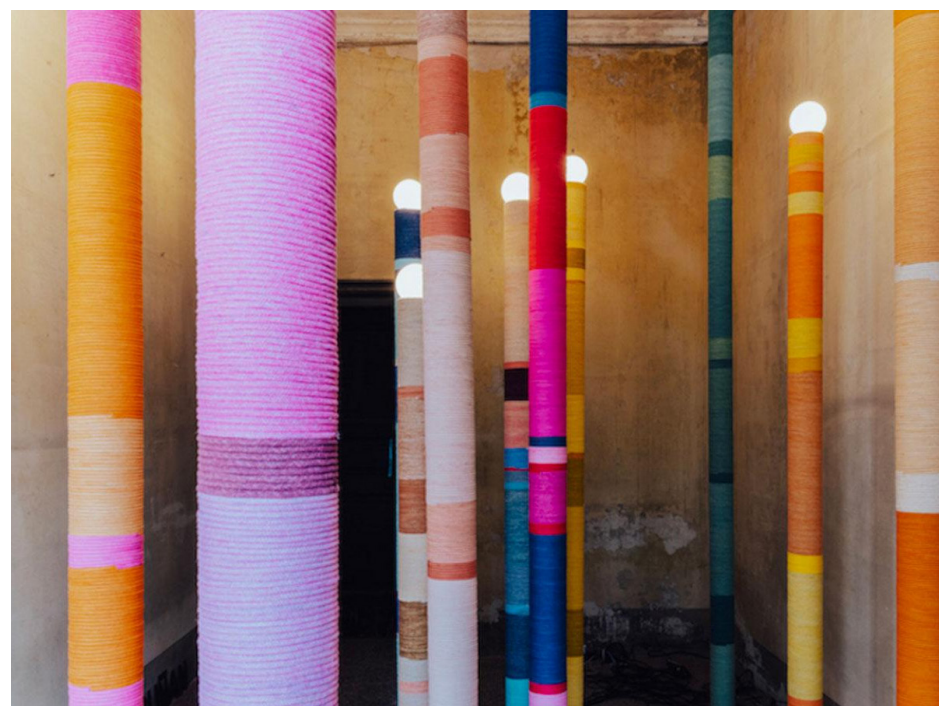


Expressive Joy

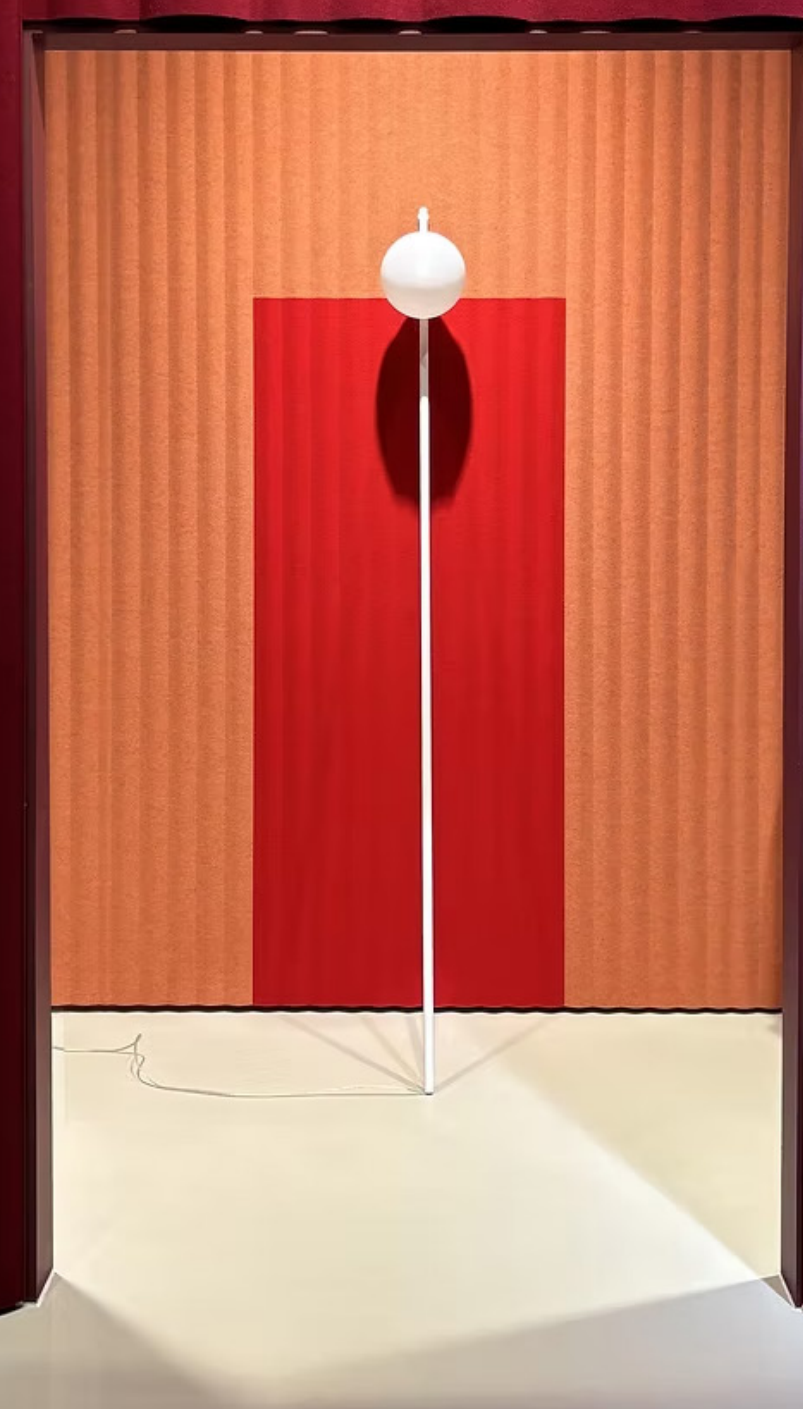


Brand Highlight:

Studio Gonzalo Bascunan



Gaining a special mention in the Fuorisalone Award 2025 for sustainability at Milan Design Week, Studio Gonzalo Bascunan creates a joyful, textural light installation made using recycled cotton. Inspiration for the piece comes from the environmental impact of fast fashion on the Atacama Desert, a place deeply loved by the designer. However, 39,000 tons of unsold, un-recycled fast fashion waste are discarded annually, turning parts of the desert into a textile graveyard. This contrast between nature's resilience and human excess drives the project's vision: transforming discarded fibers into meaningful contemporary sculptural pieces.



Home Appliance

Home Appliance trends for 2025 include the integration of advanced, AI-powered technology with a seamless, minimalist aesthetic, a strong focus on sustainability and appliances that fit into a home environment.

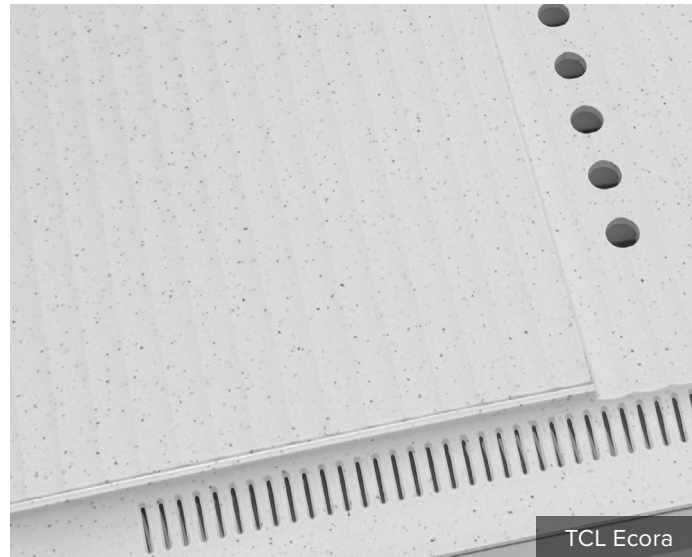
In response to the mega-trend De-Technology, products are being designed to blend into the home environment. Invisible or integrated elements allow for obvious screens and buttons to disappear behind a mirrored or opaque surface, resulting in a product that is as inconspicuous as possible.

Alternatively appliances are celebrated for their bold colour

and customisability. Each piece is a decoration piece designed specifically for each and every kitchen and living room.

Industrial and brutalist forms emerge taking on the appearance of either being ultra-simplistic and monolithic or more expressive and creative.

Finally, consumer demand for eco-friendly solutions builds. Brands respond to this with the use of recycled and bio-based materials.



TCL Ecora

SUSTAINABLE STORIES

Sustainability remains a key topic with brands looking to adopt sustainable materials with a strong story

MONOLITHIC MINIMALISM

Brutalism evolves into home appliances with clean lines and minimal forms combining with the use of heavy metallics



LG Signature



Panasonic

CREATIVE INDUSTRIAL

The industrial trend evolves to be more creative in its expression with textures being softer and organic patterns.



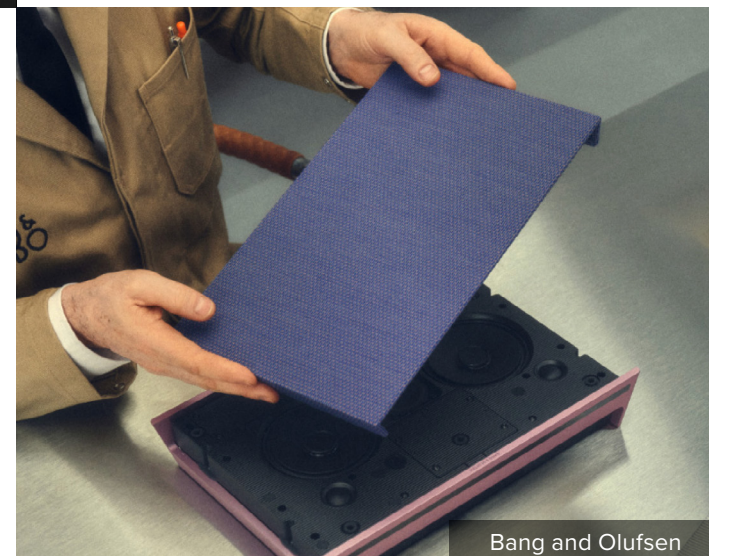
Gaggenau

APPLIANCE INTEGRATION

Technology appliances are designed to blend in and in some cases become entirely invisible.

CUSTOMISATION

Customisation becomes mainstream for individuals wanting to match their products to their home.



Bang and Olufsen

Trade & Trend Shows

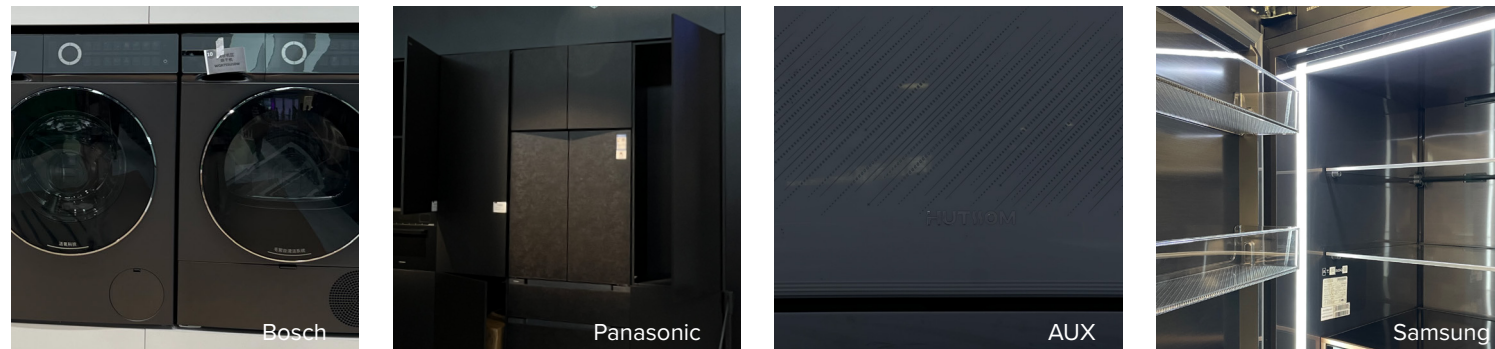
Immersive darks were a key design trend at AWE with black being used on mass across main body, trim and logo to create an immersive experience for the user. Panasonic for instance adopted the heavy use of black across their entire display. Pushing this concept further than in the past this created an immersive CMF with a premium dark look and feel.

Mirrored surfaces were adopted to create an immersive AI experience whilst bright accent colour is used on trim and touch-points to surprise and delight users. By adding such elements to UI areas these elements are an added layer of interest whilst the product is in use.

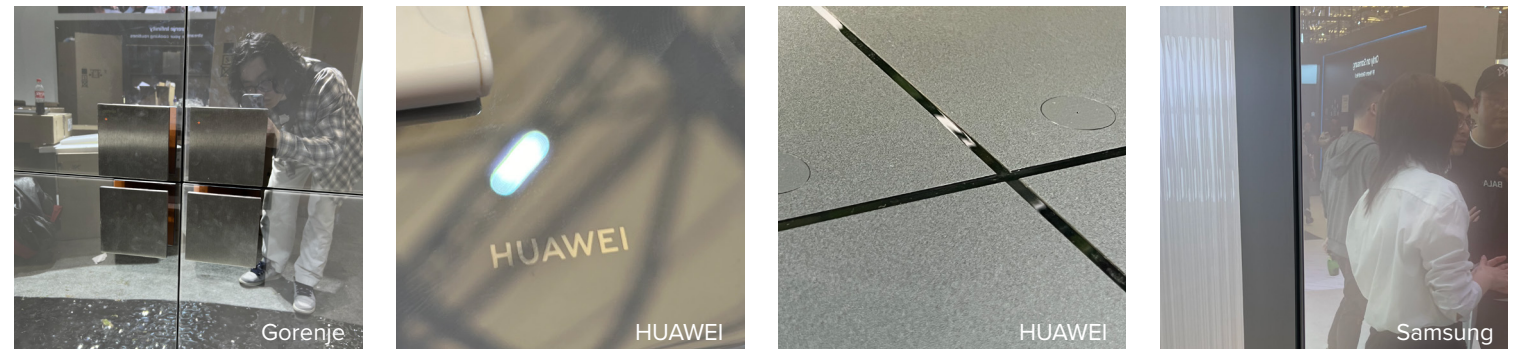
Finally, sustainability sees the creation of stone like effects often with recycled or bio-based materials being used in-conjunction with these CMF effects.

AWE 2025:

Immersive Darks



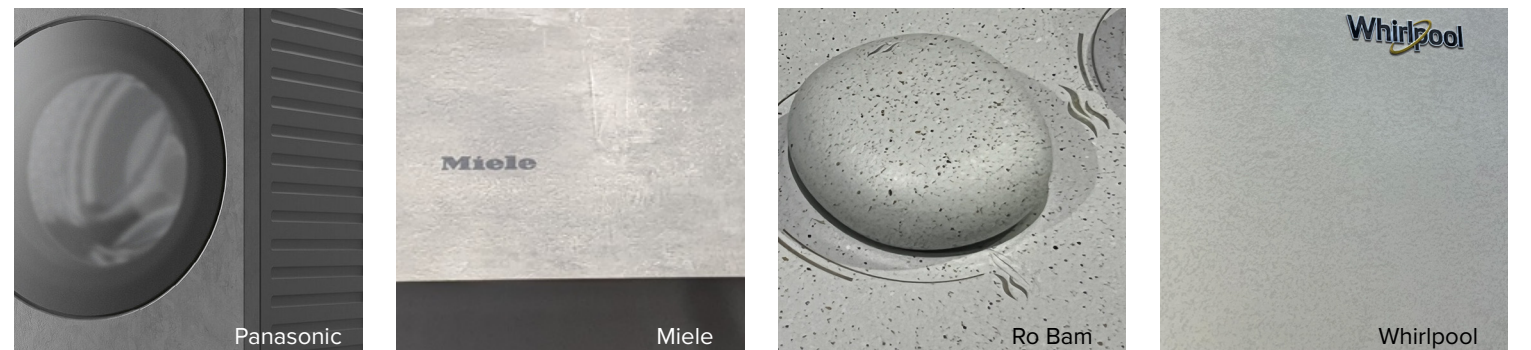
Mirror Surface



Colour Accent



Stone Effect



Brand Highlight:

Panasonic; Alpha



Gaining a Red Dot and AWE Gold award 2025 Panasonic's Alpha Set draws inspiration from Porsche's design adopting an ultra minimalist appearance. The product uses stainless steel materials to craft a simplified body and a smooth visual effect. Breaking the regular button layout design, the washing machine adopts the use of an LCD magnetic control panel, blending well with home decoration styles and delivering a more intuitive operation experience.



Consumer Tech

Consumer tech design is shifting towards greater personalization, connectivity, and sustainability, driven by integrated AI and the Internet of Things (IoT) for smarter, more adaptable products. CMF design trends include designing for user well-being and health, embracing nostalgic aesthetics, sustainability and designing for on the go lifestyles.

In response to mega-trends De-Technology and Sustainability a minimalistic aesthetic that embraces simplicity and invisible elements gains traction. This is often combined with the use of sustainable materials such as recycled and bio-based polymers, as seen in Fairphones earbuds.

In opposition to this, customisation

embraces bright, bold colours and materials all with the aim of making technology products a form of fashion accessory that aids in self expression. Portability also gains traction for consumers who sped their life on the go.

Finally, wellness focused technology products move into a luxury aesthetic with warm metals and sumptuous materials bringing a premium experience to these consumer products.



CLINICAL AESTHETIC

Tapping into the industrial minimalism trend, consumer tech shifts into a clinical look and feel

LUXURY WELLNESS

Wellness evolves into the Luxury market with consumer tech being used for the creation of a premium experience



VIRGIN SUSTAINABILITY

The adoption of sustainable materials remains of high importance, yet a virgin aesthetic is preferred over overt sustainability.



PORTABLE FUNCTIONALITY

As part of the 'Life Outdoors' trend, portability becomes essential for those on the go

CUSTOMISATION

Customisation allows individuals to make consumer tech products an extension of themselves - almost as if they were a fashion accessory



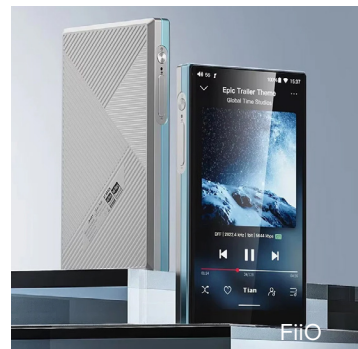
Trade & Trend Shows

CMF design trends at CES 2025 included a significant push for sustainability through the use of recycled materials, bio-based materials and innovations like paper batteries

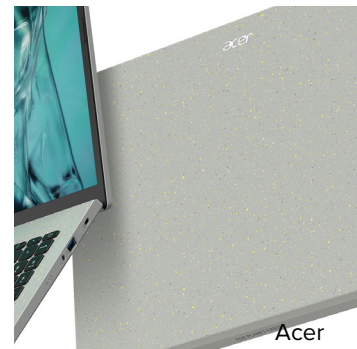
Warm tones and luxury materials were commonly seen in wellness and home products alike whilst clinical minimalism that embraced a medical look and feel was seen across a wide range of product categories

CES 2025:

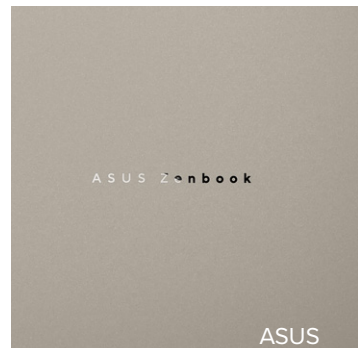
Clinical Minimalism



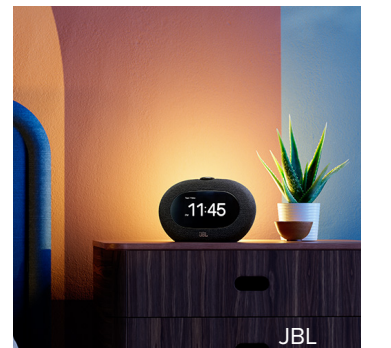
Subtle Sustainability



Warm Luxury



Holistic Home



Brand Highlight:

Acer; Aspire Vero 16



Gaining a CES Innovation award 2025 The Aspire Vero 16 is made using bio-based oyster shell powder. The product also features a chassis made with more than 70% post-consumer recycled plastic. By using these sustainable materials the brand is able to reduce carbon emissions throughout its lifecycle. The laptop comes into a speckled pale green finish creating a visible sustainable story for consumers to easily see.



Automotive

Driven by AI and sustainability automotive design in 2025 embraces soft, intelligent and eco-conscious interiors. CMF trends focus on sustainability, craft, sensory softness and a move away from traditional palettes toward expressive coloured interiors. Personalisation is a key driver, allowing consumers to customise both aesthetic and functional elements through features like ambient lighting and bespoke finishes.

Sensory softness sees the evolution of the interiors aesthetic where design is influenced by the home comforts of soft fabrics, muted colours and natural materials such as woods. This results in a calming, relaxing experience for the user.

In opposition to this, bold, bright colours and pastel tones such as pinks, orange, blues and reds are seen on interior upholstery as a way to inject fun and joy to the design.

Finally, crafted heritage remains a key trend with design and manufacturing referencing brand history, and local craft.



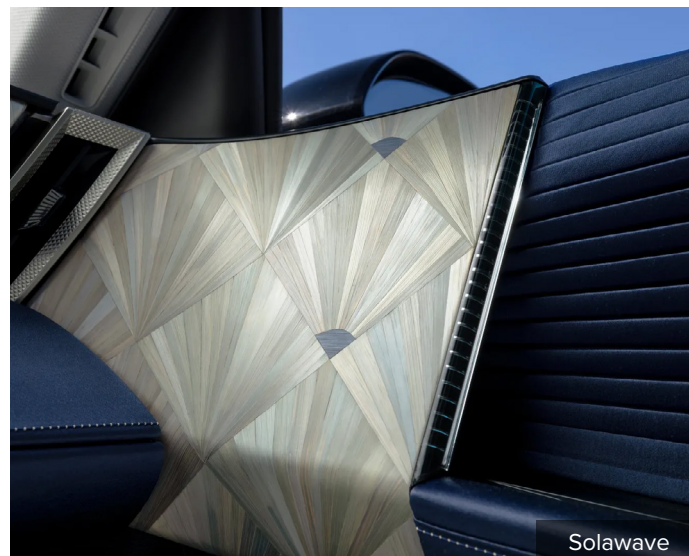
Govy

SENSORY SOFTNESS

Colour, material and finish is chosen to prioritise comfort and sensory well being with soft textures and calming colours.

LUXURY CRAFT

Craftsmanship remains a key trend with brands reinterpreting traditional crafts through modern techniques and aesthetics to bring cultural depth and material richness to premium automotive interiors.



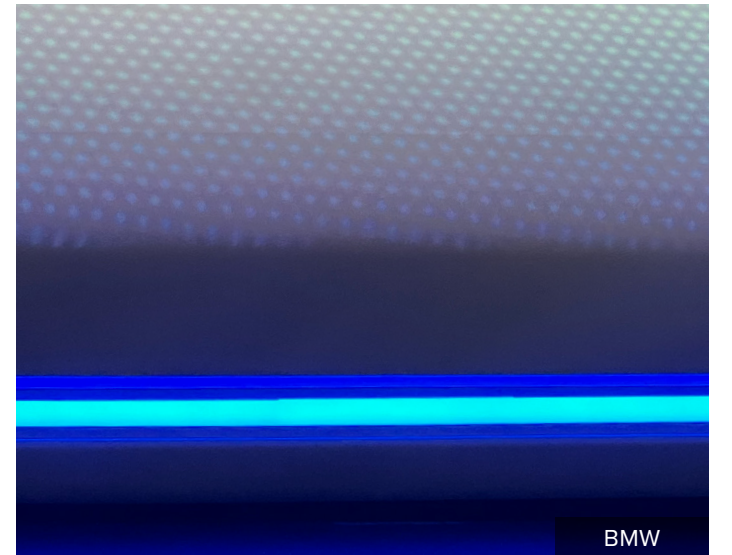
Solawave



Leap Motors

UNCONVENTIONAL COLOUR

Moving away from brown, black and beige, bold, bright and pastel colours are seen in car interiors resulting in a fun playful aesthetic.



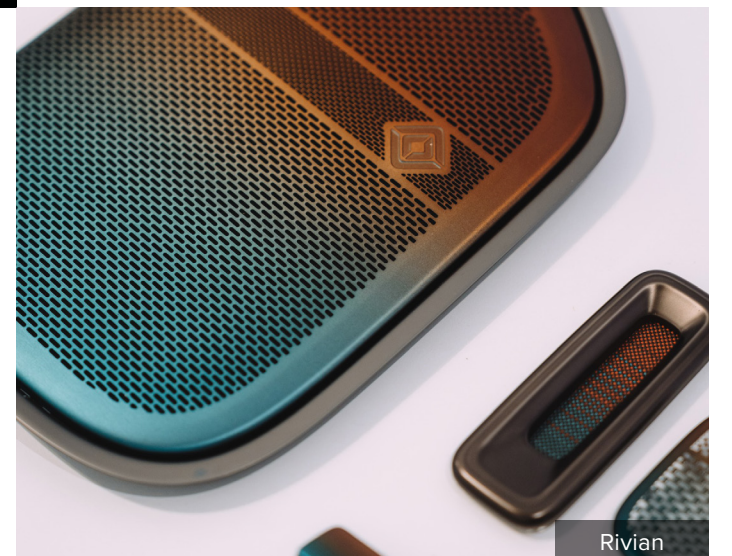
BMW

PERSONALISED LIGHT

Customisable light is used as a third material creating decoration and ambiance suited to specific user needs

STORIES WITH MEANING

Colour, material and finish is chosen with story and meaning in mind, from brand heritage to referencing a sense of place.



Rivian

Trade & Trend Shows

CMF themes at Shanghai Automotive Show and IAA move towards bold decoration and playful design

Shifting from the usual grey and black interior colours, bright accents and bold upholstery created a youthful joy whilst decorative elements such as patterned light and starry speckles elevated the aesthetic experience

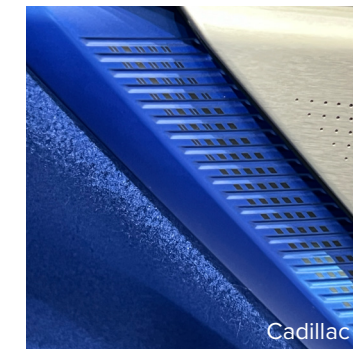
Finally, brand heritage was referenced with nature inspired motifs and patterns

IAA & Shanghai Motor Show 2025:

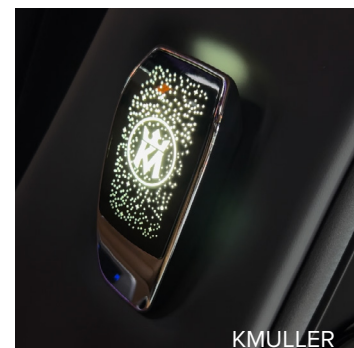
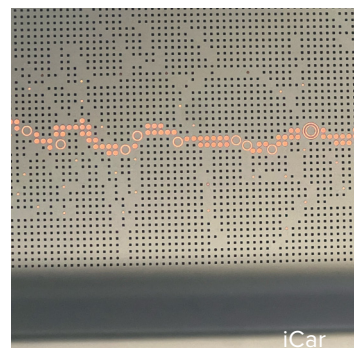
Decorative Heritage



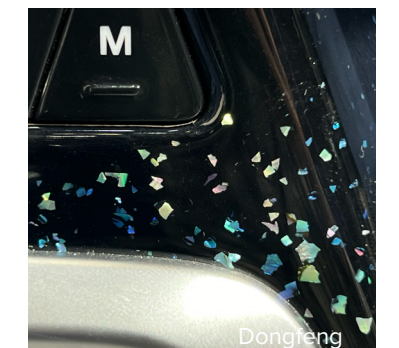
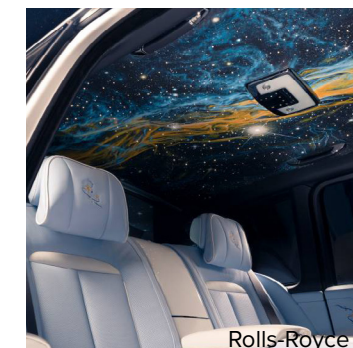
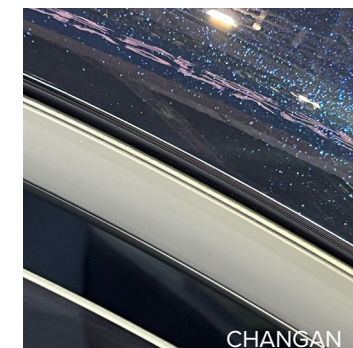
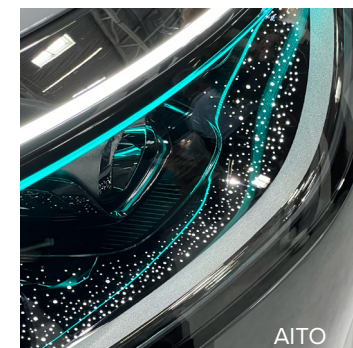
Bold Colours



Decorative Light



Starry Influence



Brand Highlight:

VOLKSWAGEN



The interior of the ID. CROSS Concept is conceived as a lounge-inspired oasis, prioritising comfort and sensory well being. High grade materials define the spatial experience, with soft touch, fabric covered surfaces enhancing both tactile quality and visual warmth. The interior is offered in a refined beige tone that underscores the calming ambience and biophilic elements, such as botanical motifs displayed on digital interfaces and the incorporation of real plants within the floating center console, strengthen the connection to nature while contributing to the overall restorative feel of the space.



Fashion

Fashion trends in 2025 will be defined by a blend of bold nostalgia and innovative practicality, featuring sheer fabrics and fringing alongside ultra-feminine ruffles, oversized functional wear such as voluminous tailoring and finally a growing awareness of sustainability.

Driven by mega-trends such as Hyper-polarisation and Anxious Uncertainty a return to nostalgic youth is seen in the Kidult trend. This is expressed with cartoon motifs, silhouettes and fabrics. This is seen in the collaboration between Zara and Disney that concluded with a collection of Disney inspired clothing for adults. Emerging from similar

mega-trends, Soft Romanticism is whimsical in nature and features feminine fabrics such as lace and sheer gauzes.

Sitting in opposition to this, voluminous tailoring references masculine silhouettes for a utilitarian sleek aesthetic that is often combined and contrasted with Soft Romanticism.

Finally, sustainability remains a key movement with brands focusing on sustainable fabric sourcing and supply chains.



SOFT ROMANTICISM

Soft Romanticism embodies a soft femininity featuring translucent sheers, lace and flower motifs

COBALT BLUE

Bold, bright and beautiful, cobalt blue is both functional and delightful for trans-seasonal dressing and beyond



VOLUMINOUS SILHOUETTES

Voluminous silhouettes reference masculine tailoring and functional work-wear is seen alongside ultra feminine accessories.

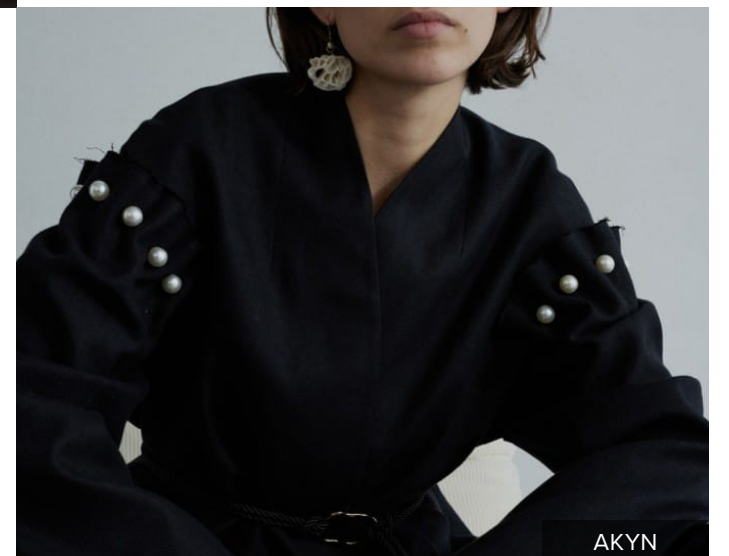


KIDULT

Adults look to their nostalgic youth for the trend that creates a sense of joyful escapism

SUSTAINABLE LUXURY

Sustainability remains a key movement with fabric sourcing and supply chains being swapped for more sustainable versions

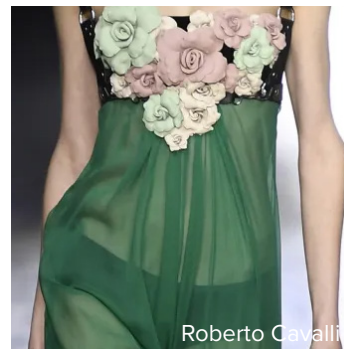


Fashion Shows

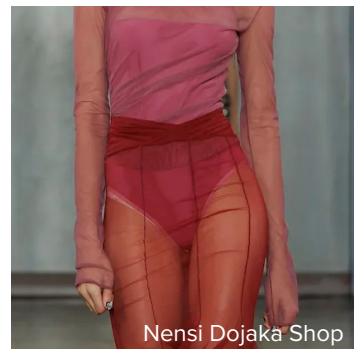
New York, London & Paris Fashion Week 2025:

Fashion shows in 2025 embraced a playful romanticism with influences being taken from 1950s feminine exuberance and the boho style of the 1970s. Whimsical ruffles, sheers, lace and nature-inspired prints such as florals took center stage whilst cobalt blue grew in popularity from the previous year.

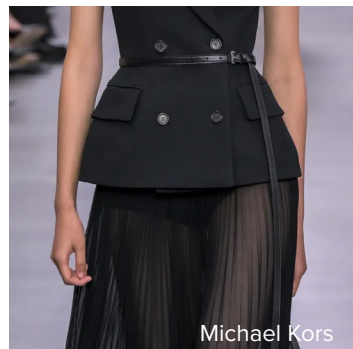
Translucent Sheers



Roberto Cavalli



Nensi Dojaka Shop



Michael Kors

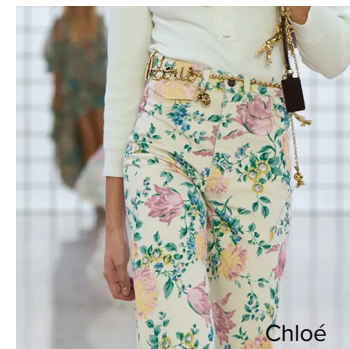


Tory Burch

Feminine Floral's



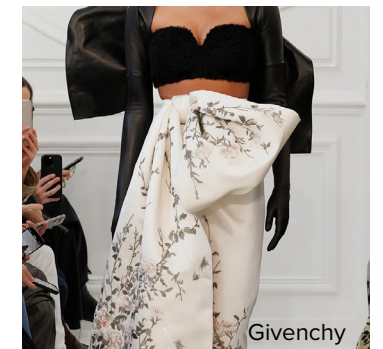
Jonathan Anderson



Chloé

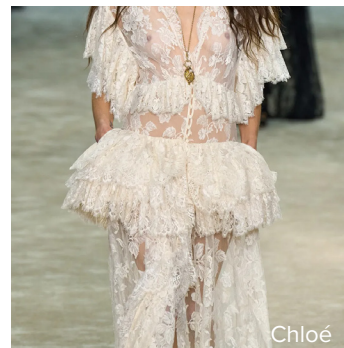


Prada

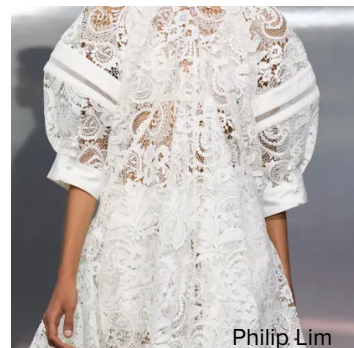


Givenchy

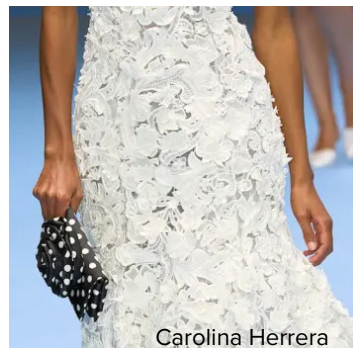
Romantic Lace



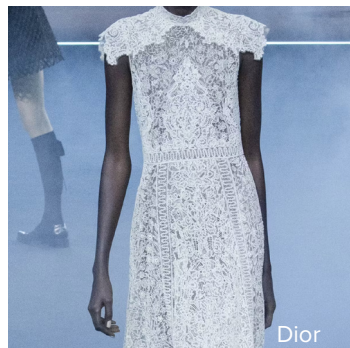
Chloé



Philip Lim

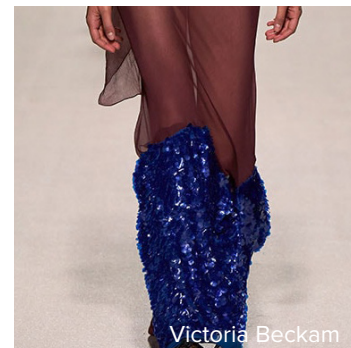


Carolina Herrera



Dior

Stone Effect



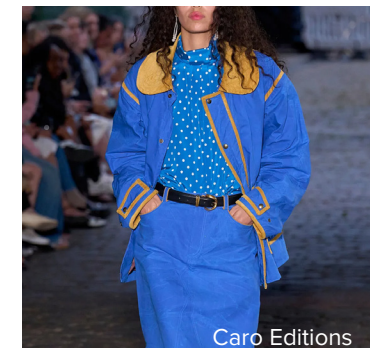
Victoria Beckham



Copenhagen Fashion Week



Nicklas Skovgaard



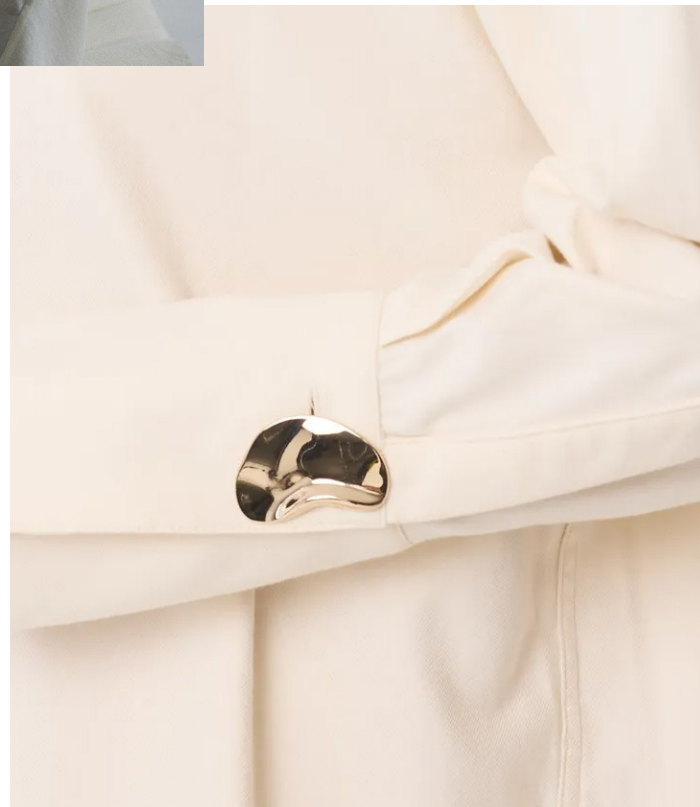
Caro Editions

Brand Highlight:

AKYN



Combining a quiet luxury aesthetic with strong sustainable principles, AKYN is an emerging fashion brand that prioritises people and planet over fast fashion. Each piece is designed to stand the test of time and last for decades whilst being made from sustainable and ethical materials. Their classic cotton shirt for instance is cut from 100% regenerative cotton and left completely un-dyed. Equally their jumpers are made from a RWS-certified merino wool and recycled nylon blend and their jeans from 100% recycled cotton.



Packaging

The packaging industry is increasingly focused on sustainability, digitalisation, and the evolving demands of e-commerce. Driven by consumer demand, stricter regulations, and ESG goals, companies are adopting eco-friendly materials such as paper, bioplastics, and recycled content, while also exploring circular models like reusable and refillable systems.

At the same time, the industry is undergoing digital transformation, with automation, AI, and the Internet of Things (IoT) being used to optimize production, track products, and create interactive consumer experiences through smart packaging and QR codes.

The rapid expansion of e-commerce has further shaped these trends, necessitating lighter, right-sized, and premium packaging that can withstand complex supply chains and enhance the customer's unboxing experience.



EComPack

PACKAGING FOR E-COMMERCE

Packaging is designed specifically for e-commerce. This includes 'keep in place' and 'letterbox suitable' solutions.

TRACABLE PRODUCTS

Traceable products and materials become possible with the development of various product passport and tracking systems.



Prooftag



Granmaizal

BRANDED CMF

Brands look to showcase their DNA through CMF with intelligent material use.



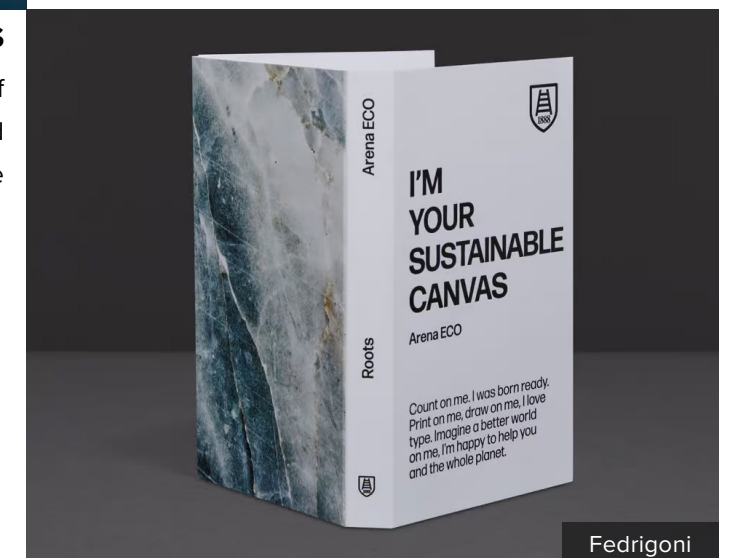
Shellworks

SUSTAINABLE SOURCING

Recycled materials are chosen for sustainability reasons whilst bio-based materials are sourced from abundant regenerative resources.

END OF LIFE SOLUTIONS

As it becomes a non negotiable to have an end of life solution to packaging, home compostable and recyclable materials evolve.



Fedrigoni

Trade & Trend Shows

Sustainability remained a key topic across packaging shows in 2025. Circular decoration and mono-material structures dominated for their ability to be recycled in traditional recycling streams whilst bio-based packaging is designed to be home composted for optimal end of life management. Finally, plastic in single use applications is swapped for alternative paper based materials.

K Show & London Packaging Show:

Home compostable



Shellworks



Chestnut Polymers



Gglow



Zerocircle

Circular decoration



Gmund



Kurz



Viscose Closures



Cole Fabrics

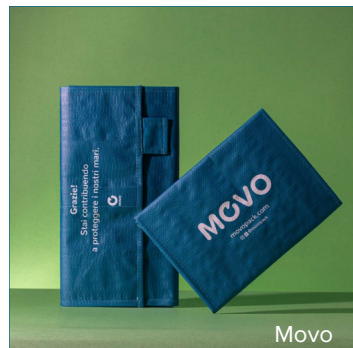
Mono-material



Bartoli



Lyondellbasell



Movo



Kiefel Packaging

Plastic Reduction



Celeritas



Vela Seaman Paper



Hotel Chocolate



Transcend Packaging

Brand Highlight:

Favini



Favini produce a wide range of sustainable paper solutions for packaging applications. Their most recent release takes particular interest in the sourcing of sustainable grass fibers. The Sparto range uses esparto grass as a speckled additive. Esparto grass thrives in warm climates on arid terrain and acts as a protective barrier against one of the world's major environmental problems; desertification. Driven by climate change and improper land use, desertification is the act of fertile land turning dry and barren. Due to its deep roots and resilient nature, esparto grass is able to return the soil to its original state, making it a regenerative material solution that can be added to products like paper.



CMF Summary



We summarise CMF trends found in this document into four takaway concpets. Each concept stretches accross all industries and is based on a broad perspective of the pan-socialenvironment and trend shifts, macro trends with related issues, case studies, CMF stories, and in-depth research of brands across six industrial sectors.



Patagonia



Sweaty Betty



Unsplash



Marca Corona

1 Sustainability As Standard

Sustainability moves away from simply being a public relations strategy or a niche advantage to a fundamental requirement for long-term viability and success. It is no longer optional but an integral part of corporate strategy, decision-making, and daily operations.

ACTION POINT

- Embed sustainability into brand identity
- Be transparent and authentic
- Partner with like-minded organizations

2 Joyful Living

Joyful living is a key pillar that sits across many trends. With this, personal well-being and happiness is prioritised. Small and large moments of joy alike become interwoven into daily life.

ACTION POINT

- Introduce playful design
- Elevate everyday indulgences
- Empower consumer narratives

3 Moments of Meaning

A desire for meaningful interaction and a deeper connection to planet, place and people encompasses many trends in this document. With this, fulfillment, connection, and purpose is prioritised over quick fixes and impersonal brand stories.

ACTION POINT

- Add meaning through narrative
- Facilitate connection
- Transport customers with nostalgic and spiritual elements

4 Materials are key

CMF design is moving beyond a nice to have to an integral design element by offering the ability to create story, meaning and sustainable change. This, combined with the sensory, aesthetic and emotional benefit of intelligent CMF means the clever use of material is one of the most important design strategies of our time.

ACTION POINT

- Celebrate material stories
- Design with a materials first approach
- Make CMF a key part of your brand DNA

This publication is a research report by the Korea Institute of Design Promotion (KIDP) as part of the ‘Development of CMF Design System and Process Framework for Supporting Small and Medium Enterprises in Manufacturing Innovation’, executed by the Ministry of Trade, Industry, and Energy (MOTIE).

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