

2026-2027 CMF DESIGN TREND REPORT - Short ENG

CMF Design Trend ²⁰²⁶⁻²⁰²⁷

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2026-2027 CMF Design Trend Report - Short ENG

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

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Chris Lefteri **Design™**

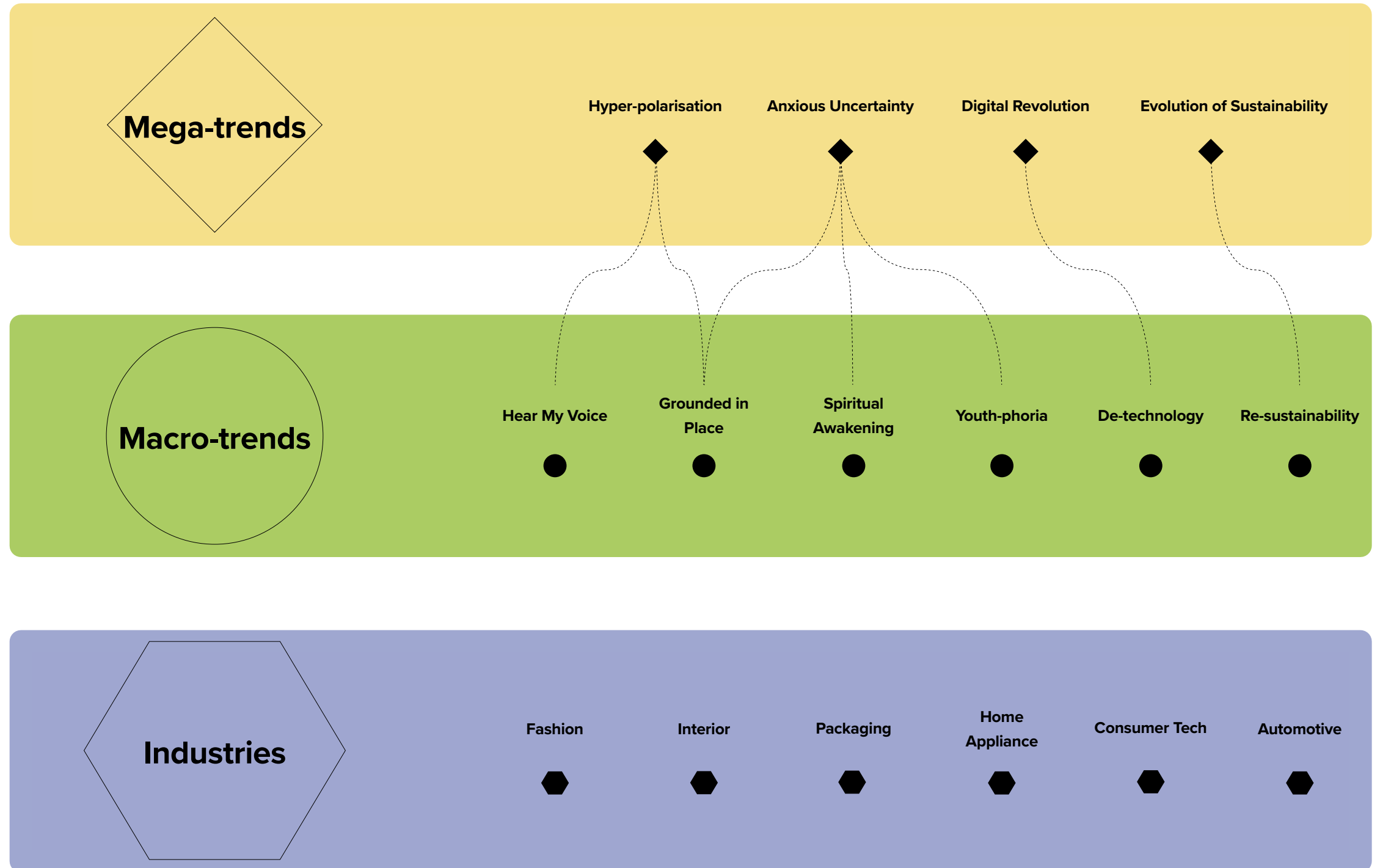
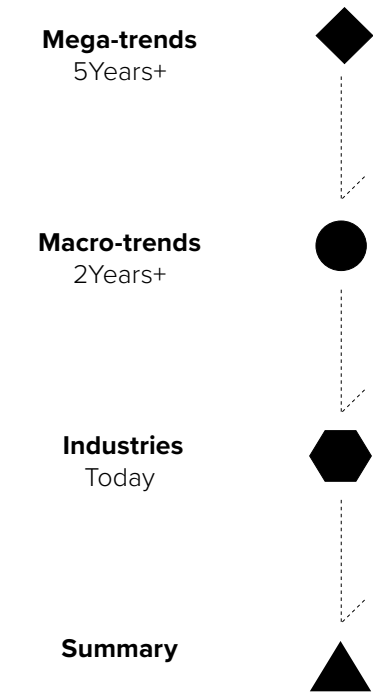
Introduction

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

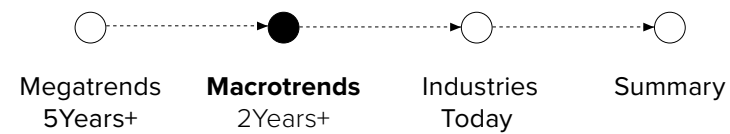
This report is designed to help tune and develop the design industry’s CMF strategy to adapt to rapidly changing markets and consumer expectations. With a focus on the latest developments in design and an in-depth analysis of potential materials and finishes, this report brings a fresh perspective to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



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.

DESIGN CASE STUDIES



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.

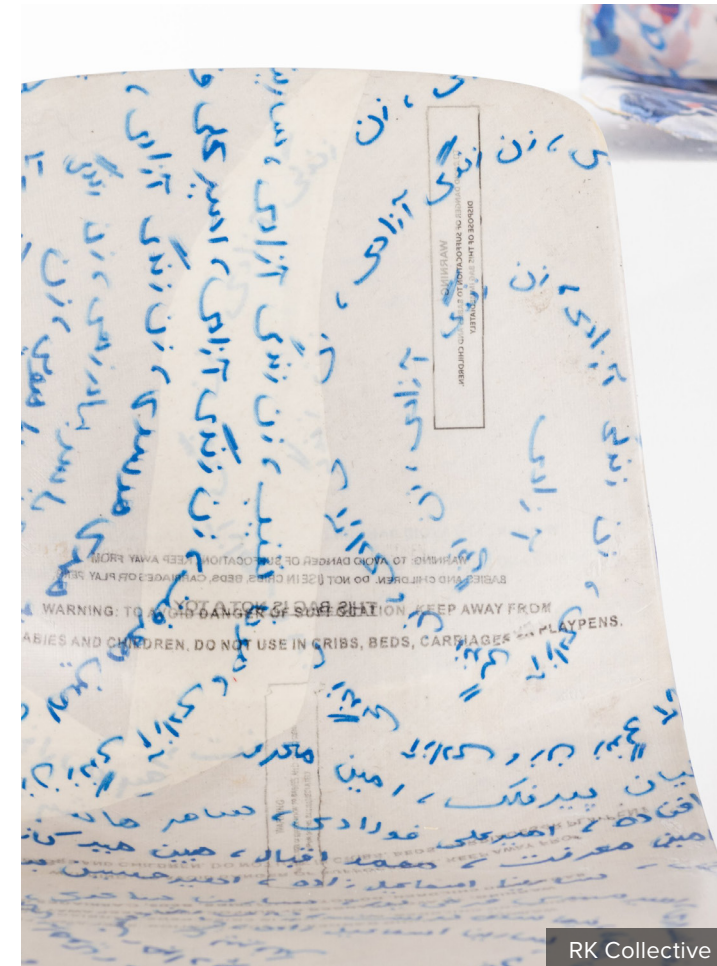


Deepti Khatri

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.

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



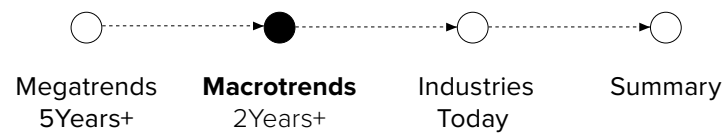
Stuff That Matters

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.

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.



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.

DESIGN CASE STUDIES



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

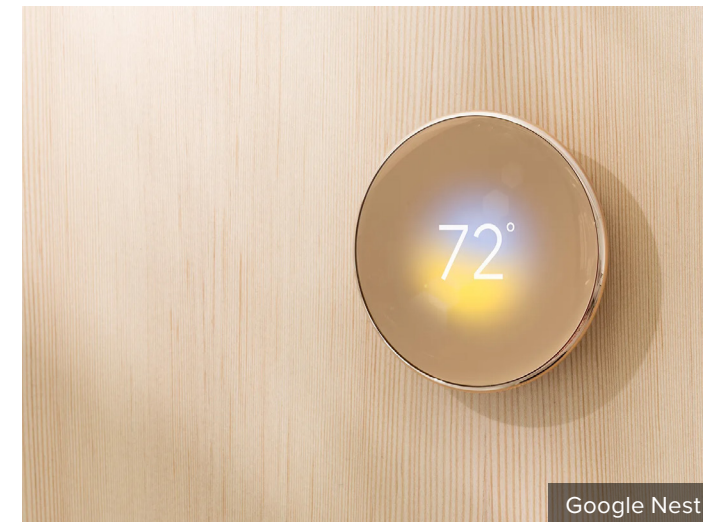
AURA OF TRANSCENDENCE

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 resemble a carved stone totem.

CMF STORIES

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.



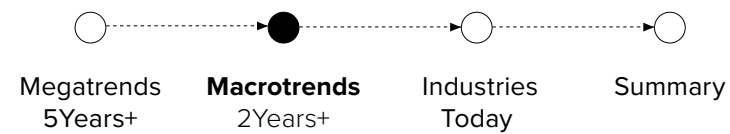
Sten Studio

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.

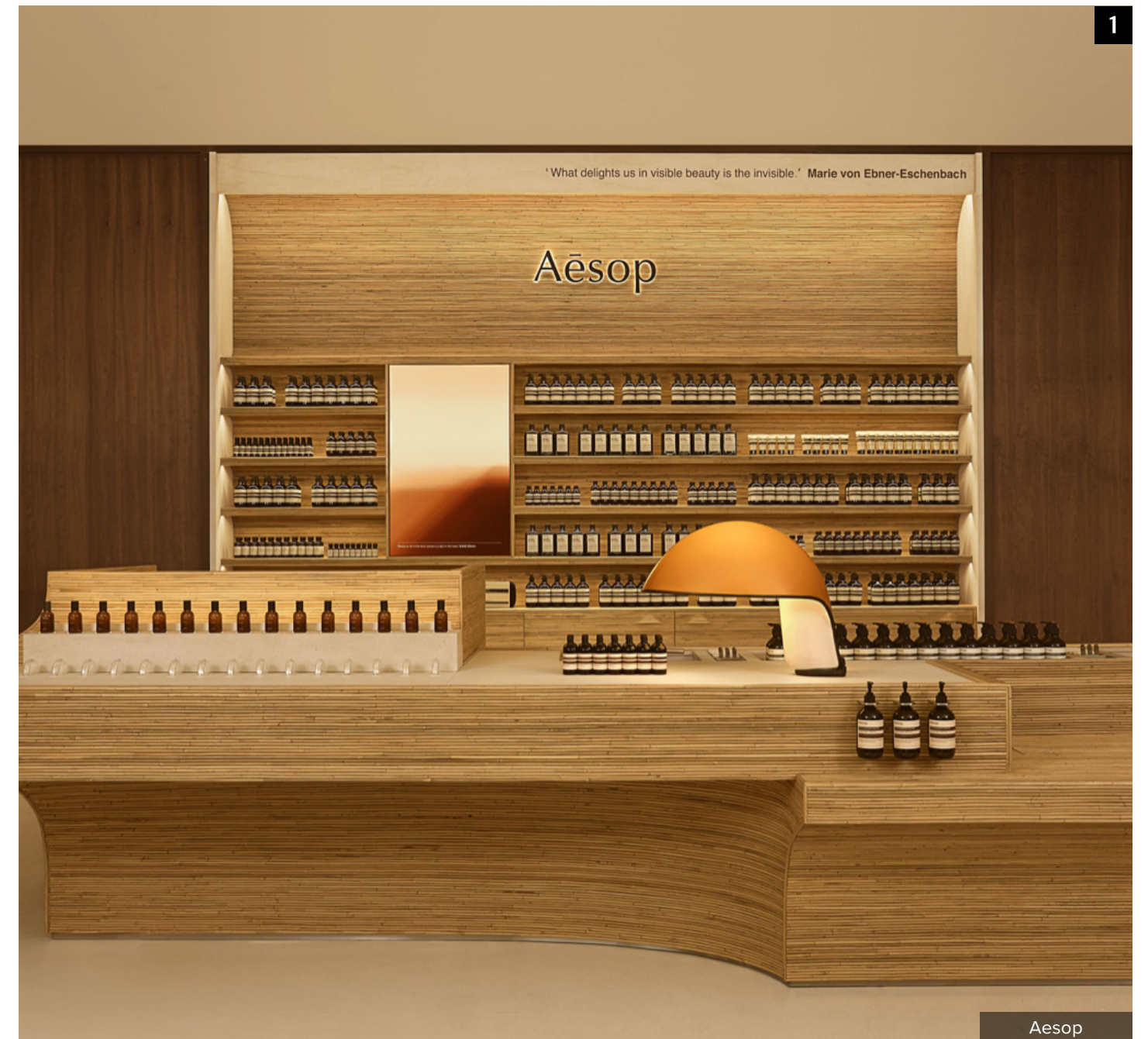
Macro-trend 02 YEARS+

GROUNDING 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 Grounding 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.

DESIGN CASE STUDIES



Lucía Echavarría

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.



Seiko

CULTURAL HERITAGE

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.

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.



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.



Bentu Design



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.

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.



Lego Group

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.

STORY CASE STUDY



Samsung

CARTOON INFLUENCE

Samsung have collaborated with many artists in recent years including Andy Rementer who adopted a colorful cartoon design to bring joy and optimism to the kitchen.



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.

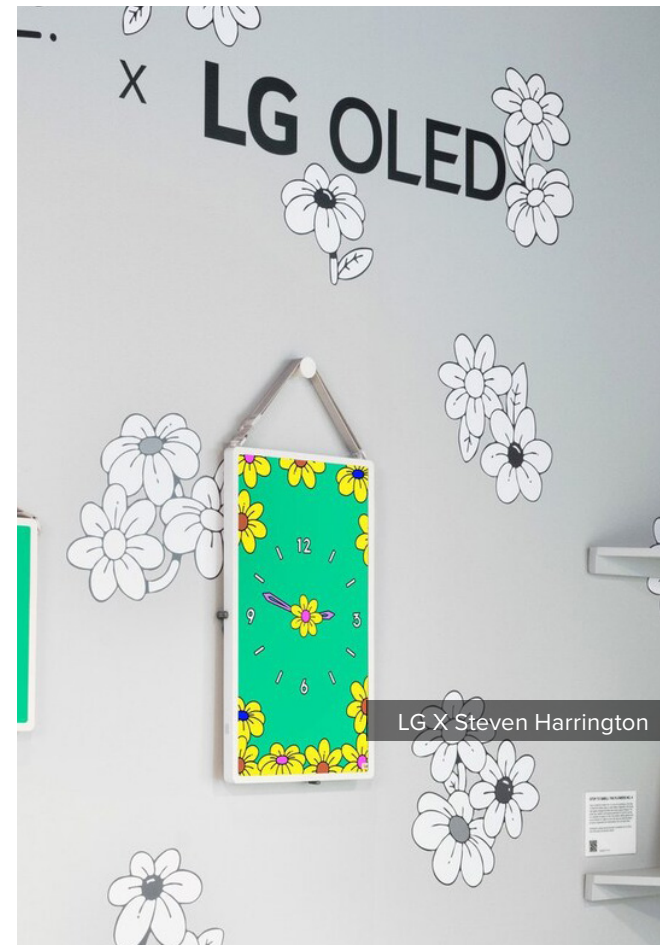
CMF STORIES

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



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.



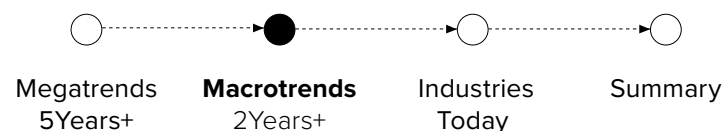
Fixits

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.

Macro-trend 02 YEARS+

DE-TECHNOLOGY



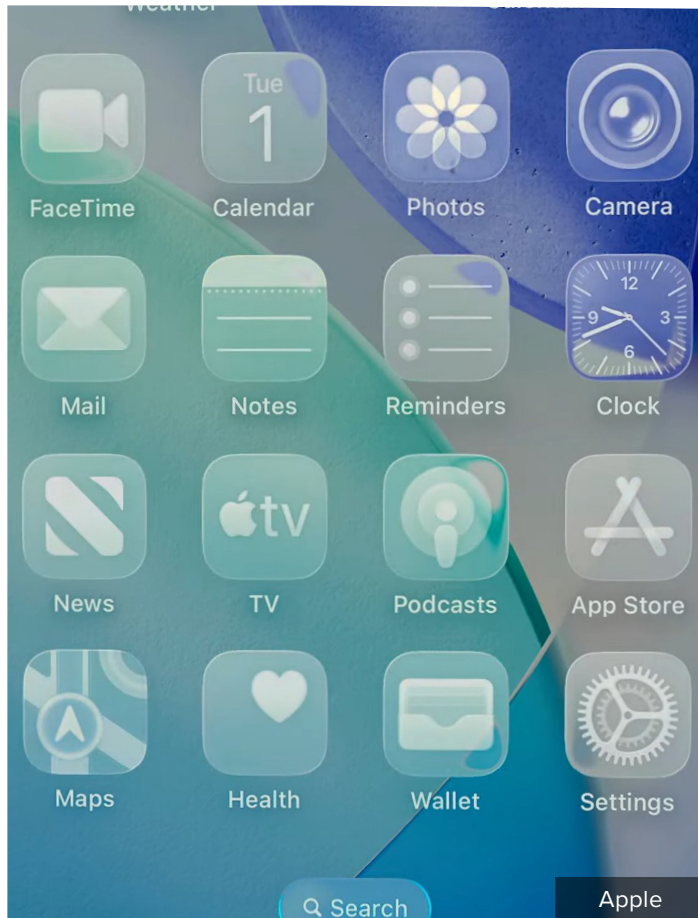
Macro-trends, derived from mega-trends, refer to new attitudes, behaviours and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analysed based on consumer culture and lifestyle perspectives. This report explores six macro trends, examining related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



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.

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.



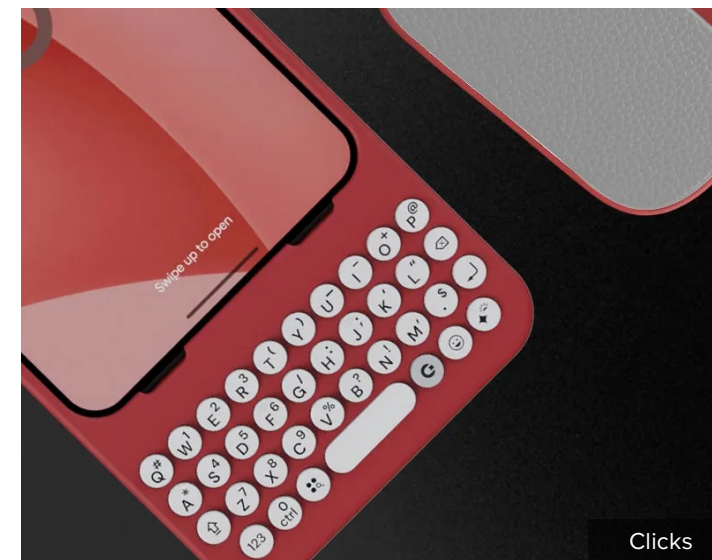
EMOTIVE TECH

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.

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.

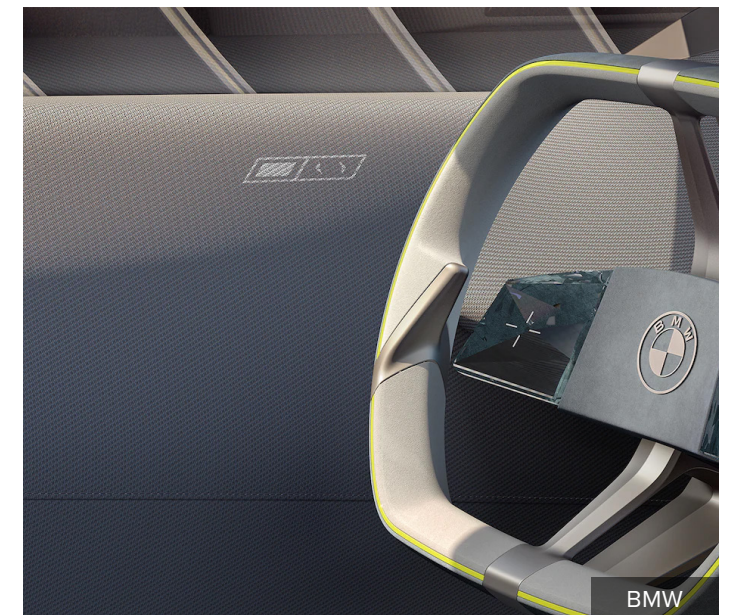
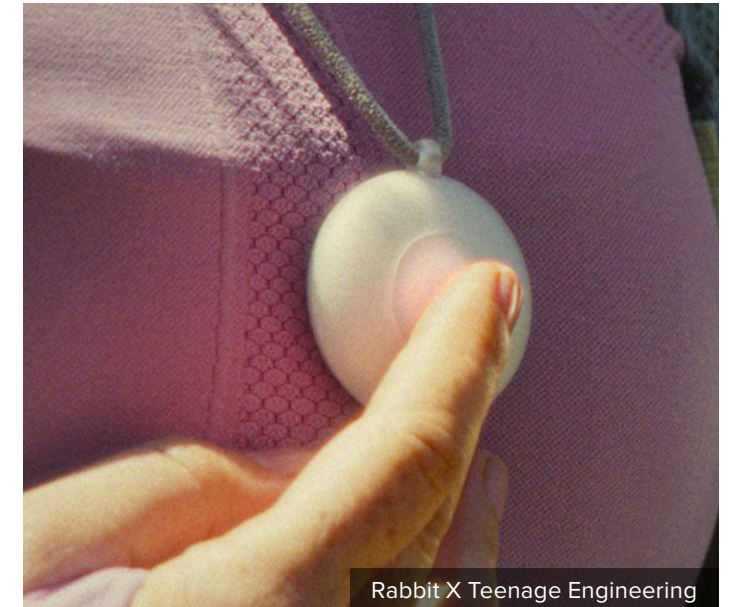


SENSORY DELIGHT

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.

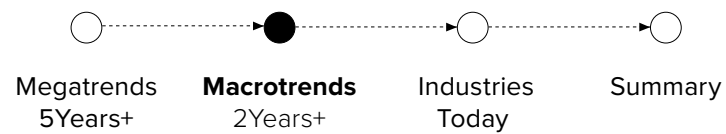


SOFTENED TECH

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

Macro-trend 02 YEARS+

RE-SUSTAINABILITY



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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.



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.

DESIGN CASE STUDIES



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

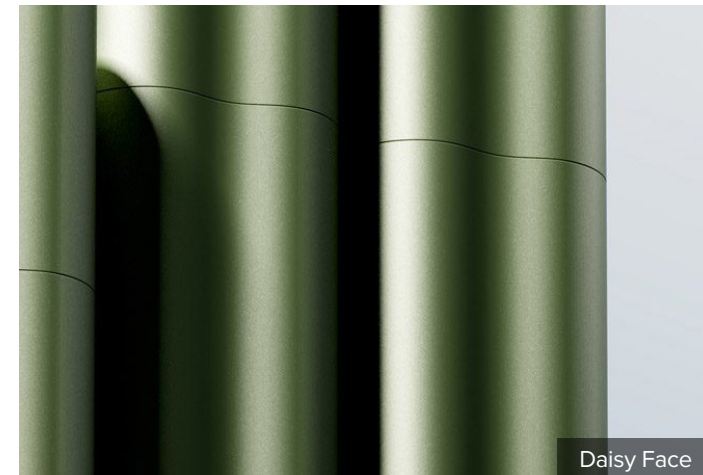
SUBTLE SUSTAINABILITY

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

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

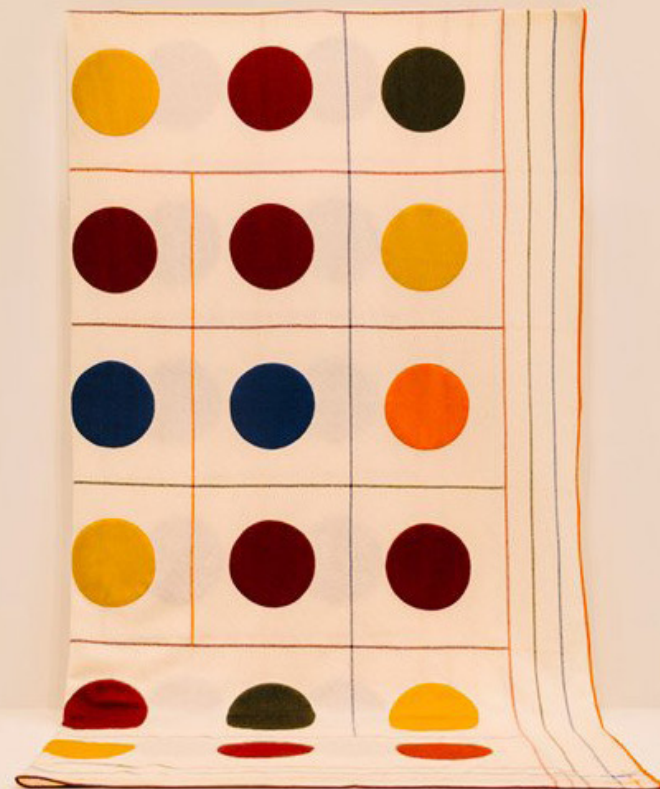
Fairphone integrates sustainability across its entire design. This includes the use of ethical materials, recycled materials and modular design for disassembly and repair. Yet the Fairphone 6 remains minimalist and in its aesthetic designed to boycott trends and just give the essentials.



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®.



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.

Interior

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 Hyperpolarisation, 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.



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.

OPULENT DARKS

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



Unknown

Trade & Trend Shows

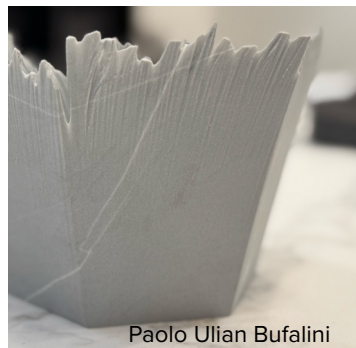
Marks from making, Primordial aesthetic and mysticism were key design elements at Salone Del Mobile 2025. This carried through to CIFF where the interplay between soft translucent surfaces such as paper or fabric and light was heavily explored. Both fairs also featured joy and juxtaposition as a trend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

Salone Del Mobile 2025:

Primordial

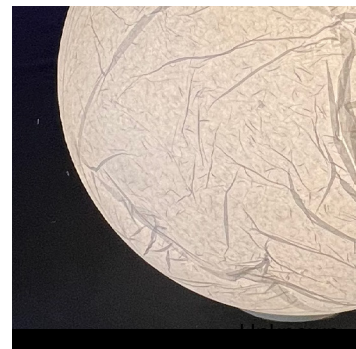


Marks from making

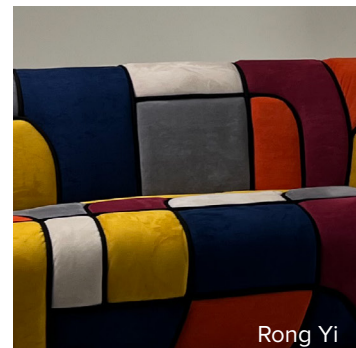


CIFF 2025:

Mystic light



Expressive Joy



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.

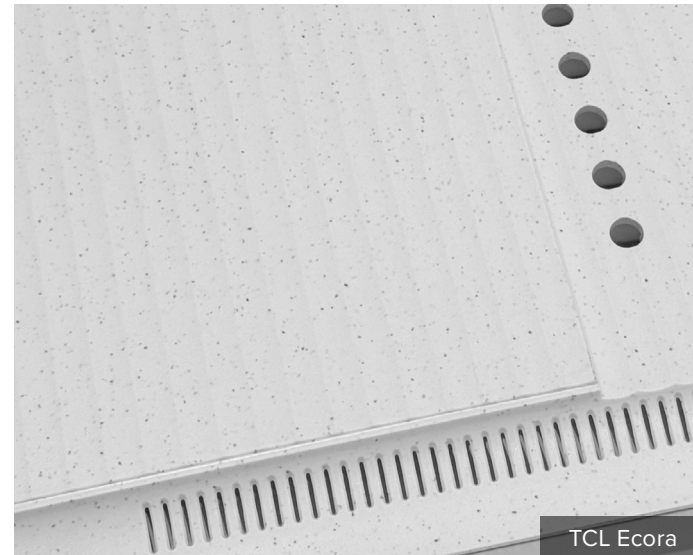
In response to the mega-trend De-Technology, products are being designed to blend into the home environment. Invisible or integrated elements allow for obvious screens and buttons to disappear behind a mirrored or opaque surface, resulting in a product that is as inconspicuous as possible.

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

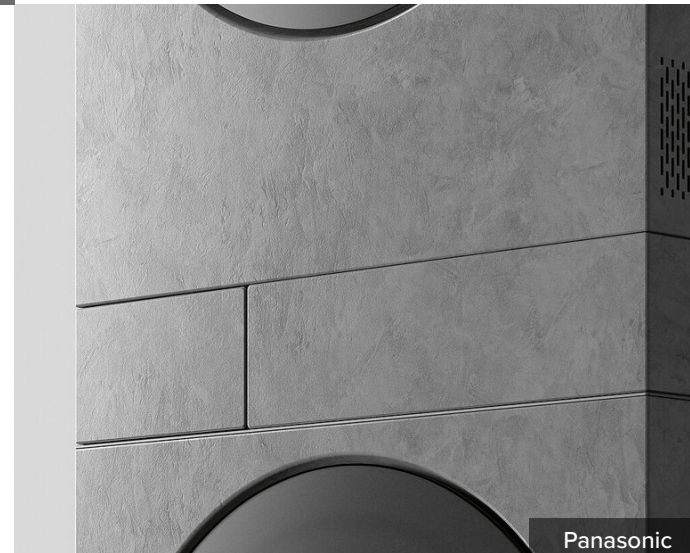
Sustainability remains a key topic with brands looking to adopt sustainable materials with a strong story

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.



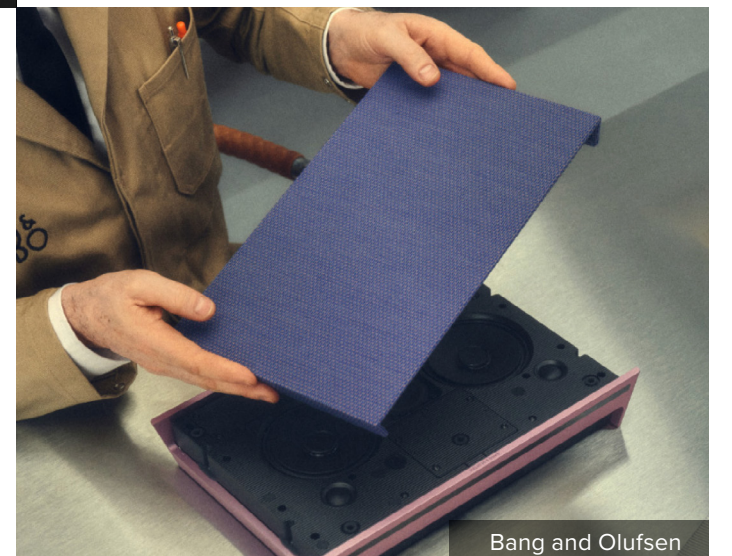
Gaggenau

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

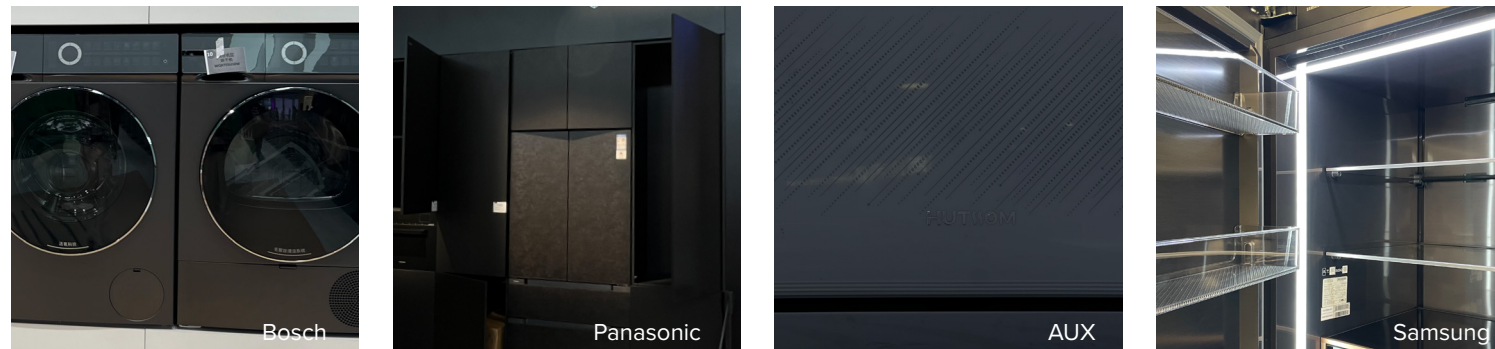
Immersive darks were a key design trend at AWE with black being used on mass across main body, trim and logo to create an immersive experience for the user. Panasonic for instance adopted the heavy use of black across their entire display. Pushing this concept further than in the past this created an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

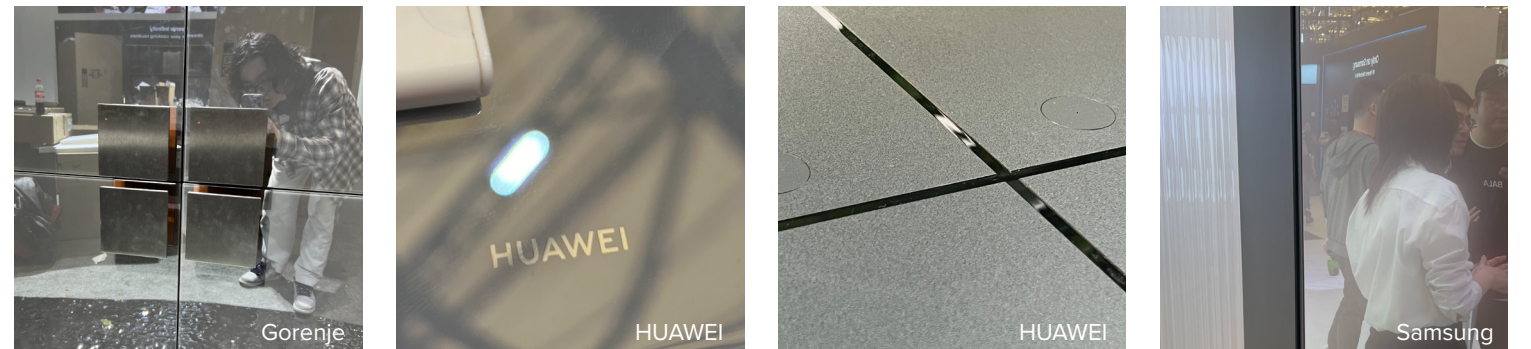
Finally, sustainability sees the creation of stone like effects often with recycled or bio-based materials being used in-conjunction with these CMF effects.

AWE 2025:

Immersive Darks



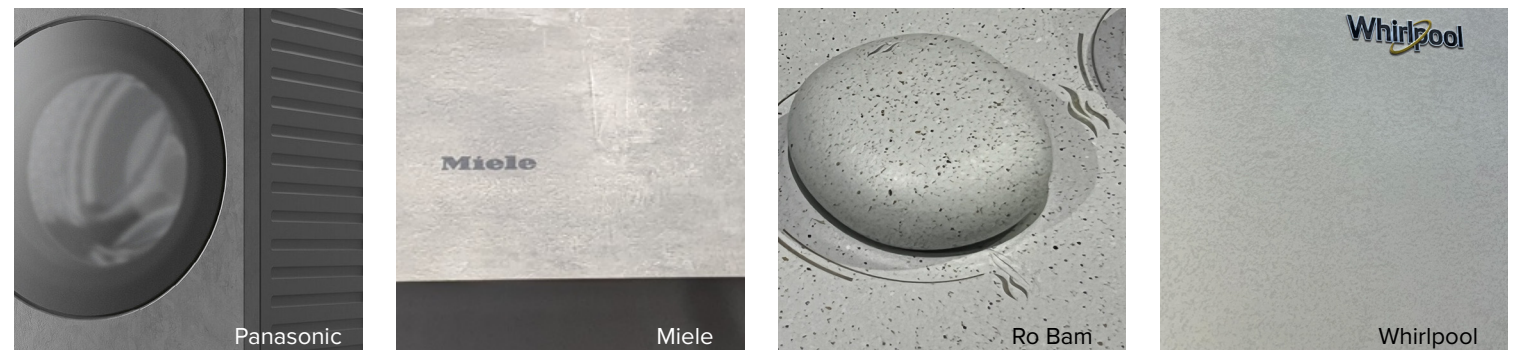
Mirror Surface



Colour Accent



Stone Effect



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.



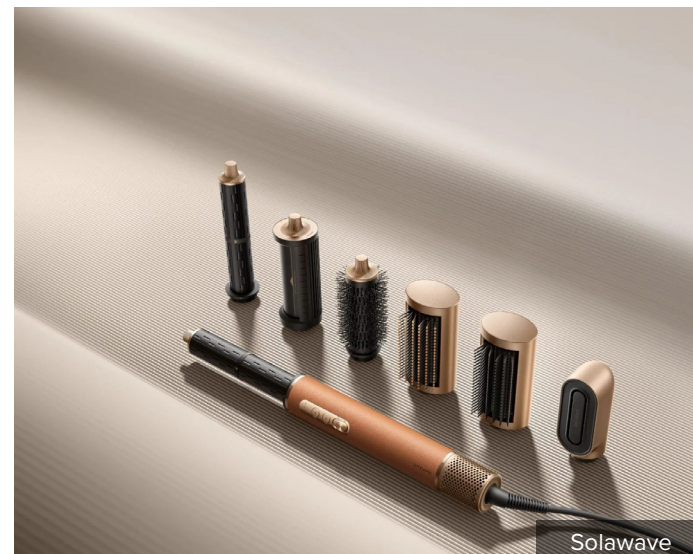
Nothing CMF

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



Solawave



Fairphone

VIRGIN SUSTAINABILITY

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



Bang & Olufsen

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



Dyson

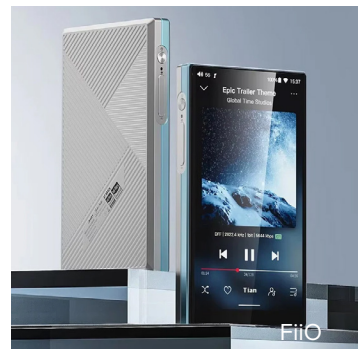
Trade & Trend Shows

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

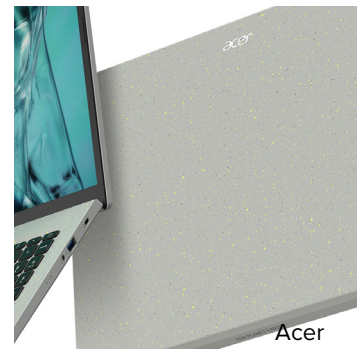
Warm tones and luxury materials were commonly seen in wellness and home products alike whilst clinical minimalism that embraced a medical look and feel was seen across a wide range of product categories

CES 2025:

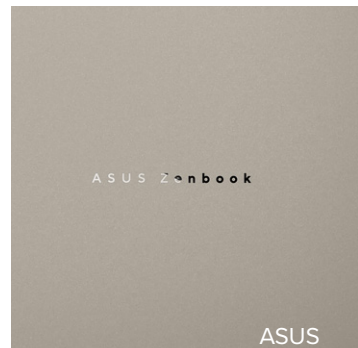
Clinical Minimalism



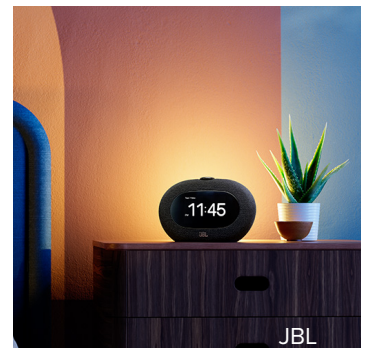
Subtle Sustainability



Warm Luxury



Holistic Home



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.



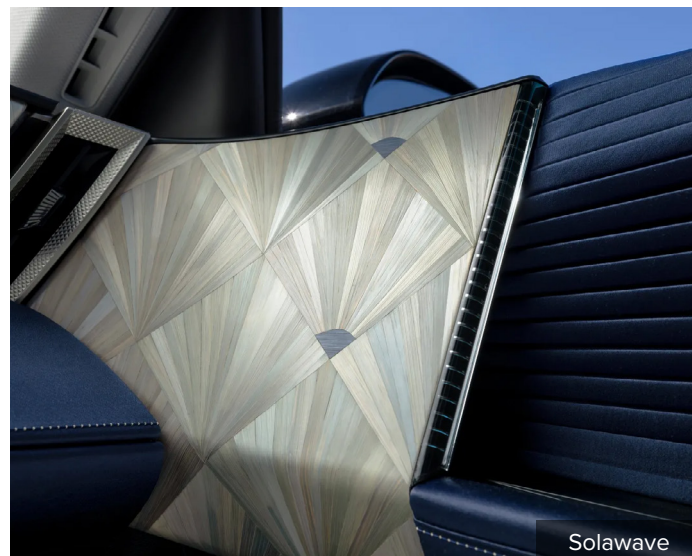
Govy

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.



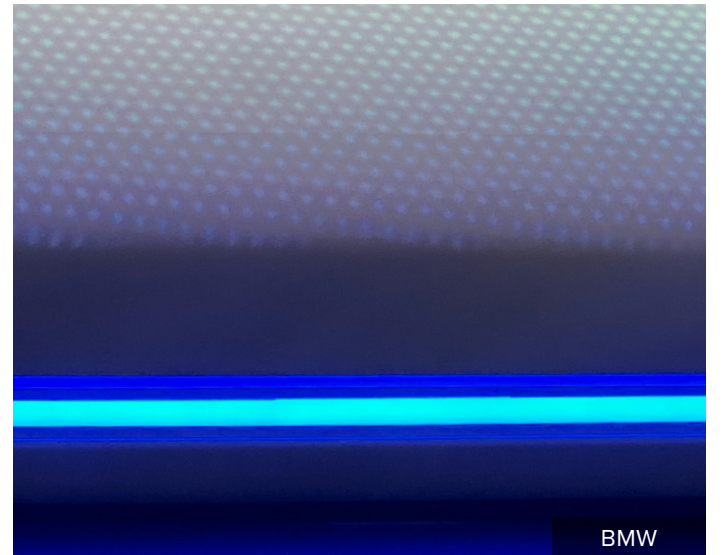
Solawave



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.



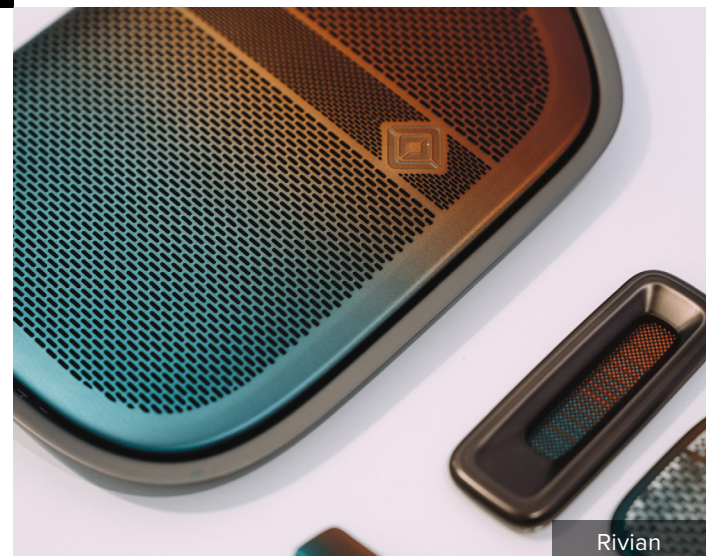
BMW

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

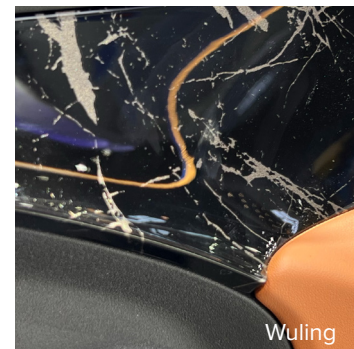
CMF themes at Shanghai Automotive Show and IAA move towards bold decoration and playful design

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

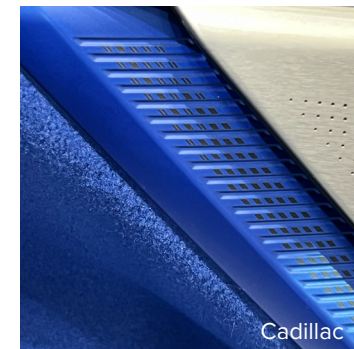
Finally, brand heritage was referenced with nature inspired motifs and patterns

IAA & Shanghai Motor Show 2025:

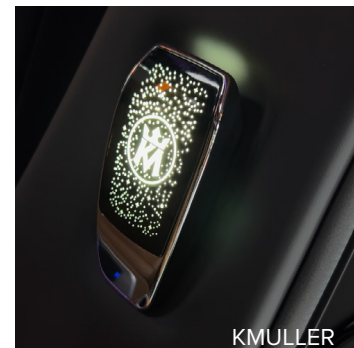
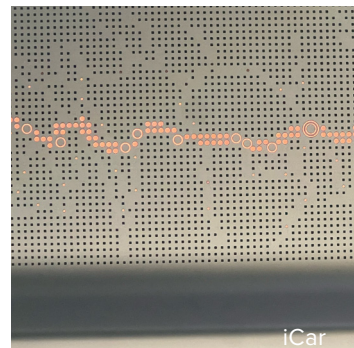
Decorative Heritage



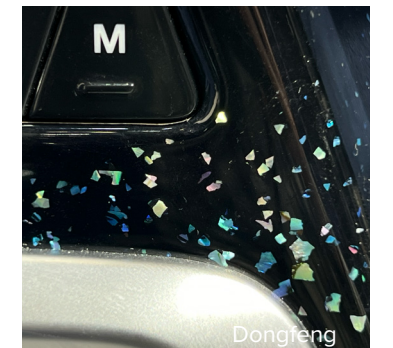
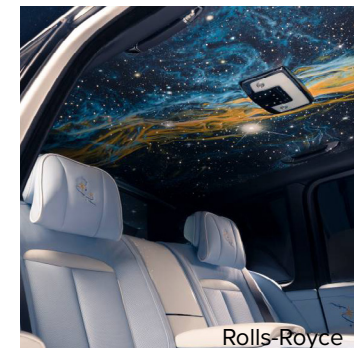
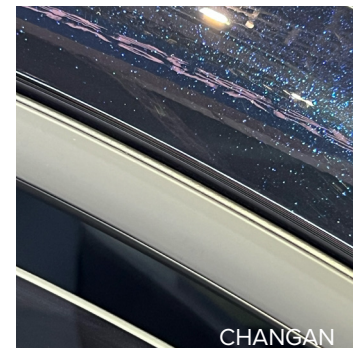
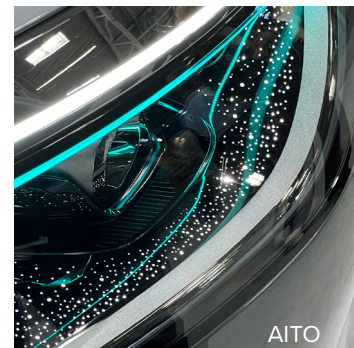
Bold Colours



Decorative Light



Starry Influence



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

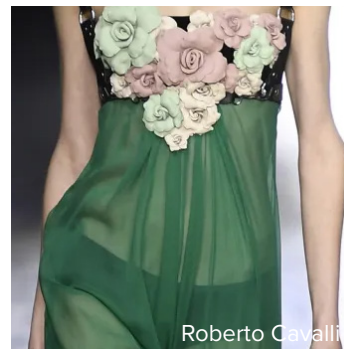


Fashion Shows

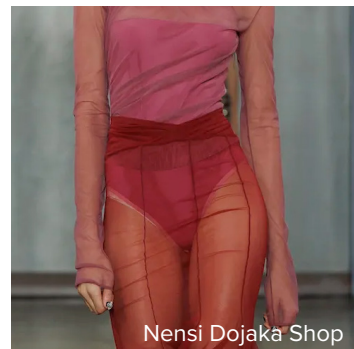
New York, London & Paris Fashion Week 2025:

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.

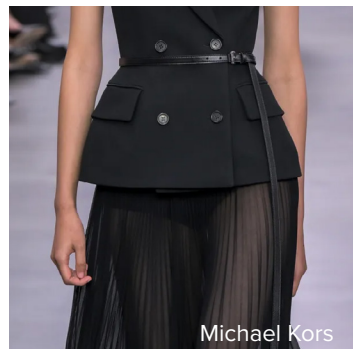
Translucent Sheers



Roberto Cavalli



Nensi Dojaka Shop



Michael Kors

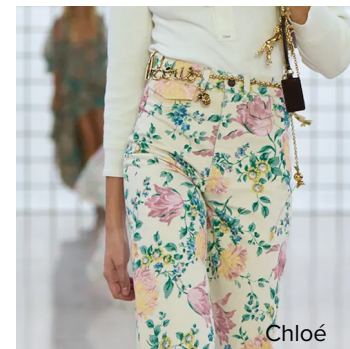


Tory Burch

Feminine Floral's



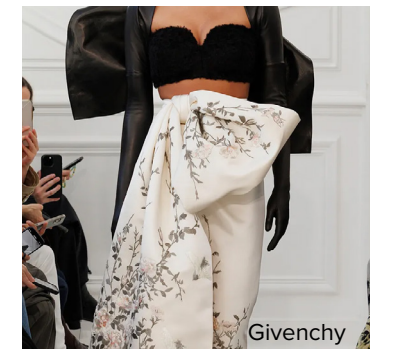
Jonathan Anderson



Chloé

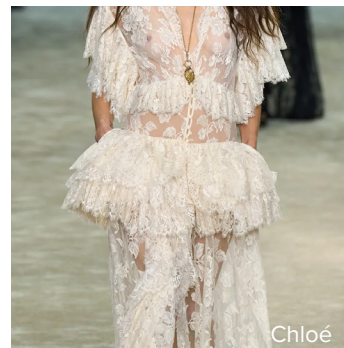


Prada

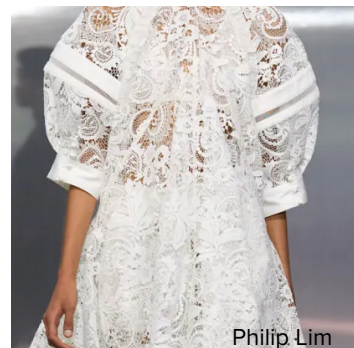


Givenchy

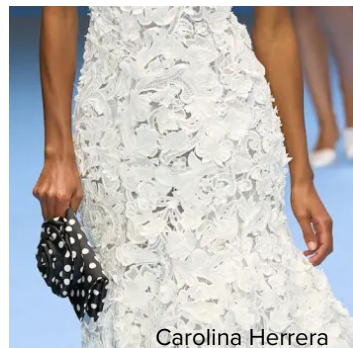
Romantic Lace



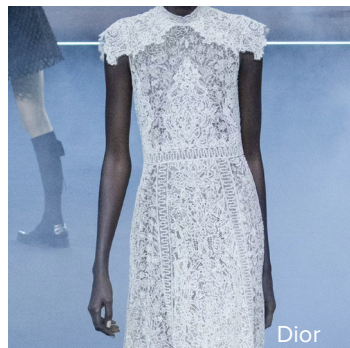
Chloé



Philip Lim

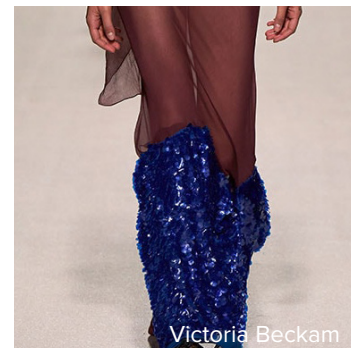


Carolina Herrera



Dior

Stone Effect



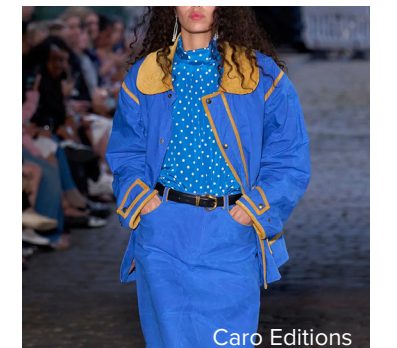
Victoria Beckham



Copenhagen Fashion Week



Nicklas Skovgaard



Caro Editions

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.



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.



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.



BRANDED CMF

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

SUSTAINABLE SOURCING

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



Trade & Trend Shows

K Show & London Packaging Show:

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.

Home compostable



Shellworks



Chestnut Polymers

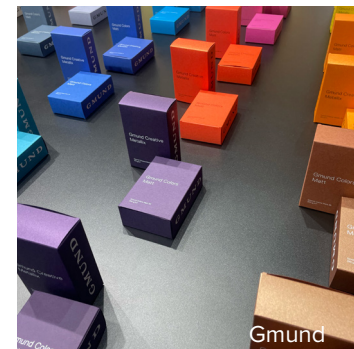


Gglow



Zerocircle

Circular decoration



Gmund



Kurz



Viscose Closures



Cole Fabrics

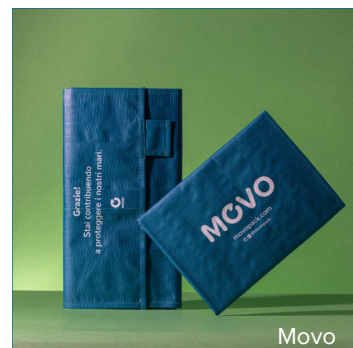
Mono-material



Bartoli



Lyondellbasell



Movo



Kiefel Packaging

Plastic Reduction



Celeritas



Vela Seaman Paper



Hotel Chocolate



Transcend Packaging

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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