



'25 YEARBOOK

AUGUST TRENDS REPORT

AUG '25

As summer begins its gentle descent, the design world isn't slowing down; it's shifting inward. This month, we're seeing a recalibration in the collective mood: more grounded, more tactile, more emotionally attuned. Across materials, palettes, and spatial planning, one truth emerges: home is becoming more than a place to live. It's becoming a place to feel.

This month's report explores three defining shifts. From the rise of nostalgic materials in **"The Nostalgia Layer,"** to the growing embrace of wellness-driven interiors in **"Sensorial Architecture,"** and the return of vivid color in **"Color as Identity,"** these trends move beyond aesthetics to touch something deeper. Each one reveals a desire not just to decorate but to connect, express, and restore.

Let's explore how these August movements are changing not just how we design, but **why we design.**



KELLY WEARSTLER

01



KATE TAYLOR INTERIORS, PHOTOGRAPHED BY JEFFREY JOHNSON

THE NOSTALGIA LAYER

THE NOSTALGIA LAYER

Designers and clients alike are reaching back not to replicate the past, but to reclaim its emotional texture. This month, we're seeing a groundswell of retro references folded into modern interiors, a movement we're calling The Nostalgia Layer.

EVIDENCE

At the heart of it? A longing for familiarity and feeling. Across projects, display cabinets from the '90s are making a quiet return this time reimagined in clean wood, fluted glass, or ironwork, and styled with deeply personal artifacts: pottery, books, family photos.



*DEEPLY
EMOTIONAL
RATHER THAN
PURELY
AESTHETIC.*

As Better Homes & Gardens notes, "People are creating meaningful focal points that invite conversation, not just admiration." This isn't just about cabinets. The broader mood is vintage-informed: mustard, olive, and rust are re-emerging as anchor tones, layered with plush velvets or sculptural mid-century shapes.

This return isn't about trend-chasing. It's about grounding. **Nostalgia becomes a design tool, not for escapism, but for reconnection.** As Luxury Italian Furniture writes, "Retro interiors are more than a trend, they're an anchor."

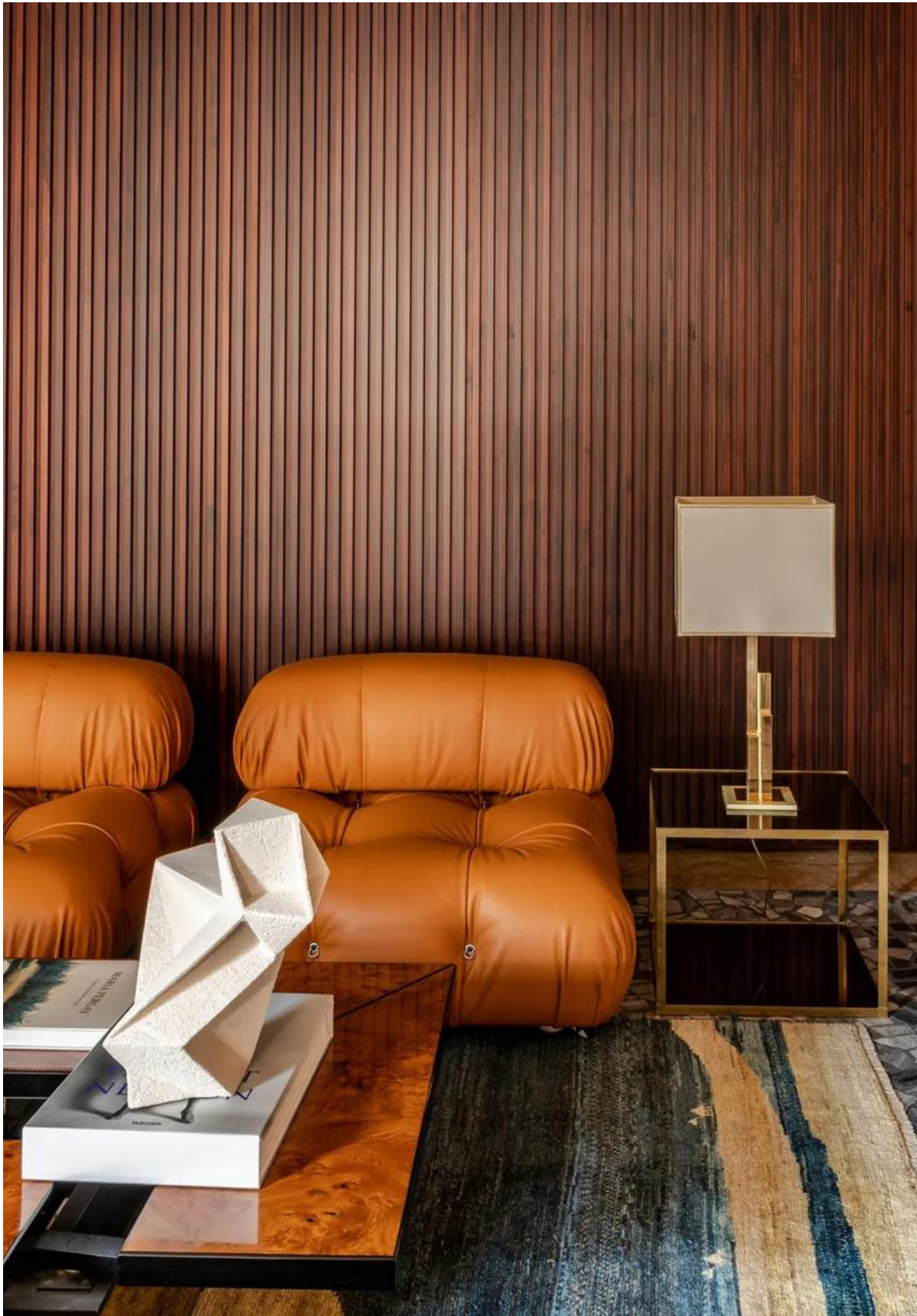
RECONNECTION LAYERED IN MEMORIES



In a digital age defined by speed and novelty, it's the tactile, the remembered, and the inherited that are regaining value. And this movement, layered in memory and meaning, shows no sign of slowing.



NICHOLAS POTTS
PHOTOGRAPHED BY CHRIS MOTTALINI



HANNES PEER
PHOTOGRAPHED BY HELENIO BARBETTA

SENSORIAL ARCHITECTURE

02



GRUPPO CERDISA RICCHETTI

BOTTEGA BRIO

BOTTEGA BRIO

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SENSORIAL ARCHITECTURE

This August, we're witnessing a shift from visual design to felt design. It's not just about what a space looks like, it's about how it lands in the nervous system.

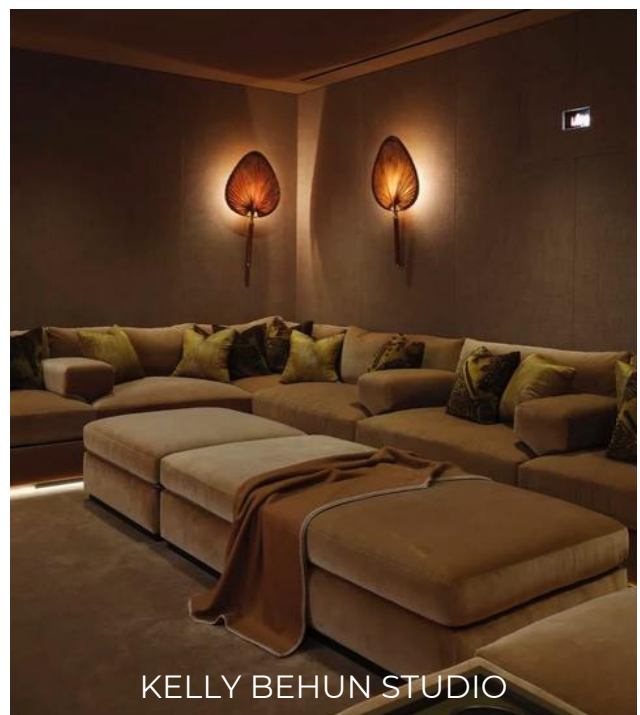
EVIDENCE

Dubbed “Sensorial Architecture,” this movement prioritizes emotional resonance: circadian lighting, soundscaping, aromatic diffusers, and wellness zones now appear not just in spas or retreats, but in everyday homes. The Daily Telegraph reports a national rise in wellness-centered architecture, noting that “**health is no longer an add-on—it’s a foundation.**”

*MORE THAN
DESIGN FOR
COMFORT, THIS
IS DESIGN FOR
NERVOUS
SYSTEM
REPAIR.*



Beyond technology, the materials themselves are becoming softer, slower, and more sensorial. Think bouclé upholstery, velvet drapery, deep rugs, and layered greys, used not as trend tones, but as regulators for calm. According to Who What Wear, greyscapes are quietly resurging, especially when paired with sage green or indigo.



This isn't a return to cool minimalism, it's a new kind of warmth.

*TEXTURE IS
BEING USED AS
THERAPY.*

As the world grows more demanding, the most luxurious interiors won't be the most expensive, they'll be the most restorative.



HIRSCH BEDNER ASSOCIATES



ARCHITECTS + CO
PHOTOGRAPHED BY FRAN PARENTE

03



SARAH ELLISON, PHOTOGRAPHED BY DION ROBESON

COLOR AS IDENTITY

COLOR AS IDENTITY

After seasons of subdued palettes and “safe” neutrals, color has returned with intention, not as a trend, but as a personal declaration.



EVIDENCE

The August color of the moment? **Butter yellow.** Warm, sunlit, and surprisingly versatile, it's showing up on exteriors, cabinetry, and upholstery. As [Forbes](#) explains, "Butter yellow signals optimism."

PEOPLE WANT TO FEEL GOOD AT HOME

This trend isn't about being loud, it's about being seen. Coral, emerald, pink, and cobalt are being layered over grounded neutrals to create spaces that feel more like you. It's not design for attention.

IT'S DESIGN FOR AUTHENTICITY.

We're also seeing this in how clients display art. The **gallery wall is back** in full force, not just as a stylistic choice, but as a storytelling tool. These walls are now expressions of personal identity. [AOL](#) shares: "No two gallery walls are the same, because no two stories are."

IT'S ABOUT COHERENCE WITH SELF.

Designers are **curating with narrative** again, using color not to match a trend, but to reflect the client's life, legacy, and mood.

And that's what's changed. Color isn't just about contrast anymore.



MARTYN BULLARD
PHOTOGRAPHED BY DOUGLAS FRIEDMAN



LIZEE HUGOT
PHOTOGRAPHED BY ALICE MESGUICH

LOOKING AHEAD

As we head into September, we can begin to anticipate emerging movements in the design industry based on recent shifts, trade shows, and market momentum:

Patterned Stone & Statement Slabs

Designers are using stone as a storytelling tool, embracing pattern, movement, and rarity. With clients craving high-impact materials that feel natural and expressive, be on the lookout for show-stopping slabs in September installs.

Modern Americana

With a rising cultural focus on local economies and craftsmanship, designers are spotlighting American quilt motifs, Shaker influences, and handmade ceramics. Expect more “modern heritage” moments across editorial shoots and showroom collabs heading into fall.

Layered Lighting as Atmosphere

As homes become wellness hubs, functional overhead lighting alone no longer suffices. This fall, look for lighting strategies that choreograph how a space feels from day to night.



MARGRAF SPA



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DESIGN BOLDLY



CONTACT US

Have a question, need advice, or dreaming of a custom piece? Let's make something extraordinary
—contact us today!

bottegabrio.com
suzanne@bottegabrio.com