

BOTTEGA BRIO
DESIGN BOLDLY

ERIN SANDER

'25 YEARBOOK

JULY TRENDS REPORT

JULY '25

As the heat of summer rises, so too does a deeper desire, for slower moments, more meaningful connections, and design that feels personal again. This month, we're peeling back the polished surface of what's trending to explore what's truly resonating beneath it all.

This month's report explores three powerful shifts redefining how we design, source, and connect with the spaces around us. From the quiet exit of fast furniture in "**The Slow Burn**," to the evolving dance between creativity and technology in "**AI × Authenticity**," and the artisan integration into maximalism "**Organic Maximalism**," these trends offer more than just aesthetic change, they signal a deeper craving for meaning, craft, and human touch. Let's jump in and explore how these movements are quietly, but profoundly, reshaping the design world.



JESSICA SCHUSTER DESIGN

01 SLOW BURN



MORRISON INTERIORS

SLOW BURN

July has brought with it a palpable shift in the design world, one that's less about flashy trends and more about thoughtful, lasting choices. In the wake of rising environmental concerns, ongoing global supply issues, and a growing appetite for emotional connection at home, designers and clients alike are embracing what we're calling "The Slow Burn."

It's a movement toward furniture and objects that are not only beautifully made, but intentionally chosen, pieces with presence, provenance, and permanence.

EVIDENCE

We're witnessing a quiet rebellion, one that drifts steadily away from fast furniture and toward something more enduring. According to [The Spruce](#), 65% of interior designers now cite "fast furniture" as the worst trend of 2025. And clients are catching on. They're no longer asking, "What's in?" They're asking, "What will last?"



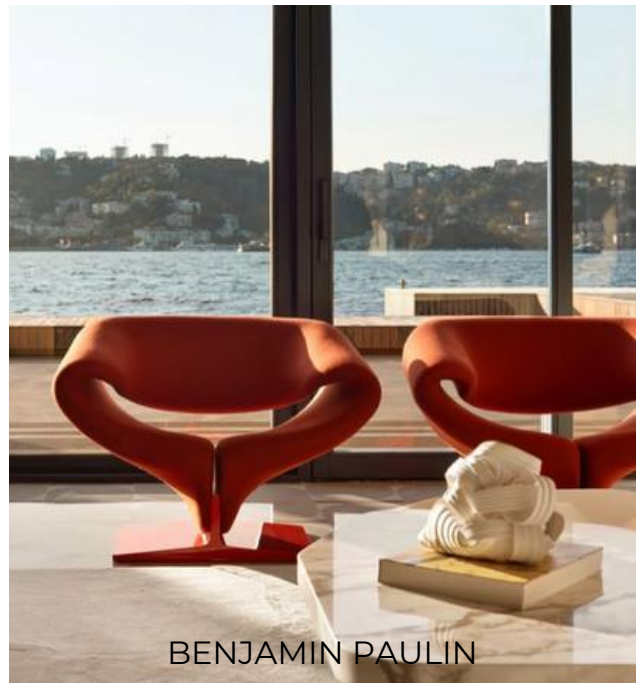
CARA WOODHOUSE INTERIORS

A WORLD THAT'S CRAVING LONGEVITY AND MEANING

Interior designer Samantha Lund summed it up well when she talked with [Business Insider](#), "Fast furniture isn't holding up." And she's not alone in this thought. [Better Homes & Gardens](#) recently echoed the concern, "Furniture quality is indeed declining... Many manufacturers now prioritize affordability and shipping speed over durability."

After a month marked by natural disasters, including the Texas flash floods and wildfires near the Grand Canyon, designers and clients are adding volume to the slow furniture movement. [AmbientBP](#) draws attention to fast furniture's cost: "Cheaply made furniture is designed to be replaced, not repaired...makes them difficult to recycle. 75% of cheaply-made furniture inevitably ends up in landfills."

LEGACY OVER LANDFILL



BENJAMIN PAULIN

In contrast, slow furniture tells a different story, one of care, craft, and conscious living. It's the kind of furniture that feels as good as it looks, built by real hands, meant to be touched, repaired, passed down.



KOOIJ
3D PRINTED FLOOR LAMP



HAND-PAINTED WALLPAPER BY DE GOURNAY
PHOTOGRAPHED BY IBRAHIM OZBUNAR

02

AI × AUTHENTICITY



KELLY BEHUN INTERIORS
RENDERING

AI × AUTHENTICITY

In a world increasingly shaped by automation, there's a quiet reckoning happening in creative industries, especially in design. As artificial intelligence continues to revolutionize workflows, from ideation to rendering, a deeper question is beginning to surface: What happens to the human touch?

The future of design isn't a binary choice between man and machine, it's a partnership. One where AI supports, but human curation leads. Where efficiency opens the door, but emotion walks you through it.



EVIDENCE

While AI brings undeniable speed and efficiency, designers are realizing that speed alone doesn't make something meaningful. What clients crave, what truly resonates, isn't a perfectly generated room or flawless algorithmic layout. It's emotion.

*STORY.
IMPERFECTION.
HUMANITY.*

It's a balancing act, as [ProfileTree](#) notes, "AI offers speed and cost-efficiency, human designers bring creativity and strategic insight..."

Yes, AI can produce endless room mockups, product variations, and even client emails—but speed can't replace intention. It is important to remember: *automation helps us prototype, but it is the designer who makes it meaningful.*

This sentiment is echoed in a recent analysis by [Orange SEO](#), which found: "While AI provides speed and scalability, only genuine, human-centered content can create the emotional bonds that drive real business outcomes."

*EMOTION.
MEANING.
CONNECTION.*

At a time when the world feels more polarized, the human experience becomes the greatest value-add. A recent Cornell University study by [Brusseau & Turchet](#) argues that while AI can mimic creative forms, it lacks an *authentic origin story*, a crucial ingredient that defines human-made art and design.

And while AI can automate a process, it can't build trust.



STACY THORWART
AI GENERATED IMAGE



DOROTHY MACIK

03



CHRISTIAN LOUBOUTIN'S DEBUT HOTEL VERMELHO

ORGANIC MAXIMALISM

ORGANIC MAXIMALISM

July 2025's take on maximalism isn't about excess for its own sake. It's about curation, not clutter. This is more with meaning, a return to richly textured rooms, storied objects, and handcrafted elements that speak to identity, history, and feeling.

It's not just a look. It's a mindset. And in an era of digital overwhelm and AI-generated aesthetics, Organic Maximalism is a full-sensory rebellion, a way to root spaces in the tactile, the personal, and the profoundly human.

EVIDENCE

This evolved form of maximalism embraces natural materials, earthy tones, and organic forms, balancing bold design choices with an intentional, almost soulful sensibility. It's where vintage meets artisan, and every piece has a purpose.

Homes & Gardens highlights their take on Organic Maximalism's key elements, "Mix furniture from different eras... Layer cozy textiles... Make the coffee table a focal point."

*IT'S NOT ABOUT
MATCHING,
IT'S ABOUT
MEANING.*



Unlike traditional maximalism, which can lean decorative for decoration's sake, Organic Maximalism invites meaning into every detail.

This style encourages clients to surround themselves with objects that resonate, not just match. Pieces passed down, picked up on travels, or made by hand by someone they know. It allows the home to become a living biography, unfolding in layers of texture, memory, and material.



*IT'S A
STORYTELLING
TOOL*

With Organic Maximalism, designers become editors and curators, helping clients translate their lives into a visual language that's rich, personal, and profoundly human. And in a world saturated with sameness, that bespoke narrative is the ultimate luxury.



CLARKE & CLARKE INTERIORS



AMY LAU DESIGN
PHOTOGRAPHED BY BEN LEIGH-ANDERS

LOOKING AHEAD

As we step into August, design trends will continue to shift with the season. Embracing longer days and a growing desire for color, comfort, and flexibility. Here's a look at the trends we see rising with the heat:

Quiet Showoff

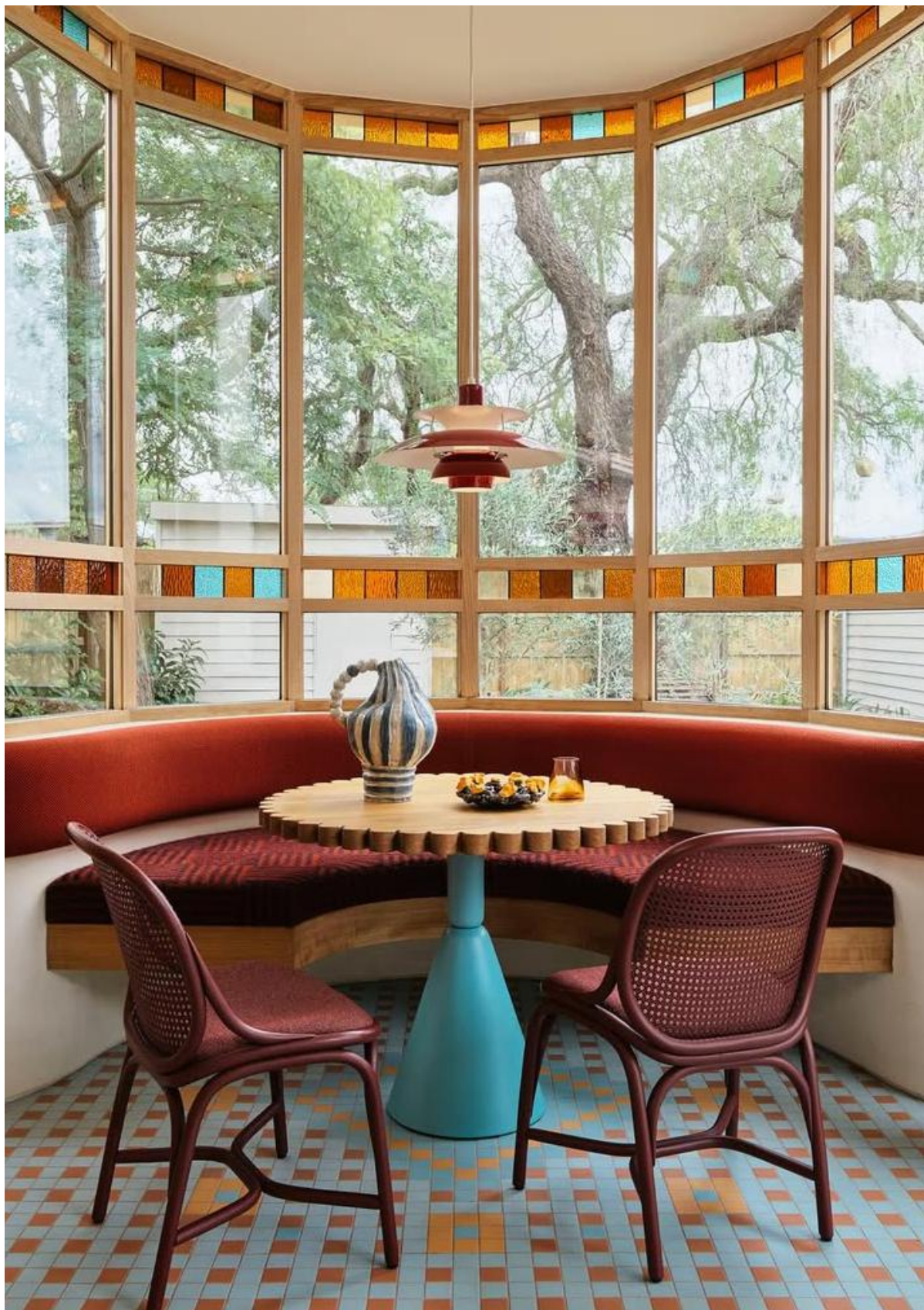
A shift from overt status symbols to covert luxury, handcrafted, one-of-a-kind, under-the-radar finds. The question isn't "who made it?" but "what's the story behind it?" Provenance matters more than price.

Niche Expertise on the Rise

Designers are niching down into smaller verticals (e.g., "biophilic kitchens" or "sustainable hospitality") to cut through noise and attract loyal, aligned clients. The age of the generalist is giving way to the expert storyteller.

Tinted Glass and Colored Resin Accents

Transparent but impactful—designers are bringing in jewel-toned glass and resin in side tables, lighting, and accessories to catch the light and add unexpected pops.



YSG STUDIO



BOTTEGA BRIO
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