

'25 YEARBOOK

A YEAR IN REVIEW

YEAR '25

2025 was a year of transformation, subtle in rhythm, but seismic in meaning. Across eleven months of research, trade reports, and firsthand observations, we traced the micro-movements shaping how designers create, clients buy, and the world defines beauty.

By cross-referencing trend data, event coverage, and behavioral shifts, we've distilled the year into defining macro themes that reveal design's emotional, economic, and cultural trajectory. Together, they tell a story not just of what inspired 2025, but how these forces will evolve and influence the creative landscape of 2026 and beyond.



ELIS MONSPORT

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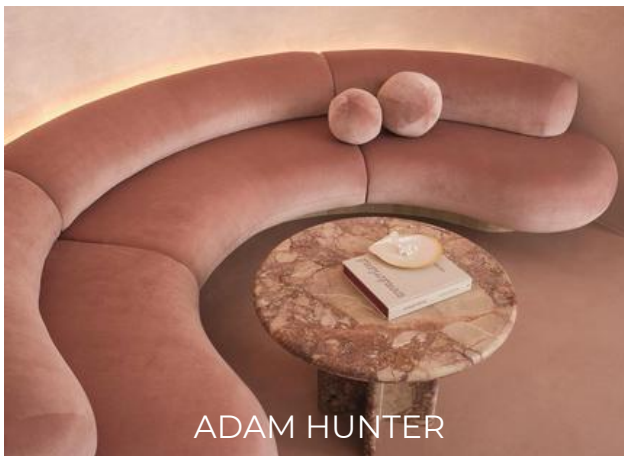
01

MACRO THEME:

**THE TACTILE
RENAISSANCE**

MICRO TO MACRO

Across the year, design trends increasingly centered around emotional connection through materiality, tactility, and storytelling. The evolution from Color Drenching [1] to Narratives [11] demonstrates the maturing of design intent, from visual immersion to emotional resonance.



Key Micro-to-Macro Connections:

- **Material Expression:** Trends like Ceramic Material [1], Textured Surfaces [2], Opulent Millwork [3], Raw Metals [3], and Organic Imperfection [6] collectively show a movement toward authentic, imperfect, and sensory-rich materials.



- **Color & Pattern as Emotion:** The drenching series we saw early in the year (Color [1], Pattern [3], Texture [2]) devolved into Complex Hues [11] and Color as Identity [8], reflecting color's role as a storytelling and mood-setting tool.



- **Art as Function:** Sculptural Lighting [1] and Wallscapes [4] embody design's shift from utility to emotional impact. Spaces became experiential, not just decorative.
- **Crafted Storytelling:** The Narratives trend [11] and Organic Maximalism [7] signal that interiors are now autobiographical with each layer telling a personal or cultural story.



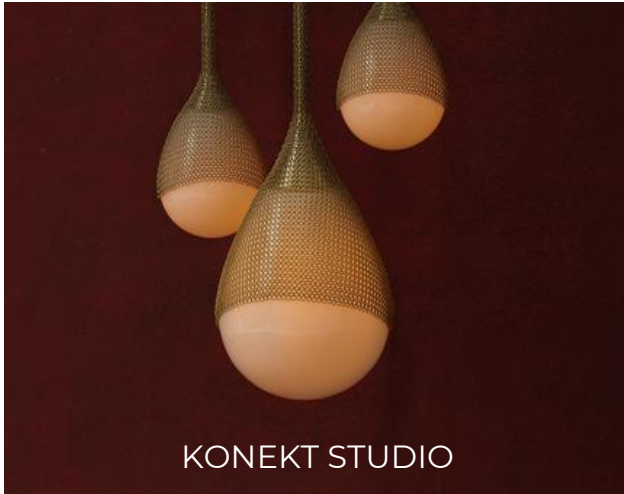
LIZEE HUGOT
PHOTOGRAPHED BY ALICE MESGUICH



TANNER MORGAN
PHOTOGRAPHED BY STEPHEN KARLISCH

2026 OUTLOOK

The Tactile Renaissance: a reawakening of emotion and craft in the visual language of interiors.



In 2026, the Tactile Renaissance will mature from aesthetic preference to industry standard. The next wave of interiors will demand materials that don't just look luxurious; they must feel meaningful, functional, and emotionally intelligent.



Expect to see a surge in multi-sensory material innovations and artisanal finishes that celebrate imperfection as luxury.

Digital visualization tools will increasingly simulate tactility, allowing clients to “feel” material depth through augmented reality. The emotional materiality trend will push brands to craft not just products, but atmospheric spaces that speak to comfort, memory, and belonging.



2026 WILL PROVE
DESIGN'S RICHEST
TEXTURE IS
EMPATHY.



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02

MACRO THEME:

**THE CONSCIOUS
CURATOR**

MICRO TO MACRO

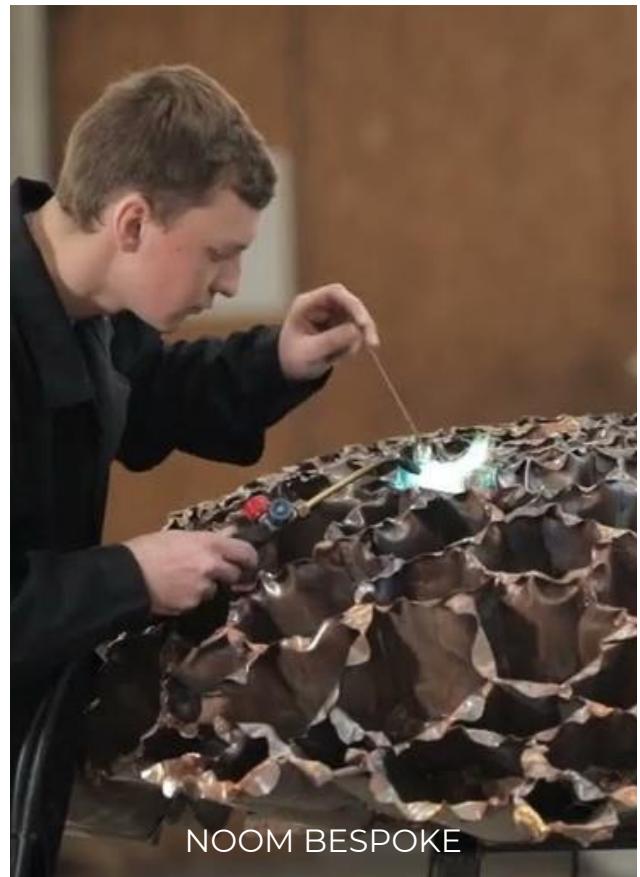
The 2025 consumer emerged as both curator and storyteller, valuing emotional depth, sustainability, and authenticity over mass production or speed.



Key Micro-to-Macro Connections:

- **Slow Living & Emotional Connection:** From The Slow Burn [7] to Organic Imperfection [6] and Narratives [11], consumers want design that supports mental well-being and feels human.
- **Sensory Self-Care:** Tactile Diversity [6] and Sensorial Architecture [8] mark a growing desire for wellness-driven interiors that engage all the senses.
- **Customization as Identity:** Local Craft [5], Custom Creations [6], and Sophisticated Playfulness [2] demonstrate the rise of bespoke and adaptive design as consumers seek pieces that reflect personal meaning.
- **Digital Empowerment:** A Digital World [5], AI × Authenticity [7], and Tech Tools [10] show how consumers embrace technology while craving human oversight, trust, and emotional storytelling.

THIS TREND ISN'T
COLLECTION, IT'S
ABOUT CURATION.





MAISON & OBJET



ERIN SANDER
PHOTOGRAPHED BY NATHAN SCHRODER

2026 OUTLOOK

The Conscious Curator: consumers designing with intention, identity, and emotional literacy.



2025 TAUGHT US
CONSUMERS DON'T
WANT MORE, THEY
WANT MEANING



2026 will see that mindset evolve into a more sophisticated ecosystem of mass customization and identity-based design. The Conscious Curator is no longer a niche; they are the market majority.

Furniture and decor will serve as identity markers, with brands acting as curators of self-expression rather than producers of sameness.

In 2026, the most successful brands will speak the language of personalization, translating taste into narrative and sustainability into status.



This upcoming year will usher in platforms where users can configure materials, dimensions, and finishes directly from artisans and small-batch manufacturers, merging digital convenience with handmade authenticity.

Expect to see the rise of “emotional data” design tools. 2026 will bring advanced AI tech that helps tailor spaces to a user’s sensory and psychological preferences.

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03

MACRO THEME:

**THE LOCAL
FUTURE**

MICRO TO MACRO

2025 marked a pivotal year of recalibration for the design industry. Global markets adjusted to new economic realities, sustainability mandates tightened, and digital innovation accelerated.



HOW, AND WHY, PEOPLE INVEST IN DESIGN EVOLVED DRAMATICALLY.

Key Micro-to-Macro Connections:

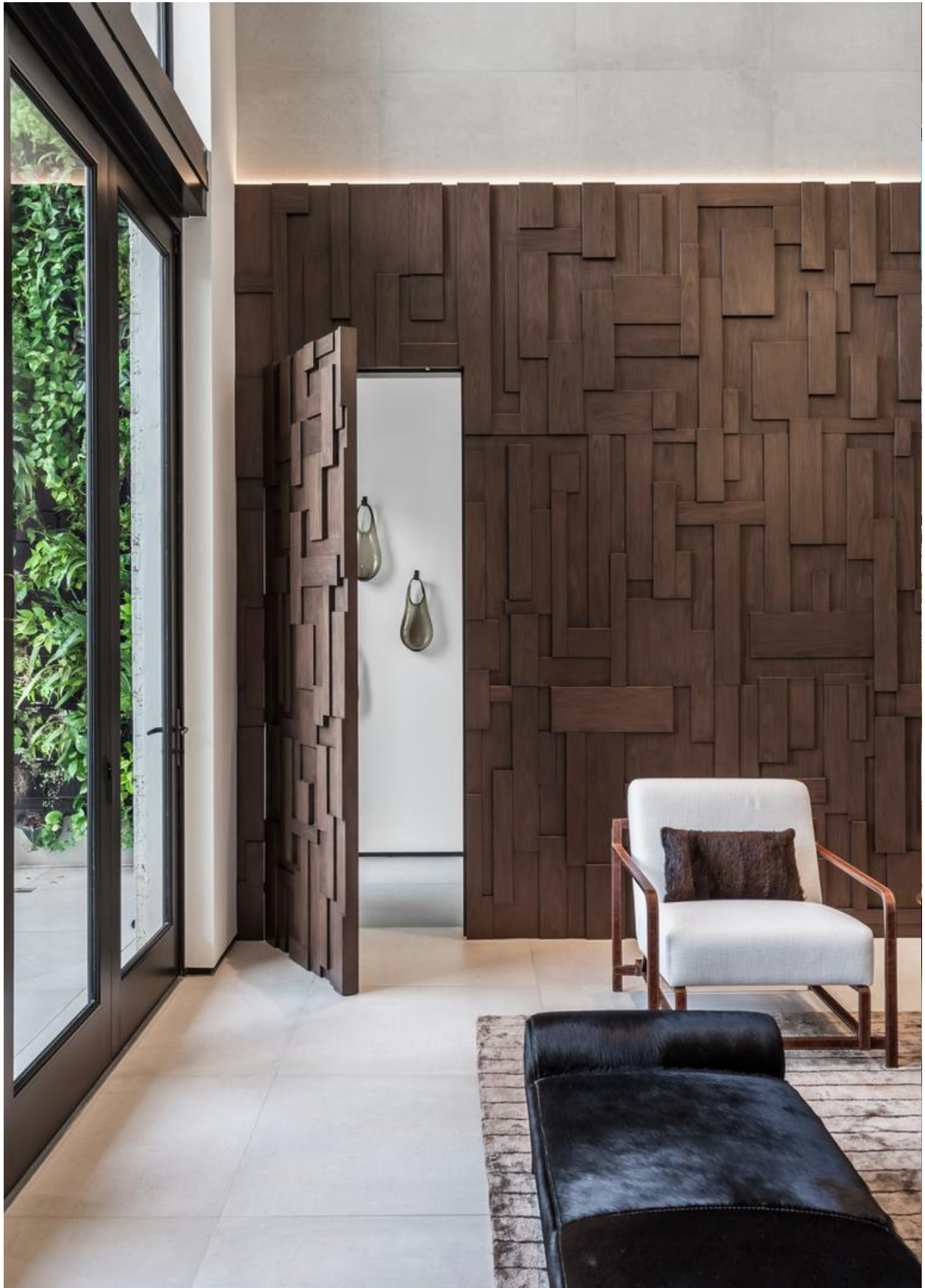
- **Localized Production:** Local Craft [5], Organic Imperfection [6], and Custom Creation [6] reveal the global pivot toward regional manufacturing, circularity, and reduced reliance on imports.

- **Sustainable Luxury:** The Slow Burn [7], Ceramic Material [1], and A Want for Wear [8] indicate a preference for durability, material integrity, and timelessness.



- **Cultural Continuity:** Trends like Retro-Futurism [4], and The Nostalgia Layer [8] suggest that design is functioning as emotional continuity, blending memory and modernity to soothe a volatile global psyche.





2ID INTERIORS



LUCAS LEIBMAN DESIGN

2026 OUTLOOK

The Local Future: where craftsmanship, technology, and sustainability converge to define a new era of global design identity.



PAOLO CASTELLI

GLOBAL DESIGN, ROOTED LOCALLY

As global markets navigate economic recalibration and environmental urgency, The Local Future will move from principle to practice. In 2026, design will be defined by localized production networks and transparent sourcing, where “Locally Made” becomes as coveted as “Made Well.”



WOODEN OBJEX

Expect to see international brands forming regional micro-factories, designers collaborating directly with local craftspeople, and a rise in cross-cultural design hybrids that merge global aesthetics with regional integrity.



KELLY WEARSTLER

Digital fabrication and on-demand manufacturing will shorten supply chains while maintaining craftsmanship. The macroeconomic upside: design becomes both more resilient and more sustainable. The aesthetic outcome: authenticity with a global accent. 2026 is set to prove that the future of design doesn't abandon the world stage, it simply re-roots it.

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Dear Bottega Brio Insider,

It's wild to think we're already closing the book on 2025. It was the Year of the Snake. The year of social, political, and economic change. The year of uncertainty, adaptation, and growth. If this year taught us anything, it's that growth almost always starts with shedding.

We've spent months dissecting trends, industry expectations, and the idea that design has to look a certain way to be "good." But here's the truth: there is no single definition of design. There's only what's true to you.

2026 feels like a deep breath after a long exhale. It's a season of becoming. Of letting ourselves design from instinct again, not from what's trending, but from what feels right.

Some of us are chasing calm. Some of us are chasing color. Some of us are just chasing a little more freedom.

So, as we step into the new year, let's promise ourselves this: We'll trust our taste. We'll stop asking permission. We'll keep building spaces that hold stories, not just furniture.

Because there is no right or wrong when it comes to design, there is only you. And the best kind of beauty is the kind that makes you feel something.

— **SUZANNE CANNON.**

REFERENCES

- [1] [Bottega Brio January 2025 Trend Report](#)
- [2] [Bottega Brio February 2025 Trend Report](#)
- [3] [Bottega Brio March 2025 Trend Report](#)
- [4] [Bottega Brio April 2025 Trend Report](#)
- [5] [Bottega Brio May 2025 Trend Report](#)
- [6] [Bottega Brio June 2025 Trend Report](#)
- [7] [Bottega Brio July 2025 Trend Report](#)
- [8] [Bottega Brio August 2025 Trend Report](#)
- [9] [Bottega Brio September 2025 Trend Report](#)
- [10] [Bottega Brio October 2025 Trend Report](#)
- [11] [Bottega Brio November 2025 Trend Report](#)



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Have a question, need advice, or dreaming of a custom piece? Let's make something extraordinary
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