



# '25 YEARBOOK

## JUNE TRENDS REPORT

# JUNE '25

June has arrived on the heels of another heavy month —political tensions, economic uncertainty, and social unrest continue to ripple across the U.S. and beyond, shaping not just headlines, but how people feel in their day-to-day lives. In response, we're seeing a powerful shift in how consumers are thinking about their homes. Spaces are needed for more than just a backdrop, they're becoming a form of emotional support.

June's 2025 trend report dives into the ways design is rising to meet the moment. From the soulful charm of **organic imperfection**, to the rising demand for **custom creations**, to the growing emotional need for **tactile diversity**. Each trend speaks to a desire for comfort, connection, and authenticity. This month we are exploring design shifts that reflect a collective urge to create homes that feel personal, peaceful, and deeply human.





PINETTI



# ORGANIC IMPERFECTION 01



ETHAN STEBBINS, PHOTOGRAPHED BY MICHAEL D. WILSON

# ORGANIC IMPERFECTION

As summer rolls in, we're noticing a shift, not just in the weather, but in the way people are thinking about their spaces. There's a growing pull toward nature, slower living, and designs that feel a little more authentic. That's where Organic Imperfection comes in.

This trend is all about embracing the quirks and irregularities that make each piece unique. Think: knots and grain variations in wood, uneven glaze on a hand-thrown mug, or the natural veining in stone. Instead of striving for flawless, homeowners are leaning into the imperfect details of the human hand. It's a quiet rebellion against over-polished perfection and a reminder that the most meaningful beauty often lies in what's unrepeatable.

## EVIDENCE

The beauty of organic imperfection lies in how closely it mirrors nature itself, never perfectly uniform yet effortlessly beautiful. Mimicking this irregularity feels authentic. It taps into something deep and familiar, making spaces feel more calming and inviting.



In a world oversaturated with mass produced products, consumers crave authenticity. The rising interest in local craft and artisan made pieces, observed in our April and May Trend Reports, stem from the desire of organic imperfection. Handcrafted pieces stand out as focal points in a room, adding character without overwhelming the space.

*WABI-SABI: FIND  
BEAUTY IN THE  
IMPERFECT,  
IMPERMANENT,  
AND HANDMADE*

This trend also aligns with the bigger shift towards sustainability and mindful consumption. People are buying less but choosing items that have soul, history, and a tactile connection to the maker.

*IMPERFECTION  
CREATES  
EMOTIONAL  
CONNECTION*



It's raw, it's real, and it brings a sense of natural beauty into the home. It is design with a heartbeat, where every knot, crack, and texture tells a story.





WOODEN OBJEX  
HAND CARVED MAHOGANY DOOR





KELLY JEAN OHL  
CERAMIC ARTIST



# 02

## CUSTOM CREATIONS



CUSTOM DESIGN BY BOTTEGA BRIO



# CUSTOM CREATIONS

As we report on the trends of the last few months, one thing is clear: consumer preferences are shifting, fast. More than ever, people are moving away from cookie-cutter, mass-produced styles and leaning into pieces that tell their story.

With a growing focus on individuality and self-expression, the demand for custom, one-of-a-kind design solutions is reshaping the industry. It's not just about how a space looks, it's about how well it fits the person living in it.



## EVIDENCE

Social media has completely changed the pace of trend cycles, what's hot one month can feel overdone the next, and clients are shifting their preferences just as quickly. For interior designers, that means staying nimble. Flexibility is key, being able to adapt, reinterpret trends creatively, and offer fresh solutions that feel personal and within a projects reach.

With clients' easy access to the oversaturation of design constantly flooding their feeds, there's been a growing desire for pieces that no one else has, something truly unique. And while that's exciting, it also puts more pressure on interior designers to keep each project feeling original. With personalization in such high demand, designers have relied heavily on customizable and custom solutions.

During this unprecedented pace of trends, designers need to know when to customize verse when to go custom:

- **Customizable:** you're personalizing a design that already exists. This makes the piece unique, but not original.
- **Custom:** You're co-creating something entirely one-of-a-kind. This makes a pieces original, but has a significantly longer lead time.

As individuality and self-expression take center stage, the demand for custom solutions isn't just a passing trend—it's the new standard. For designers, that means embracing creativity, flexibility, and a truly personal approach to every project.

## *CUSTOMIZED VS. CUSTOM*



AREI INTERIORS FEATURING PENTA LIGHTING





2id INTERIORS



03



TACTILE DIVERSITY



# TACTILE DIVERSITY

June has been another hard month of political, social, and economic uncertainty in the United States, shifts that are rippling across the globe and affecting how we feel in our daily lives. In response, many are turning inward, seeking comfort and calm at home.

That's exactly why tactile diversity is taking center stage in this month's design landscape. More than ever, people are drawn to interiors that feel soothing. This trend is all about creating spaces that invite touch and offer a sense of security. Texture becomes more than just a design detail, it's a way to ground ourselves and bring warmth into our everyday routines.

## EVIDENCE

There's a growing awareness that our surroundings play a huge role in our mental well-being. As a result, people are turning to design choices that make their homes feel safe, soft, and soothing. Tactile elements like cozy textiles, gently curved furniture, and touchable finishes help create that sense of sanctuary. These comforting textures aren't just aesthetic, they offer emotional reassurance, reminding us that even when things feel uncertain, our home can be a steady, calming force. This is especially important as people start to spend more time at home in the summer months.

*NOT JUST  
BEAUTIFUL,  
EMOTIONALLY  
ENGAGING.*



For interior designers, this means finding balance between visual harmony and sensory richness. While room “drenching” rose in popularity at the beginning of 2025, this goes further into the details and touch-points of a space. Designers are embracing bold, touchable elements like raised-pattern wallpaper, handwoven rugs, and natural fibers. These details don't just add interest, they invite interaction, encouraging people to feel their way through a space.



The tactile diversity trend is reshaping how designers think about space, prioritizing materials, finishes, and layouts. It's about creating homes that feel nurturing, grounding, and enduring in a time when the outside world feels overwhelming.



FORMITALIA  
LUXURY GROUP





LAURAMERONI  
SALONE DEL MOBILE 2024 DISPLAY



# LOOKING AHEAD

As we move into July (peak summer) design trends will continue to evolve, reflecting seasonal energy, coastal living, and a renewed focus on color, comfort, and adaptability. Here are several predicted trends for summer:

## **Coastal-Inspired Color Palettes**

Expect a surge in soft blues, whites, sandy neutrals, and aquatic greens. These hues evoke the ocean and sky, creating breezy, light-filled spaces that feel open and relaxed.

## **Tech-Infused Elements**

Inspired by the “Digitalreal” movement, expect to see smart lighting and iridescent decor that creates a sense of movement and escapism.

## **Native Landscaping**

Landscaping will shift toward native plants, wildflowers, and drought-tolerant species that require less water and maintenance, supporting sustainability and resilience in hot climates.



BRENT COMBER ORIGINALS



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!

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