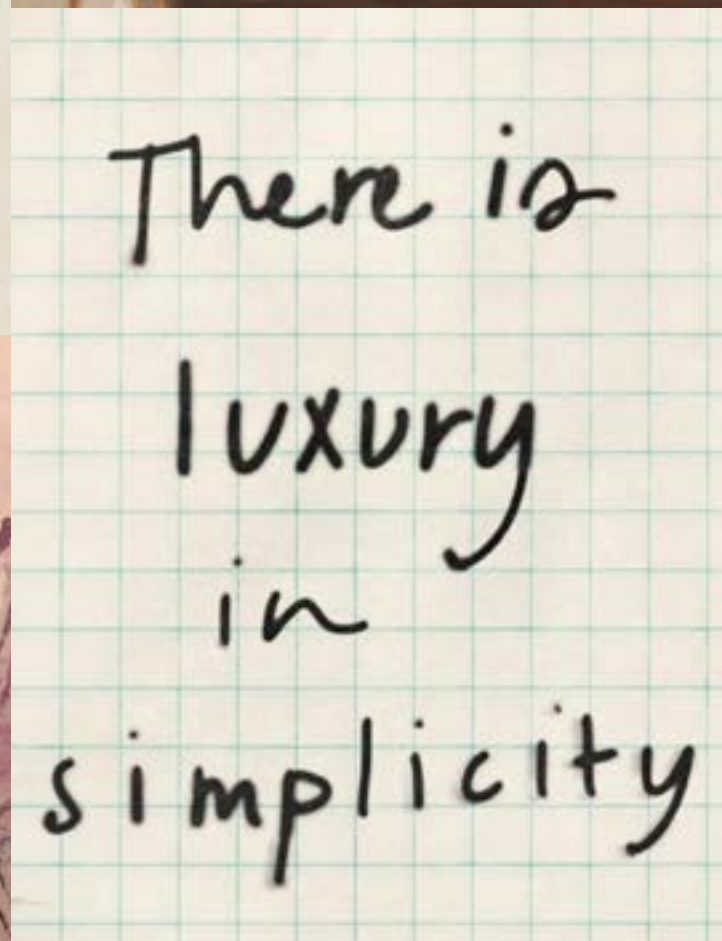
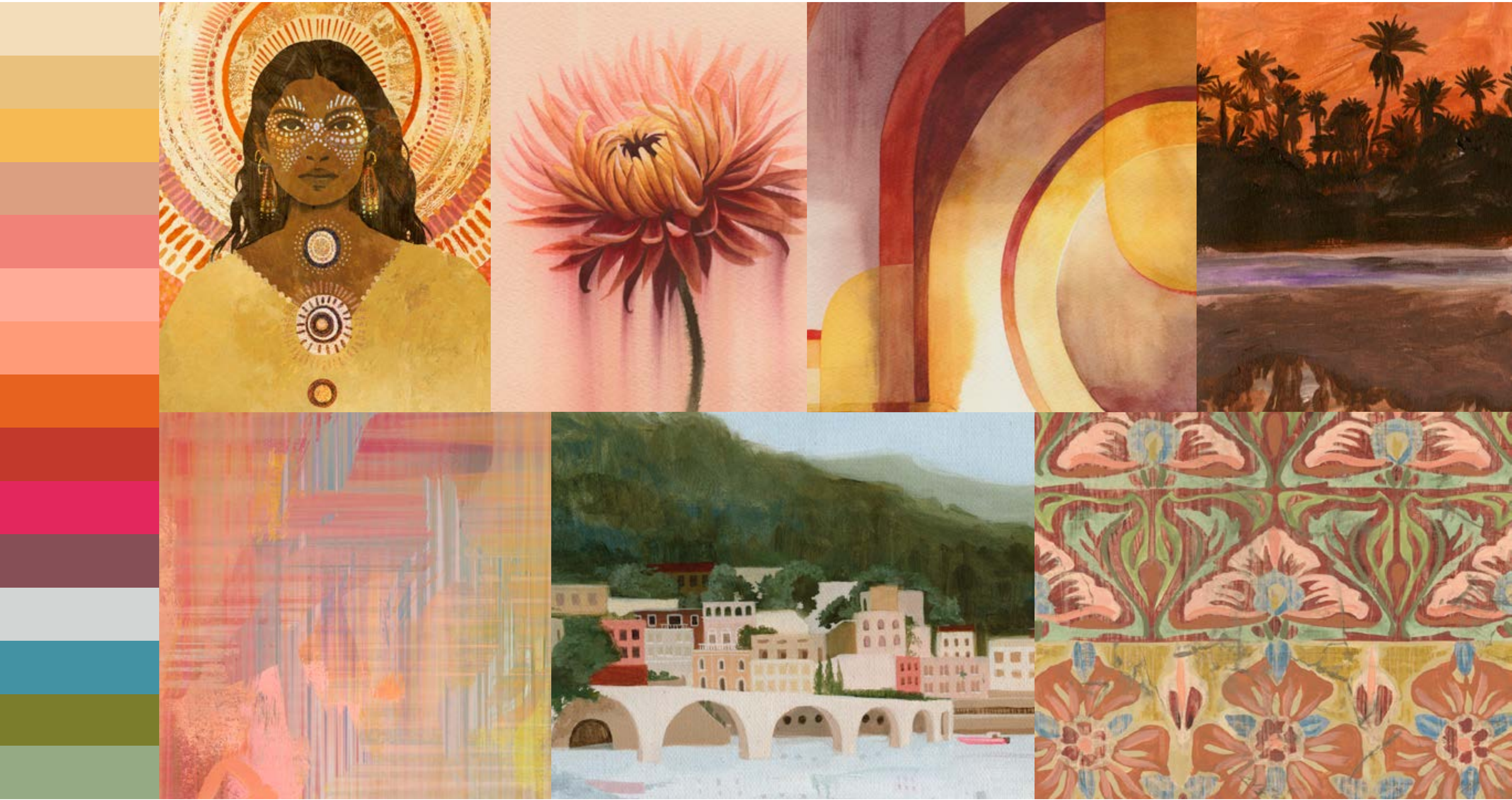






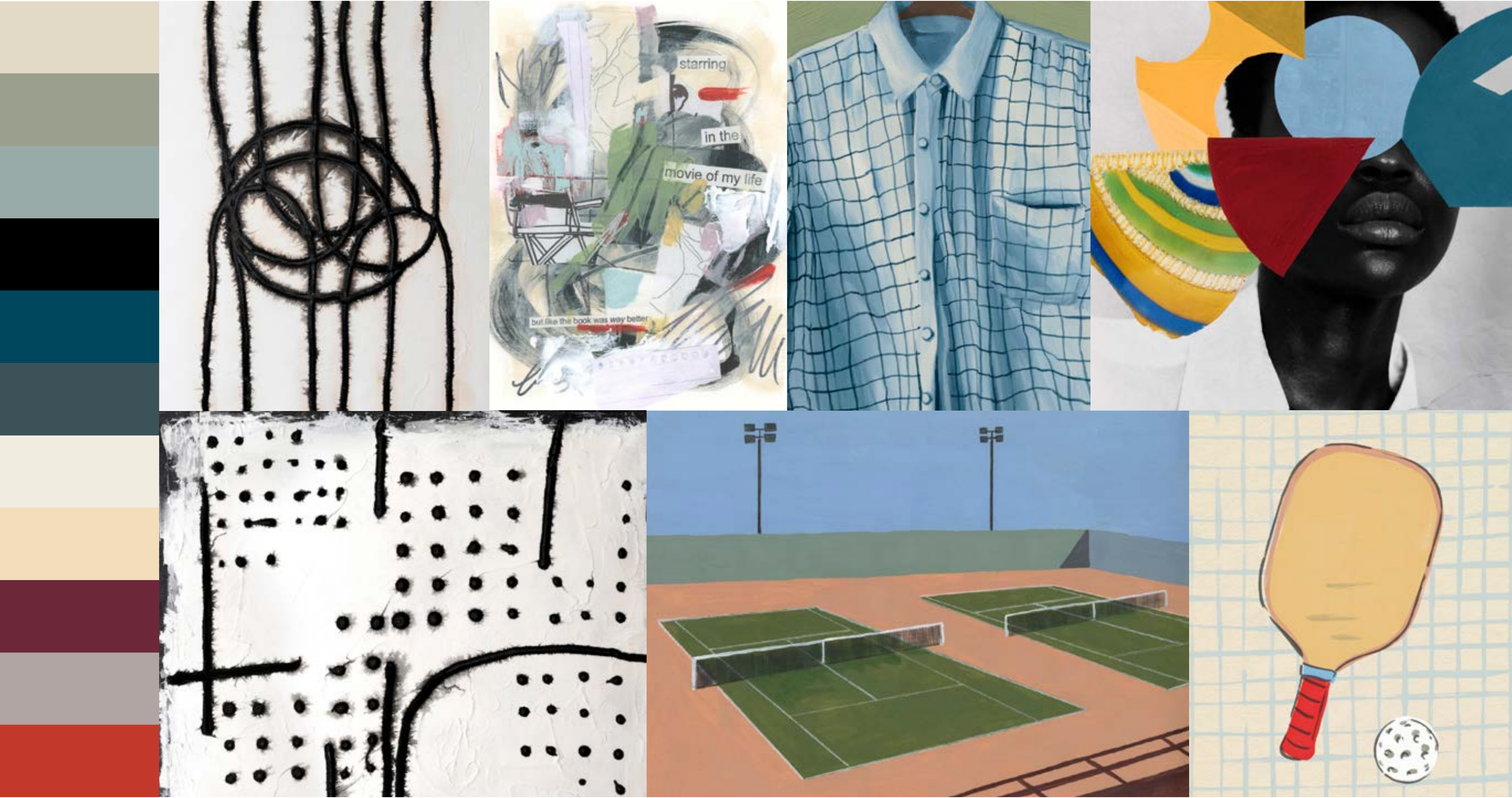
rustic refinement

This season, celebrations embrace a rustic elegance inspired by idyllic pastoral lifestyles. Bronzed artichokes and gilded ginkgo leaves exemplify this refined blend of charm and sophistication. Tablescapes show tapered candles and artisan bread inspiring still life subjects. Domestic birds like mallard ducks continue their uptick. Classic earthen hues showcase the warmth and richness of the season. Home and hearth remain the roots of connection in this traditional story.



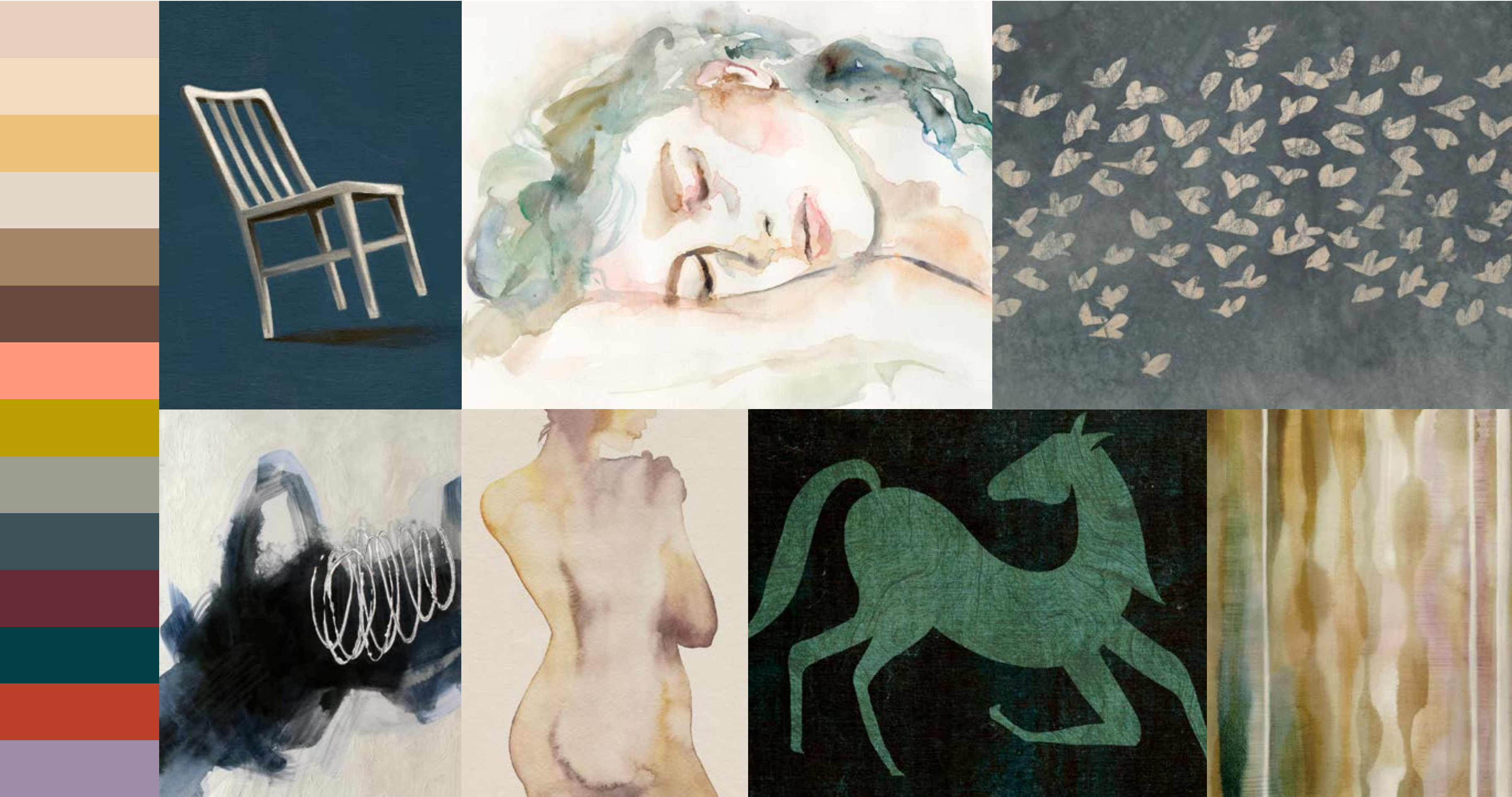
vibrant desert

This desert aesthetic evolves into a vibrant tropical narrative, infusing everyday life with vacation-like elements. Bold colors and intricate designs contrast with the clean lines of bohemian simplicity. Hazy dyes and desert toiles evoke arid landscapes, while seashells, jaguars, and palm trees transport us to a coastal oasis. The influence of skilled craftsmanship is evident in the intricate embroidery and tilework, adding a touch of cultural richness.



boredcore

“Boring is cool.” This mantra embodies a trend that embraces simplicity and authenticity. Analog-inspired design, with its focus on human connection and present-moment joy, celebrates the understated. Classic shirting exemplifies this, highlighting the everyday object. On the heels of pickleball, club sports like golf, badminton and tennis experience a resurgence in popularity. This trend coincides with a rise in appreciation for handcrafted items and a return to simple pleasures. Loose-leaf paper, dot matrix, and grid paper influence prints and patterns, reflecting a digital detox. Colors are light and clean, accented by playful primaries. Embracing a “less is more” philosophy, finding beauty in simplicity and rejecting the oversaturated world of micro-trends.



unearthed

This “quiet luxury” aesthetic taps into honest expressions and mindfulness, combining surrealism with contemporary minimalism. Dreamstate emerges, characterized by lightweight, airy, and fluid movements in brushstrokes, textures, and lines. Flocks of birds, reductive horses, and watercolor figuratives are translated into serene palettes. Humanizing design revitalizes emotional diversity, countering the emotional numbness that can arise from an overabundance of bland aesthetics.



sun timental

Summer fun meets childhood nostalgia in this colorful coastal story. Primary colors pop in classic icons like tomatoes, cherries, and rocket popsicles. Gingham, checkerboard, windowpane plaids, retro florals, stripes, and color blocking nod to classic beach looks with a modern twist. Whether vacationing at the coast or in your own backyard, retro-Americana highlights the vibrant spirit of summer.