

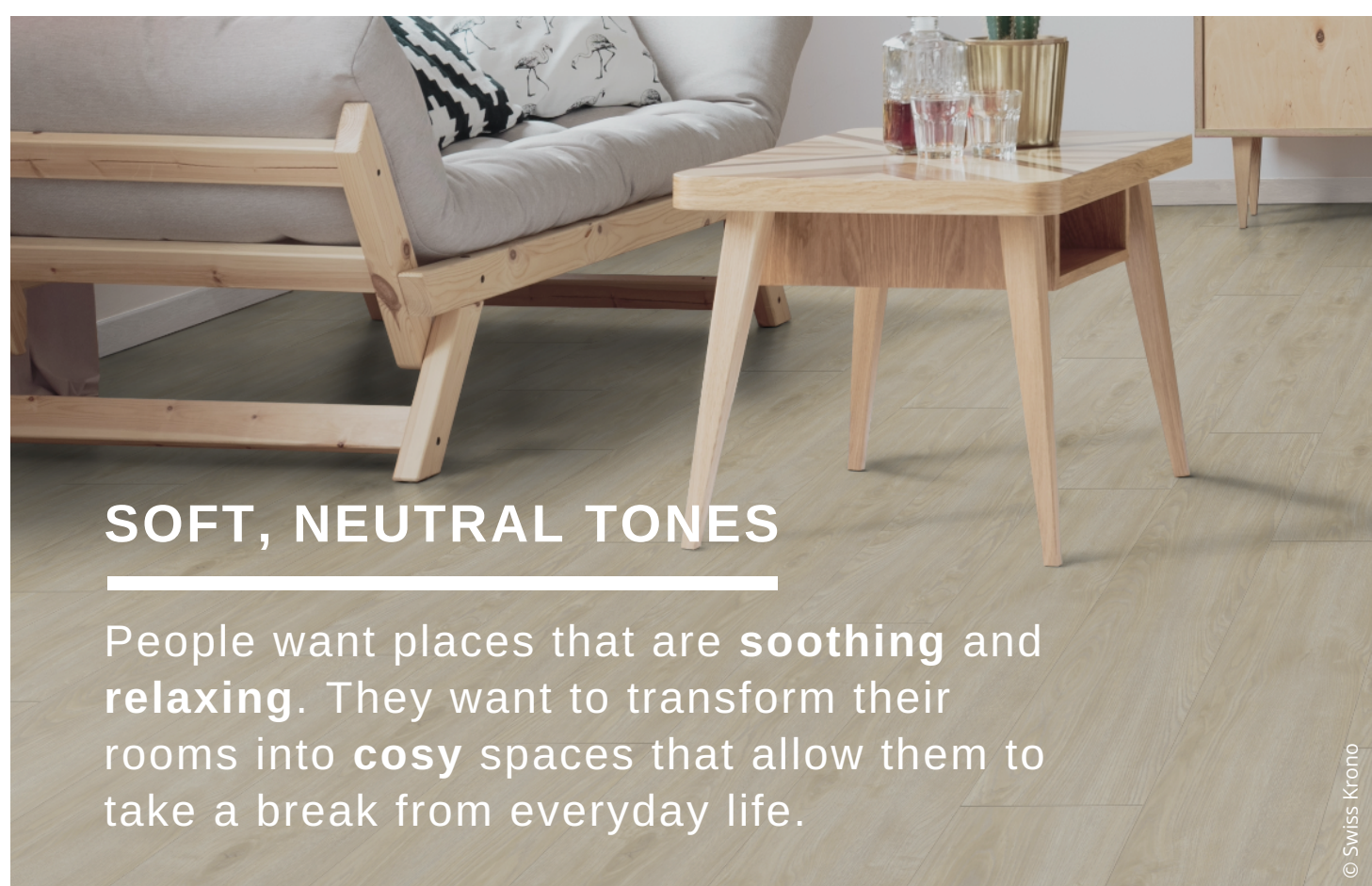
# TRENDS FOR 2021



With the sanitary crisis, people are spending more time at home, as a result of which, home has blended with the workplace and home improvement is booming.

To create a sense of calm and wellbeing, they are willing to invest more in better quality products.

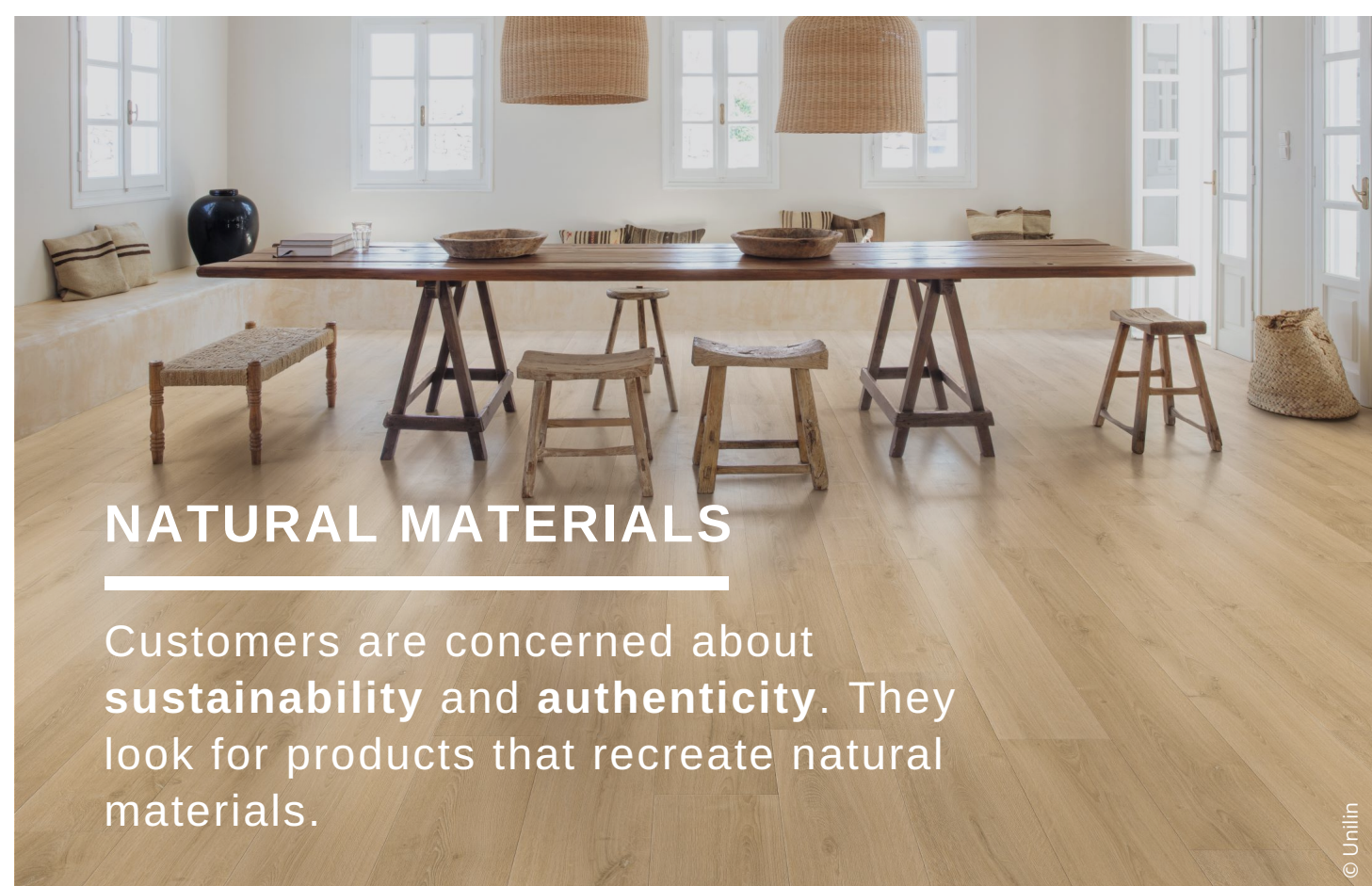
Laminate flooring is both stylish and practical and is thus increasingly becoming a valuable interior design product.



## SOFT, NEUTRAL TONES

People want places that are **soothing** and **relaxing**. They want to transform their rooms into **cosy** spaces that allow them to take a break from everyday life.

© Swiss Krono



## NATURAL MATERIALS

Customers are concerned about **sustainability** and **authenticity**. They look for products that recreate natural materials.

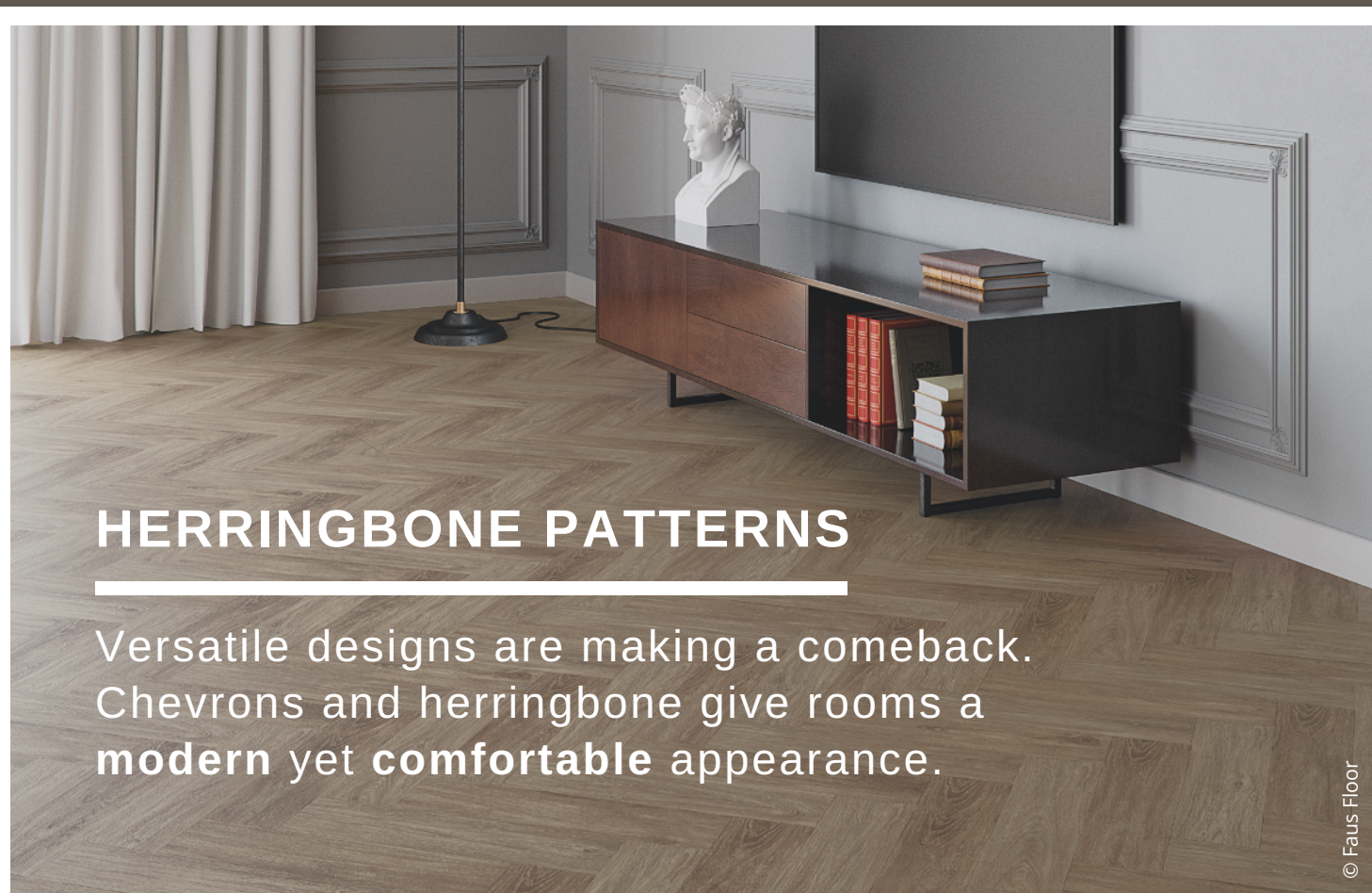
© Unilin



## WARMER TONES

In the search for biophilic design and to create an atmosphere of **cocooning**, people will go for warmer and **handcrafted** looks.

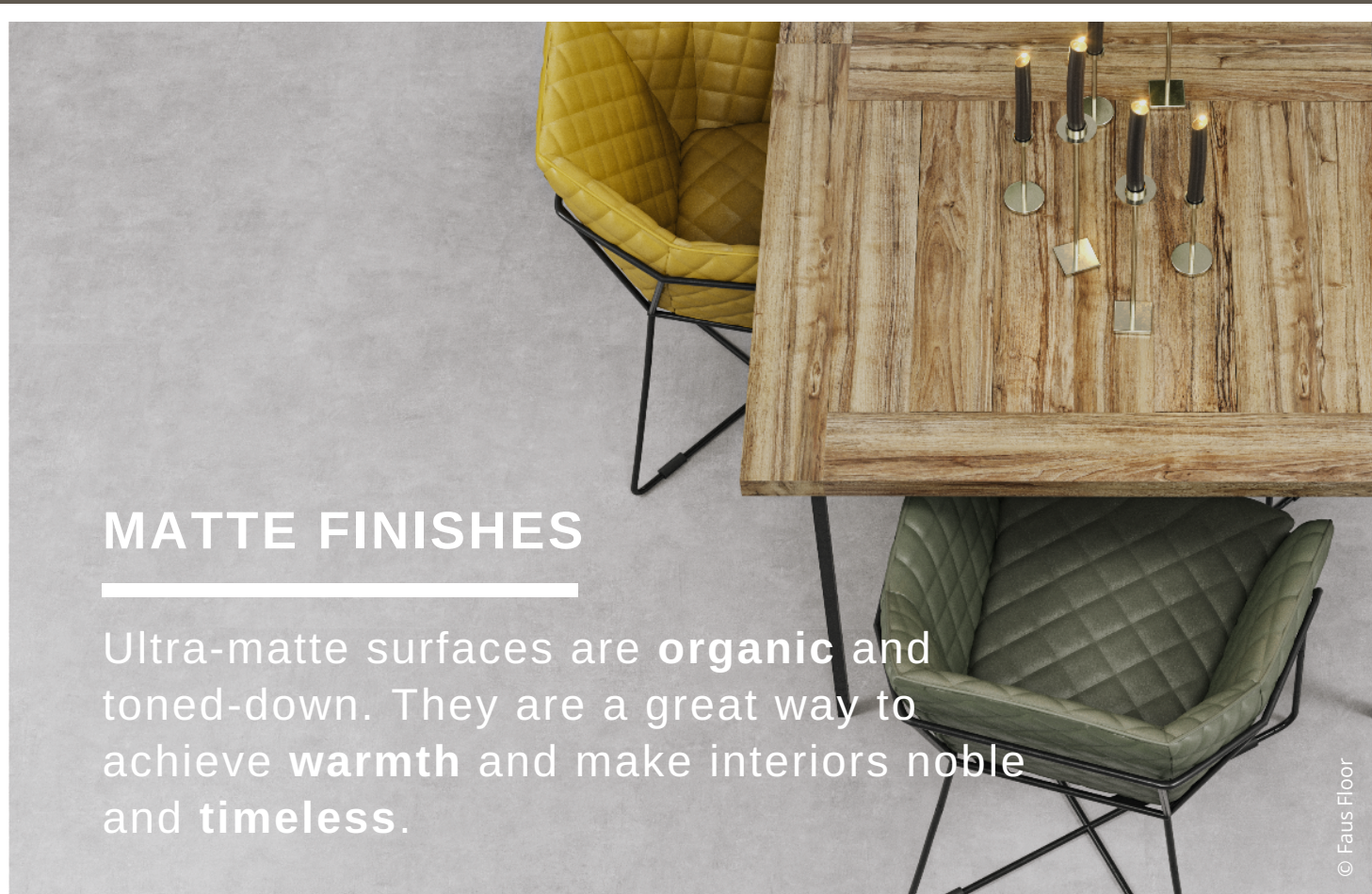
© Kaindl



## HERRINGBONE PATTERNS

Versatile designs are making a comeback. Chevrons and herringbone give rooms a **modern yet comfortable** appearance.

© Faus Floor



## MATTE FINISHES

Ultra-matte surfaces are **organic** and toned-down. They are a great way to achieve **warmth** and make interiors noble and **timeless**.

© Faus Floor



## PERFORMANCE

Customers will prioritise resistant and **waterproof** products which can be cleaned and **disinfected** quickly. They will also favour **silent** and **durable** products.

© Unilin