

Your exclusive look into

2024 trends

Press Loft



Your exclusive look into upcoming home, fashion and gift trends

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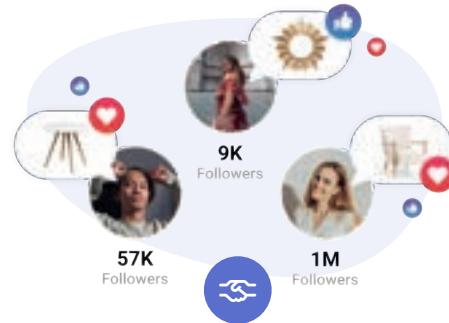
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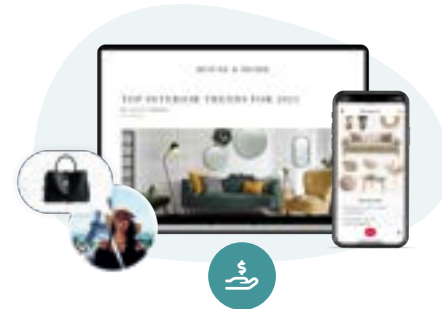
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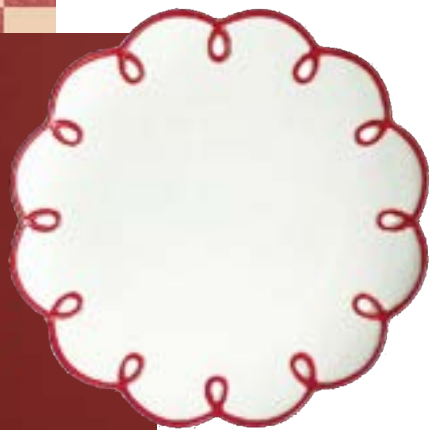
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Cherry Cola

Having dominated the fashion scene and taken TikTok by storm, it's clear that this moody hue has become a firm favourite, offering the perfect way to spice up your wardrobe or interior style.

Suggested keywords:

- Cherry
- Cola
- Maroon
- Moody
- Scarlet
- Deep Red
- Wine
- Crimson
- Rouge
- Merlot
- Garnet
- Red Hues

Credits:

Darlings of Chelsea | Bobbi Beck |
Ca' Pietra | Shimu | Casa by JJ |
Joanna Wood | OKA UK | Earthborn |
Heating & Plumbing London

Amber Glow

These radiant hues effortlessly inject a little bit of summer sun into your space throughout the year, so it's no wonder that they're one of our top picks for 2024. As a more ambiguous, complex shade, this colour can range from earthier oranges to glowing golden yellows depending on the light, making it a versatile choice that infuses your home with warmth and optimism.

Suggested keywords:

- Amber
- Mustard
- Ochre
- Saffron
- Dark Honey
- Marigold
- Butterscotch
- Caramel
- Golden
- Citrine

Credits:
J.J. Textile | ScS | Truffle Tablescapes |
Laura Ashley Lighting and Mirrors |
Dowsing and Reynolds | Sazy | Wild Linens |
Original Style





Blush

As we gradually move away from the bold, bright Barbie pink shades that have been a firm favourite since the highly anticipated movie was released last summer, we'll see subtle, delicate blush hues playing a big role in our design choices for 2024. Blush tones are elegant yet still playful and will help to create a serene setting in any interior space.

Suggested keywords:

- Blush
- Powder Pink
- Rose
- Petal
- Rose Quartz
- Pastel Pink
- Dusty Rose
- Petal Pink
- Muted Pink
- Blushed

Credits:

Le Creuset | Rose & Grey | Liberty London | Beach House Art | Rockett St George | Mustard | Tile Mountain | Sparkle Lighting

Green Tea

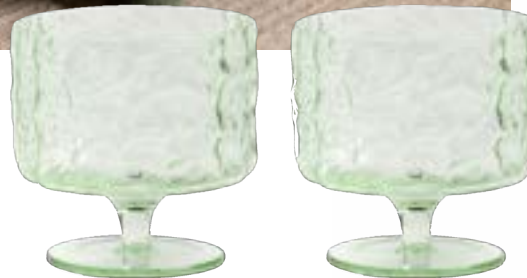
This pale green hue exudes an air of tranquillity and natural beauty that we all crave as a new year approaches. Its unique shade of green draws inspiration from the leaves of green tea, offering a refreshing and soothing addition to any home.

Suggested keywords:



Credits:

Talking Tables | Besselink & Jones |
Sweetpea & Willow | Thorndown Paints |
Bøde Living | Desenio | Poster Store |
Laura Ashley





Elevated Entertaining

Raise the bar at your next soiree with Elevated Entertaining. This trend goes beyond the ordinary, transforming gatherings into memorable experiences. From curated tablescapes to innovative culinary presentations, every detail is thoughtfully designed to elevate the art of hosting.

Suggested keywords:



Credits:

Mint & May | Truffle Tablescapes | OKA UK |
Coco & Henry | Spicer and Wood |
Dartington Crystal | Ella James | VAVOOM |
OKA US | Casa By JJ | Avalon Home |
THE FIND STORE

Ruffles

Embrace the whimsical allure of Ruffles, a trend that adds a touch of playful sophistication to your wardrobe and decor. Whether cascading down a blouse or adorning throw pillows, these feminine and flirty details bring a sense of romance and movement to any setting.

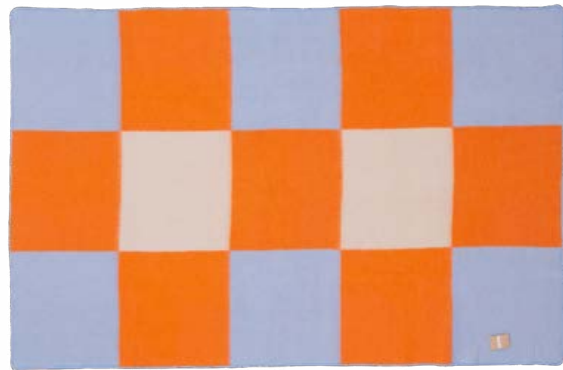
Suggested keywords:

- Ruffles
- Ruffled
- Frilly
- Ruched
- Drapery
- Fringed
- Scalloped
- Flared
- Pleating
- Pleated

Credits:

Tori Murphy | Rose & Grey | V&A |
La Redoute UK | Truffle Tablescapes |
Laura Ashley Lighting and Mirrors |
Sweetpea & Willow





Checkerboard

Step into a world of timeless design with checkerboard patterns. This classic motif, known for its versatility, takes centre stage in 2024, offering a bold yet structured aesthetic. From fashion to interiors, Checkerboard effortlessly blends nostalgia with a contemporary twist.

Suggested keywords:

- Checkerboard
- Checked
- Chequered
- Monochrome
- Chessboard
- Geometric
- Retro Check
- Plaid
- Gingham
- Grid

Credits:

Walls and Floors | Homescapes Online |
Piglet in Bed | Green Lili | Liberty London |
Rose & Grey | Rockett St George | TBCo |
La Redoute UK

Auras

Experience the ethereal beauty of Auras, a trend that explores the mystical and otherworldly. Inspired by the interplay of light and colour, Auras infuses spaces with a dreamlike quality, creating an atmosphere that transcends the ordinary and invites a sense of wonder.

Suggested keywords:



Credits:

Desenio | Bøde Living | Nedgis | Feathr |
Print Press Print



Heritage Styles

Movies like *The Holiday* and *It's Complicated* are known not only for their heart-warming rom-com plots and stellar casts, but also for Nancy Meyers' distinct envy-inducing interior design choices that many of us only dream of replicating. This distinct look takes elements of heritage styles and coastal grandma chic mixed with a variety of carefully selected antiques in order to create the perfect cosy inviting home that radiates timeless charm.

Suggested keywords:

Heritage Coastal Cottage Vintage
Antique Classic Elegant Nostalgic
Rustic Traditional

Credits:

OKA US | onomao | Smile Kitchens |
Katie Fischer GmbH | OKA UK |
The Cotswold Company | Laura Ashley

'Just Because' Gifts

Celebrate the spontaneity of generosity with 'Just Because' Gifts. In an age where thoughtful gestures often speak louder than words, this trend encourages the joy of giving without a specific occasion. Surprise and delight your loved ones with tokens of affection, just because.

Suggested keywords:



Credits:

Desenio | Refined Spaces | Top Drawer |
Marvling Bros Ltd | Different Kind |
Leaf Envy | Oakdene Designs





The Ritual of Rest

In a fast-paced world, The Ritual of Rest emerges as a sanctuary for self-care and rejuvenation. This trend encourages intentional practices that promote relaxation and mindfulness, creating a personal haven where you can unwind and recharge, prioritising the importance of mental and physical well-being.

Suggested keywords:

- Rest
- Restful
- Relaxation
- Pampering
- Self Care
- Mindful
- Wellness
- Rejuvenating
- Calming
- Ritual

Credits:

After Noah | Soak&Sleep | Piglet in Bed |
FLUM Manufaktur | Making Meadows |
Vivida Lifestyle | Oakdene Designs

Planning a successful PR strategy for your brand

What are long leads?

Long-lead media produce stories between two to four months in advance (six for Christmas). Long leads are monthly print publications.

What are short leads?

Short-lead media produce stories two to eight weeks in advance. Short-lead titles are daily, weekly newspapers, magazines, blogs and online news sites.

JANUARY		FEBRUARY		MARCH		APRIL	
LONG LEADS	Focus on issues for Mar, Apr <ul style="list-style-type: none">• Spring / summer• Outdoor products• Trend: Blush• Mother's Day• International Women's Day (8th Mar)	SHORT LEADS	Focus on issues for Feb, Mar <ul style="list-style-type: none">• Valentine's Day• Spring• Trend: Blush• Mother's Day• International Women's Day (8th Mar)	LONG LEADS	Focus on issues for Apr, May <ul style="list-style-type: none">• Summer• Alfresco dining• Barbecues• Trend: Heritage Styles• Trend: Amber	SHORT LEADS	Focus on issues for May, Jun <ul style="list-style-type: none">• Summer• Outdoor living• Gardening• Father's Day• World Environment Day (5th Jun)
					Focus on issues for Apr, May <ul style="list-style-type: none">• Summer• Alfresco dining• Barbecues• Trend: Heritage Styles• Trend: Amber		Focus on issues for Jun, Jul <ul style="list-style-type: none">• Summer• Pride• Autumnal hues• Trend: Green Tea• Trend: Auras
MAY		JUNE		JULY		AUGUST	
LONG LEADS	Focus on issues for Jul, Aug <ul style="list-style-type: none">• Autumnal hues• Autumn / winter• Trend: Checkerboard• Trend: Stormy Blue• Back to school	SHORT LEADS	Focus on issues for Aug, Sept <ul style="list-style-type: none">• Back to school• Autumn• Halloween• Trend: Cherry Cola• Trend: New Eco	LONG LEADS	Focus on issues for Sept, Oct <ul style="list-style-type: none">• Autumn / winter• Halloween• Cosy home updates• Student living• Trend: Ruffles• Black History Month	SHORT LEADS	Focus on issues for Oct, Nov <ul style="list-style-type: none">• Winter• Trend: Elevated• Entertaining• Christmas• A/W fashion• Halloween
					Focus on issues for Aug, Sep <ul style="list-style-type: none">• Back to school• Autumn• Halloween• Trend: Cherry Cola• Trend: New Eco		Focus on issues for Sep, Oct <ul style="list-style-type: none">• Autumn / winter• Halloween• Cosy home updates• Student living• Trend: Ruffles• Black History Month
SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
LONG LEADS	Focus on issues for Nov, Dec <ul style="list-style-type: none">• Christmas• New Year's Eve• Trend: 'Just Because' Gifts• Trend: The Ritual of Rest• Black / Green Friday	SHORT LEADS	Focus on issues for Dec, Jan <ul style="list-style-type: none">• Christmas• New Year's Eve• Trend predictions for new year• New Year's home updates	LONG LEADS	Focus on issues for Jan, Feb <ul style="list-style-type: none">• Valentine's Day• Spring• New year launches• Trend: Colourful Kitchens• Trend: New Year Organisation	SHORT LEADS	Focus on issues for Feb, Mar <ul style="list-style-type: none">• Spring/spring cleaning• Easter• Trend: Spring Florals• Trend: Serene Bathrooms• Pantone COTY
					Focus on issues for Dec, Jan <ul style="list-style-type: none">• Winter warmers• Christmas• New Year's Eve• New year trend predictions• Last-minute Christmas		Focus on issues for Jan, Feb <ul style="list-style-type: none">• Winter warmers• Christmas• New Year's Eve• New year trend predictions• New year home updates



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