

REFRAMMING



STYLE

LOOKBOOK VOL. 5

LOOKBOOK VOL. 5

REFRAMMING

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STYLE

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LOOKBOOK VOL. 5

REFRAMING STYLE

EXPLORE

LOOKBOOK VOL. 5

REFRAMING STYLE

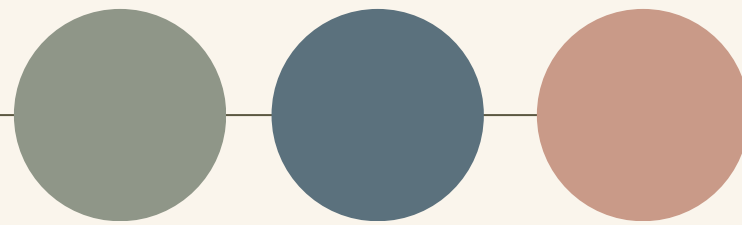
THE SSI LOOK BOOK IS CREATED FOR A CLEAR PURPOSE: TO HELP US DESIGN AND SELL WITH GREATER CONFIDENCE AND CLARITY. BUT WHY PRIORITIZE COLOR FORECASTING? WHY DO DESIGN TRENDS STILL MATTER IN AN ERA PUSHING TOWARD UNIFORMITY, REUSABILITY, AND INTERCHANGEABILITY? THESE ARE IMPORTANT QUESTIONS—AND ONES THAT SSI NORTH AMERICA IS ACTIVELY ADDRESSING. AT ITS CORE, STYLE AND AESTHETICS PLAY A VITAL ROLE IN HELPING PEOPLE FEEL GOOD AND EMOTIONALLY BALANCED. MANY OF US EXPERIENCED THIS FIRSTHAND IN RECENT YEARS, AS OUR INTERIOR SPACES PROFOUNDLY INFLUENCED OUR WELL-BEING. OUR ROLE IS TO TRANSLATE THOSE INTANGIBLE FEELINGS INTO TANGIBLE ELEMENTS—COLOR, DESIGN, AND TEXTURE.

BY ANALYZING INTERNATIONAL TRENDS, WE GUIDE OUR GROUP TOWARD THE MOST RELEVANT DIRECTIONS FOR THE DECORATIVE SURFACES INDUSTRY WHILE CAREFULLY CURATING OFFERINGS TAILORED TO THE NORTH AMERICAN MARKET. THE DOMINANT THEME FOR THE COMING YEARS REMAINS **COLOR**. ACROSS LIFESTYLES, PEOPLE ARE CRAVING MORE PERSONALITY, PLAYFULNESS, AND VIBRANCY IN THEIR SURROUNDINGS. WOODGRAINS ARE EVOLVING INTO STRONG NEUTRALS—EITHER VERY LIGHT OR VERY DARK—SERVING AS GROUNDING BASES FOR LAYERED, CONTRASTING, AND CREATIVE PALETTES.

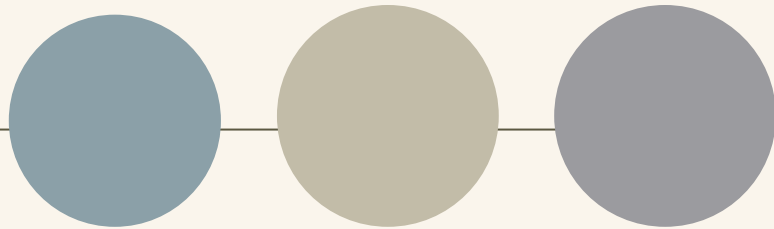
IN OUR LATEST EDITION, “**REFRAMING STYLE**,” WE’VE IDENTIFIED FOUR KEY TRENDS THAT REFLECT DIVERSE WAYS OF LIVING AND THE DESIGN RESPONSES THEY INSPIRE. WE BUILD ON TIMELESS FOUNDATIONAL ELEMENTS—CORE COLORS AND DESIGNS THAT ARE THE CONTINUOUS FRAMEWORK—THOUGHTFULLY INTRODUCING SIX NEW SOLID COLORS TO REFRESH AND REFRAME OUR PALETTES. THE RESULTING COLLECTIONS FEEL MORE POLISHED AND SOPHISTICATED, ALIGNING SEAMLESSLY WITH TODAY’S EXPECTATION OF QUIET LUXURY: REFINED APPEARANCE COMBINED WITH EXCEPTIONAL PERFORMANCE AND LASTING DURABILITY.



A COLLECTION THAT
INSPIRES BESPOKE AND
ELEVATED PALETTES

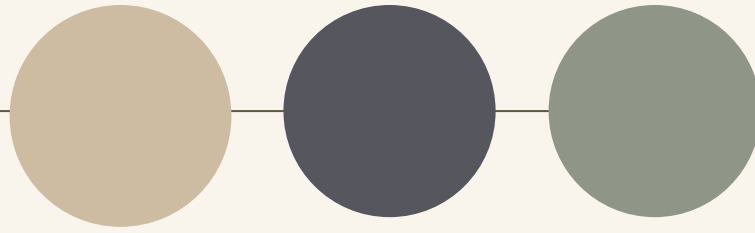


ALICE IN WANDERLAND

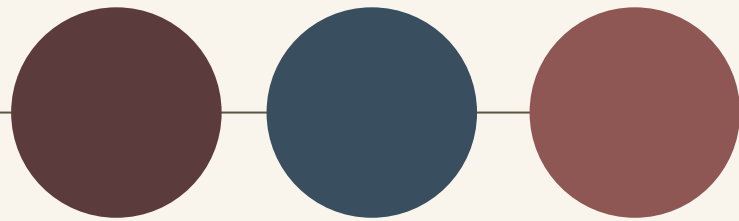


**PERFECTLY
IMPERFECT**





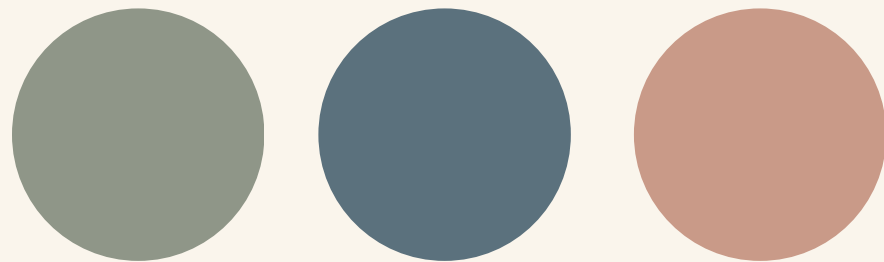
LUXE BOTANICA



GILDED HERITAGE



A PLAYFUL CONTEMPORARY TAKE ON THE CLASSIC AESTHETIC BLENDING WHIMSICAL, NOSTALGIC AND DREAM-LIKE ELEMENTS INTO CREATIVE COLORFUL INTERIORS WITH DRAMATIC PERSONALITY. THIS STYLE SPARKS CURIOSITY AND CONVERSATION ENCOURAGING WONDER AND PERHAPS EVEN SOME DISORIENTATION WITH ELEMENTS OF OPTICAL ILLUSION, OVERSCALE GRAPHICS AND HIDDEN OR SECRET SPACES – THINK OF THE INCREASING POPULARITY OF SPEAKEASY BARS. INTERIORS ARE INTENTIONALLY DESIGNED FOR THOUGHTFUL INTERACTIONS, WITH POIGNANT, MAGICAL AND EVOCATIVE COLOR CHOICES AND A MORE NOSTALGIC AND ANALOGUE VERNACULAR REDUCING THE OVER STIMULATION WE ARE CONSTANTLY EXPERIENCING. WE SHOULD LOOK FOR “CURIUSER AND CURIUSER” COLOR COMBINATIONS WITH PASTELS THAT ENCHANT PAIRED WITH DARKER GROUNDING COLORS AND ACCENTED WITH GOLDS, SILVERS AND RETRO MİRRORED ITEMS.



ALICE IN *WANDERLAND*



01
VIBRANT REDS,
ORANGES WITH
CONTRASTING BLUES
AND PURPLES

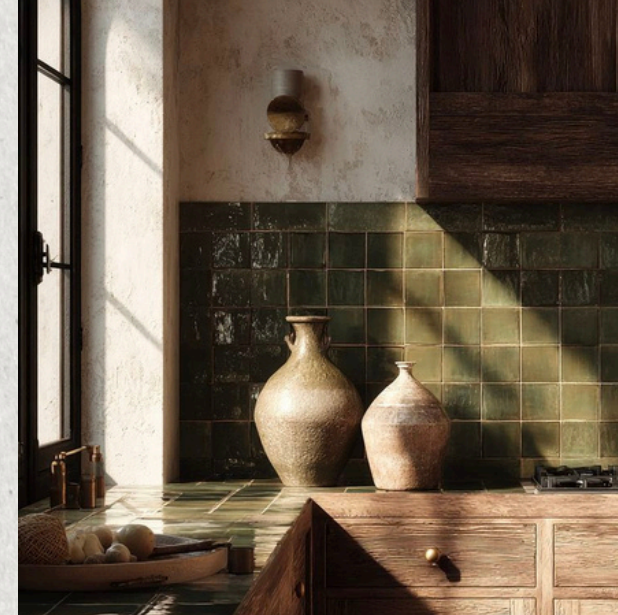
02
WANDERLUST, FREE
SPIRIT, LOOKING FOR
NOSTALGIC OR
WHIMSICAL MOMENTS

03
EMOTIONAL AND
ENERGETIC –
MULTISENSORY
DESIGNS CREATING
MEMORABLE
IMMERSIVE
EXPERIENCES

ALICE IN WANDERLAND



SAND DUNE



SMOKEWOOD VALLEY



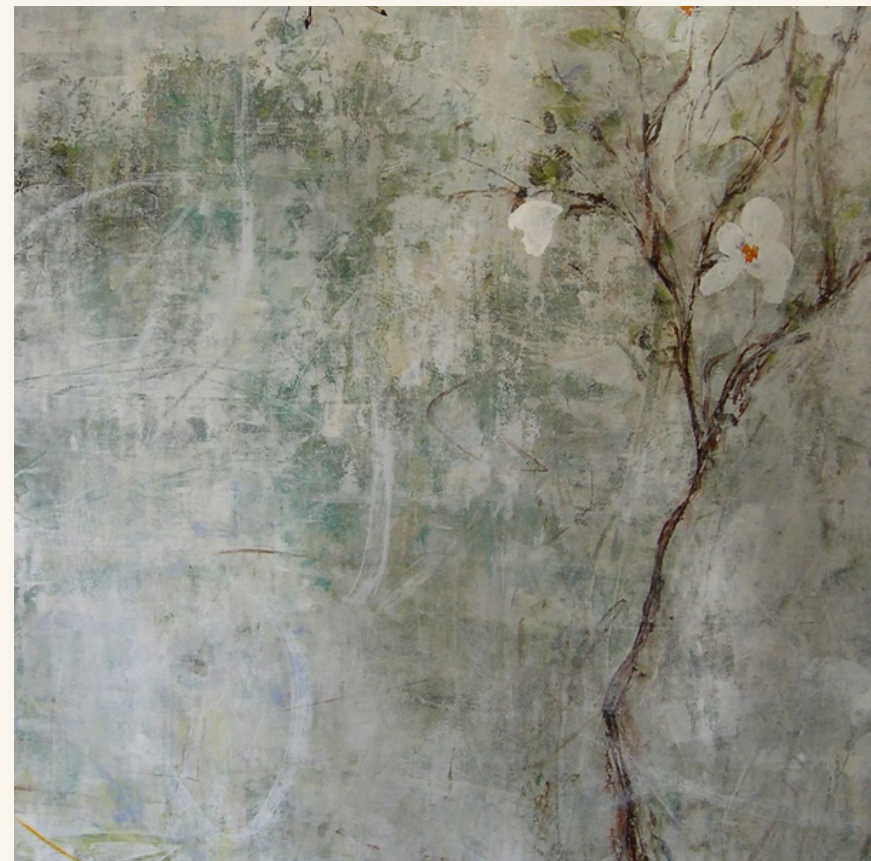
FASHIONISTA



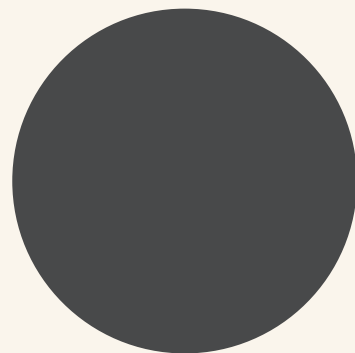
REJECTING POLISHED PHOTO-SHOPPED PERFECTION IN FAVOR OF LIVED IN AUTHENTICITY, CELEBRATING THE BEAUTY IN FLAWS, ASYMMETRY AND THE ORGANIC EVOLUTION OF A SPACE. THIS TREND EMBRACES IMPERFECTION AND VISIBLE PATINA, COMBINING ROUGH AND SMOOTH SURFACES, LIME WASHED FINISHES AND NATURAL DESATURATED DYES, OFFERING SOFTER MORE APPROACHABLE WAYS TO UTILIZE ENVIRONMENTALLY FRIENDLY MATERIALS IN A LESS SERIOUS AND MORE RELAXED WAY. DRAWING FROM WABI SABI'S ROOTS, INTERIORS INCLUDE ITEMS THAT MIMIC NATURES' UNPREDICTABILITY – RAW STONES AND WOODGRAINS, WOVEN GRASSES AND OYSTER SHELL IRIDESCENCE ARE COMBINED TOGETHER FOR A SOFTER NEW ITERATION OF MINIMALISM. COLOR PALETTES ARE A COMBINATION OF ETHEREAL AND TRANSLUCENT SOLIDS BLENDED WITH GENTLE AND GROUNDING GREYS AND BLUES.



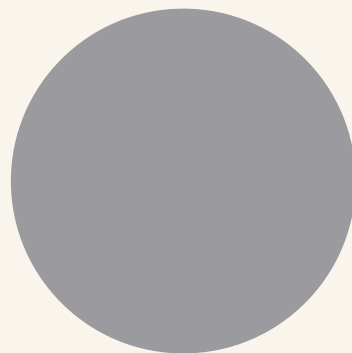
PERFECTLY
IMPERFECT



PERFECTLY IMPERFECT



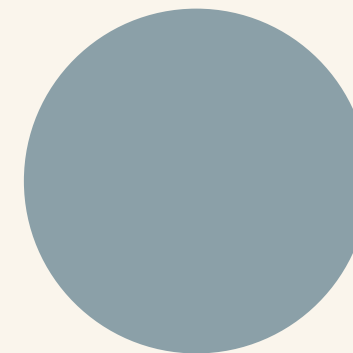
CHARCOAL SM



VIOLET GREY SM



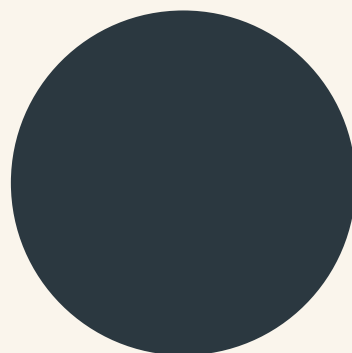
PEARL GREY SM



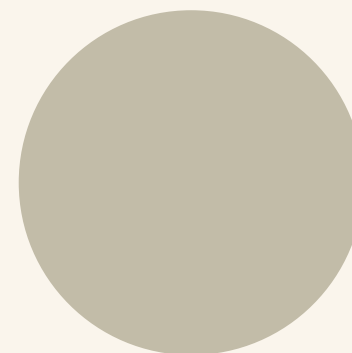
DENIM SM



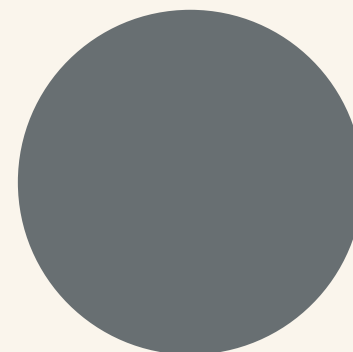
FJORD SM



DEEP BLUE SM



FENNEL SEED SM



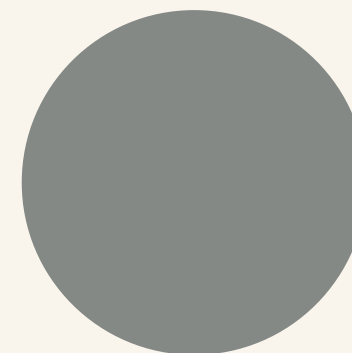
ONYX GREY SM



SEATTLE GREY SM



STONE GREY SM



DUST GREY SM



WILLOW GREY SM

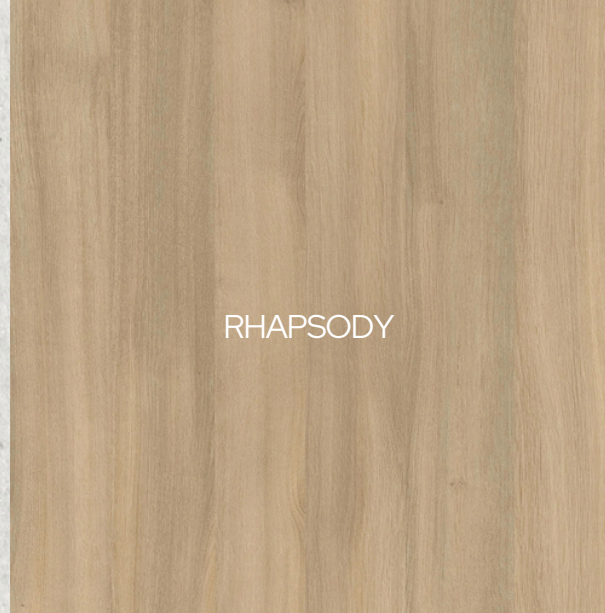
01
PALETTES NOT
OVERSTIMULATING – SOFT
BLUES AND GREYS

02
RAW AND UNFINISHED
DETAILS – CEMENT AND RAW
STONES, TERRAZZO

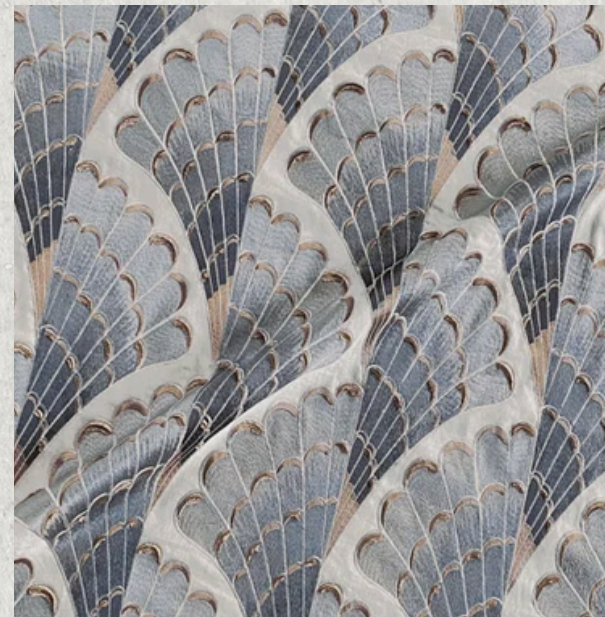
03
DESATURATED COLORS,
BIO-BASED DYES, WATERY

TRANSLUCENCE AND
SPARKLE (LIKE SUNSHINE ON
WATER)

PERFECTLY IMPERFECT



RHAPSODY



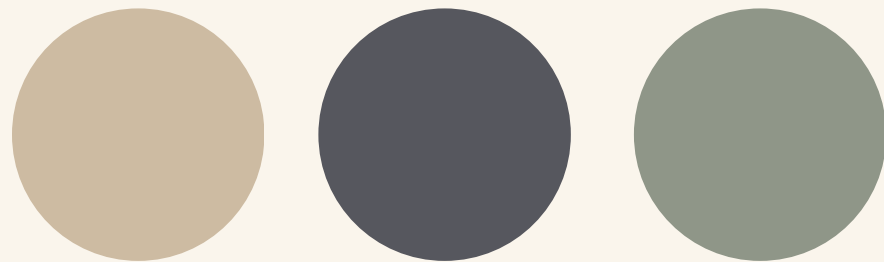
CLOUD FOREST



WHITECAP GREY



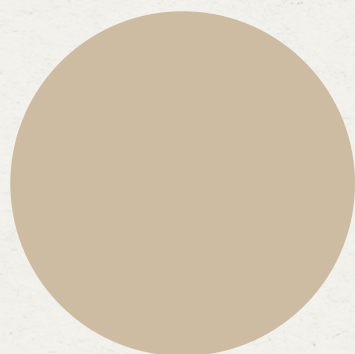
A SOPHISTICATED EVOLUTION OF BIOPHILIC DESIGN, BLENDING THE ORGANIC BEAUTY OF NATURE WITH LUXURIOUS HIGH-END AESTHETICS. IT COMBINES LUSH, BOTANICAL-INSPIRED ELEMENTS WITH REFINED MATERIALS AND MODERN ELEGANCE PRODUCING SPACES THAT ARE BOTH SERENE AND OPULENT. THIS TREND EMPHASIZES NATURAL FORMS – THINK FLOWING FLORALS OR LEAFY MOTIFS – BUT ELEVATED WITH HIGHER END MATERIALS LIKE REFINED WALNUTS, MARBLES AND PEARLESCENT GLASS. CREAMY WHITES AND TAUPES OFFER A CLEAN BACKDROP ALLOWING BOTH VIBRANT AND MORE SUBDUED GREENS TO DOMINATE.



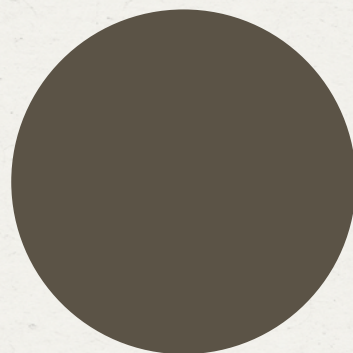
LUXE ***BOTANICA***



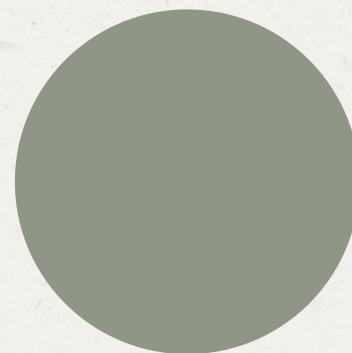
LUXE BOTANICA



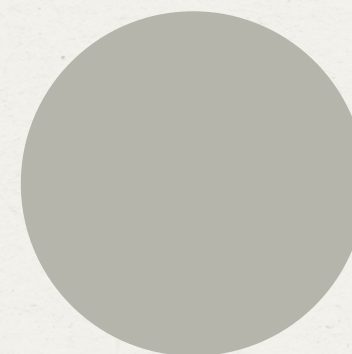
CREAM PUFF SM



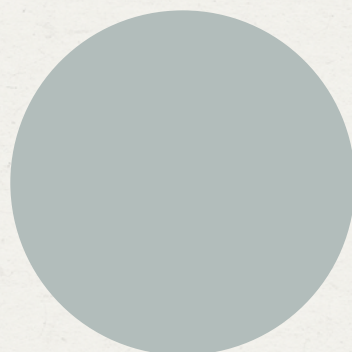
SECRET GARDEN SM



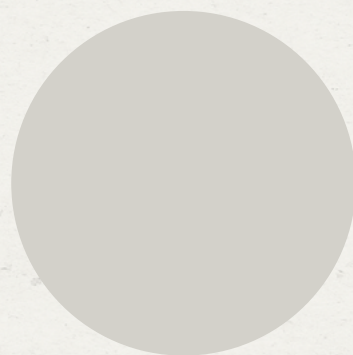
CELADON GREEN SM



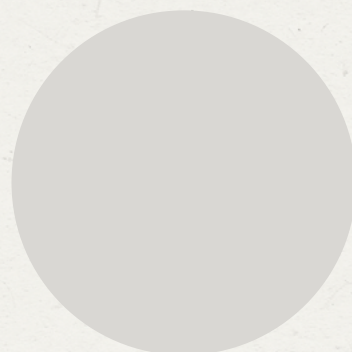
SEATTLE GREY SM



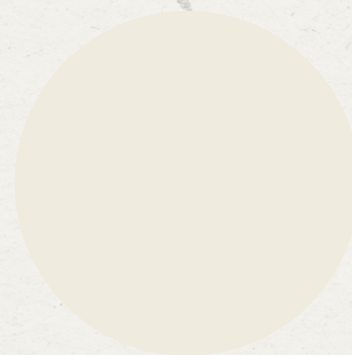
BEACH GLASS SM



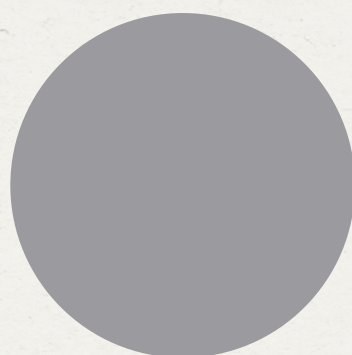
LIGHT GREY SM



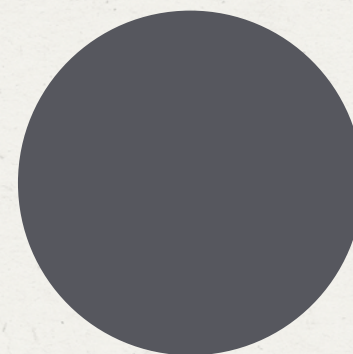
WILLOW GREY SM



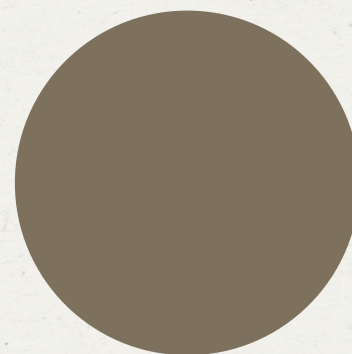
PAPER LANTERN SM



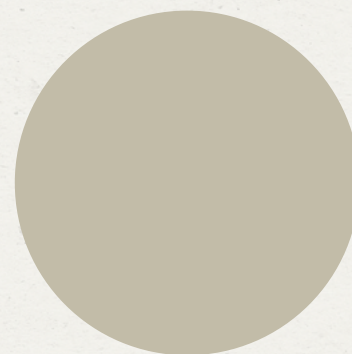
VIOLET GREY SM



TRUFFLE BROWN SM



MILKY WAY SM



FENNEL SEED SM

01
CREAMY WHITES AND
TAUPES MIXED WITH SAGE
GREENS, VERDANT DARK
GREENS AND OLIVES

02
SOFT FLORALS - NATURE
INSPIRED INTERIORS

TIMELESS AND
ELEGANT/LUXE
RESTORATIVE INTERIORS

03
BIOPHILLIC WITH FOCUS ON
NEURODESIGN/HUMAN-
CENTRIC DESIGN.
LAYERED AND LUSH WITH
TEXTURES AND ORGANIC
MATERIALS

LUXE BOTANICA



STORMY NIGHT



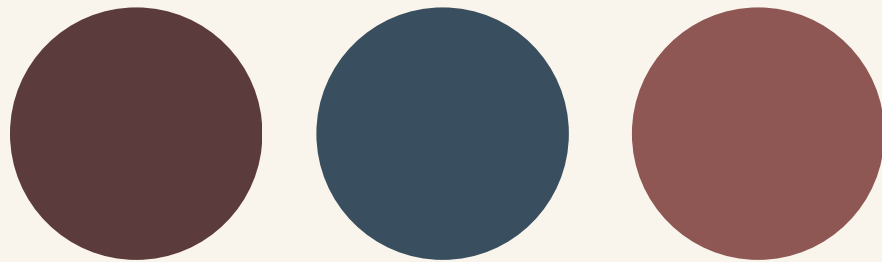
MISTY MORNING



TAWNY TRAIL



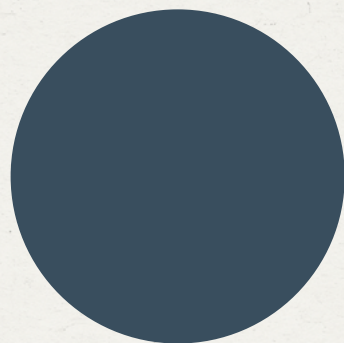
BLENDING HISTORICAL ELEGANCE WITH MODERN LUXURY - DRAWING INSPIRATION FROM PERIODS OF DECADENCE SUCH AS 19TH CENTURY EUROPEAN PALACES OR THE GILDED AGE - THIS TREND IS CHARACTERIZED BY THE USE OF DARK MOODY TONES, COLOR DRENCHING, RICH TEXTURES AND ORNATE PATTERNS. SOFT CREAMS, TAUPES OR CHARCOAL GREYS GROUND THE PALETTE, ALLOWING METALLIC ACCENTS AND JEWEL TONES TO POP WITHOUT OVERWHELMING. DEEP NAVY OR DARK BROWNS OFTEN SERVE AS A BACKDROP TO ENHANCE THE RICHNESS OF VINTAGE AND ARTISANAL ELEMENTS.



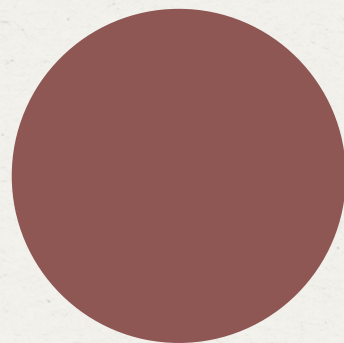
GILDED *HERITAGE*



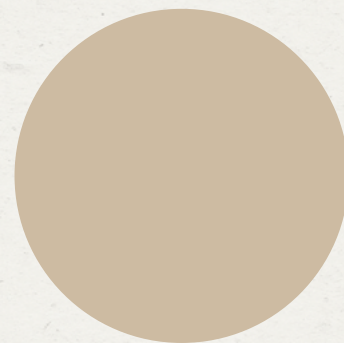
GILDED HERITAGE



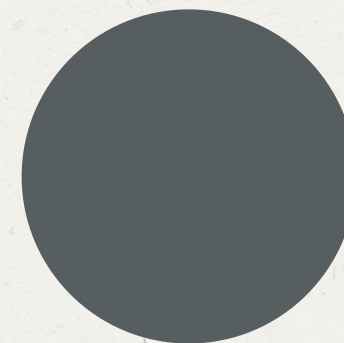
MYSTERIOUS SM



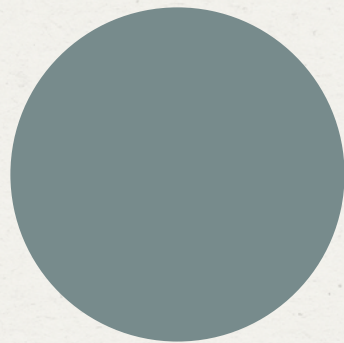
RUSTY RED SM



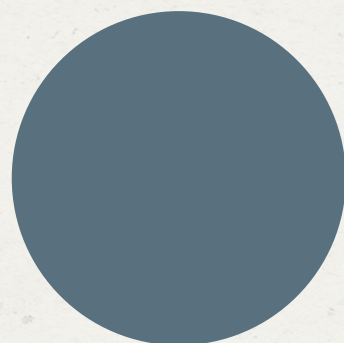
CREAM PUFF SM



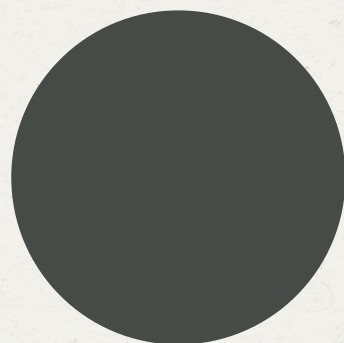
GETTYSBURG GREY SM



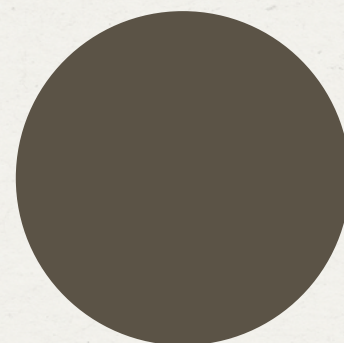
DUKE SM



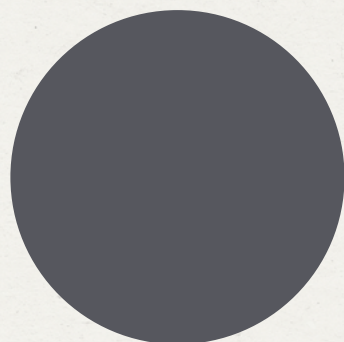
SMOKEY BLUE SM



SIENA SM



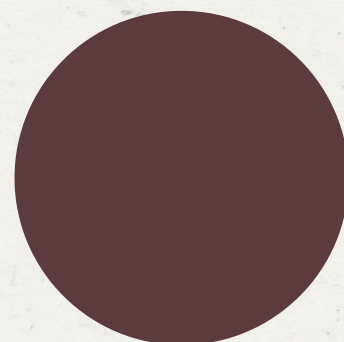
SECRET GARDEN SM



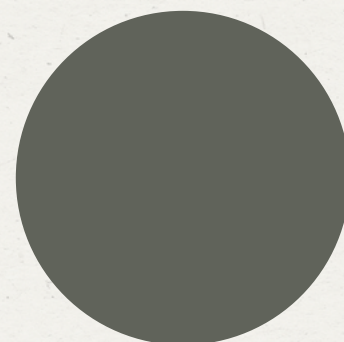
TRUFFLE BROWN SM



IVORY BEIGE SM



CASSIS RED SM



VERDE SM

01
DARK MOODY TONES –
COLOR DRENCHED
SPACES – DARK NAVY
OR BROWNS SERVE AS
THE NEW NEUTRAL TO
ENHANCE RICHNESS

02
ENGLISH HERITAGE –
VICTORIAN, GOTHIC OR
EVEN ART NOUVEAU

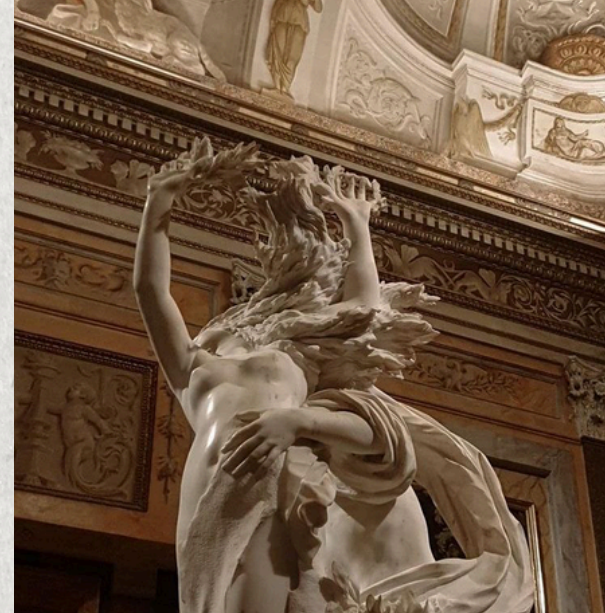
03
ANTIQUe FINDS,
COLLECTED PIECES
ADD AUTHENTICITY
AND DEPTH BUT NOT
NECESSARILY PERIOD
SPECIFIC

PEWTER/SILVER AND
WARM BRONZE ARE
GREAT ACCENT
METALLICS

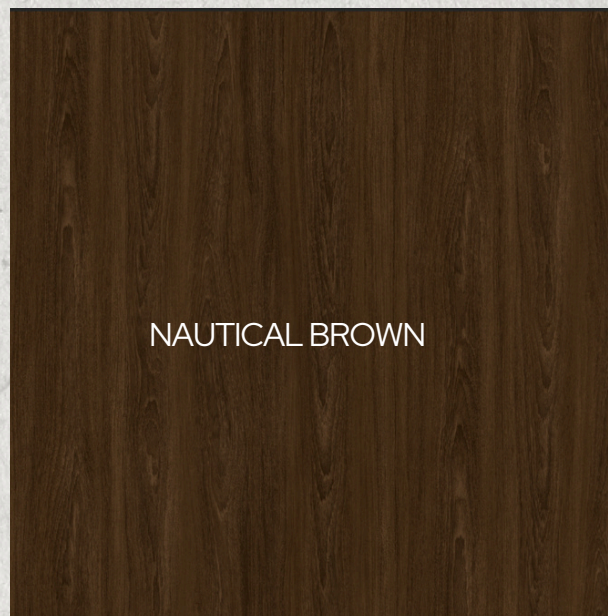
GILDED HERITAGE



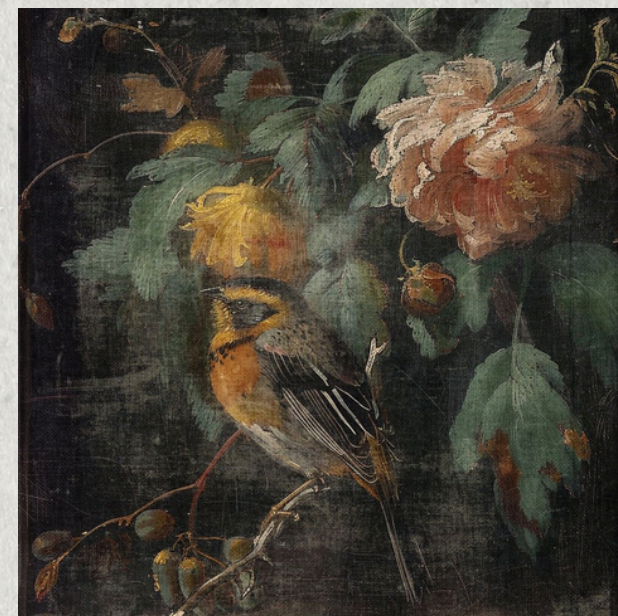
BOARDWALK NOMAD



WOODLAND WAY



NAUTICAL BROWN



BESPOKE & ELEVATED

EXPLORE


LOOKBOK 2026
VOLUME 5





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REFRAMMING

STYLE ● ● ●