

REFRAMMING



STYLE

LOOKBOOK VOL. 5

LOOKBOOK VOL. 5

REFRAMMING

REFRAMMING



STYLE

REFRAMMING

# REFRAMING STYLE

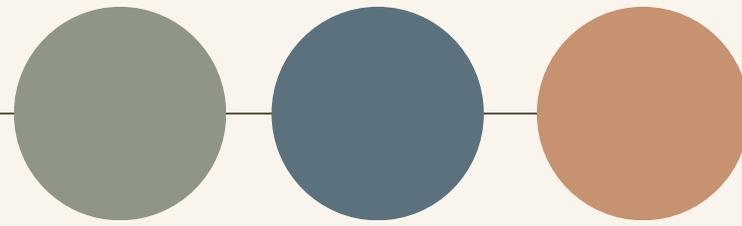
THE SSI LOOK BOOK IS CREATED FOR A CLEAR PURPOSE: TO HELP US DESIGN AND SELL WITH GREATER CONFIDENCE AND CLARITY. BUT WHY PRIORITIZE COLOR FORECASTING? WHY DO DESIGN TRENDS STILL MATTER IN AN ERA PUSHING TOWARD UNIFORMITY, REUSABILITY, AND INTERCHANGEABILITY? THESE ARE IMPORTANT QUESTIONS—AND ONES THAT 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.

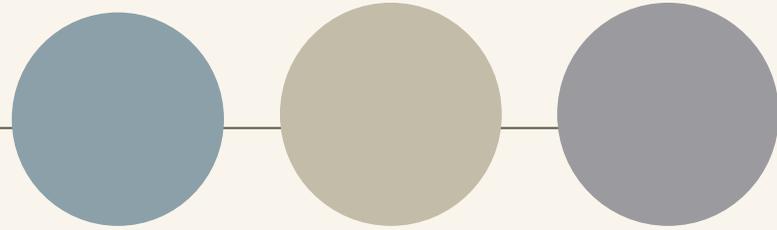
IN OUR LATEST EDITION, “**REFRAMING STYLE**,” WE’VE IDENTIFIED FOUR KEY TRENDS THAT REFLECT DIVERSE WAYS OF LIVING AND THE DESIGN RESPONSES THEY INSPIRE. WE BUILD ON TIMELESS FOUNDATIONAL ELEMENTS—CORE COLORS AND DESIGNS THAT ARE THE CONTINUOUS FRAMEWORK—THOUGHTFULLY INTRODUCING SIX NEW SOLID COLORS 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

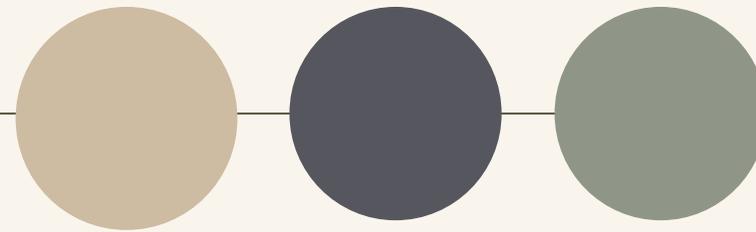


# ALICE IN WANDERLAND

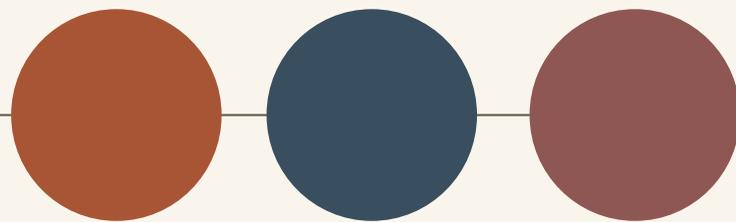


**PERFECTLY  
IMPERFECT**





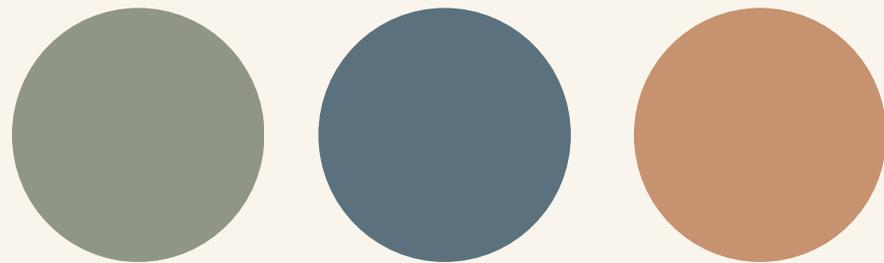
# LUXE BOTANICA



# 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.

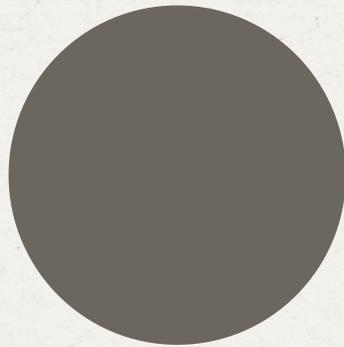


# ALICE IN **WANDERLAND**

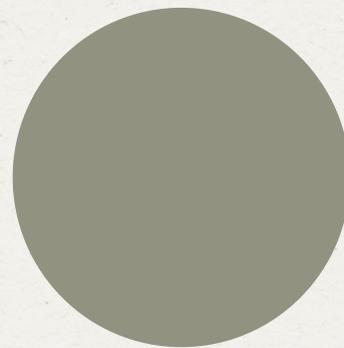


# ALICE IN WANDERLAND

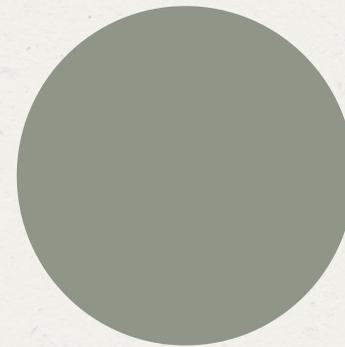
---



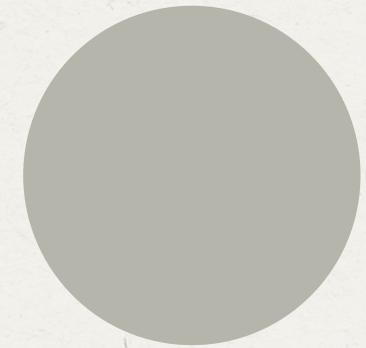
UMBRA SM



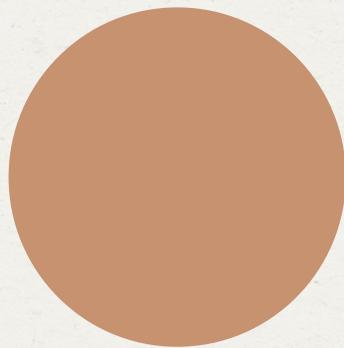
GETTYSBURG GREY SM



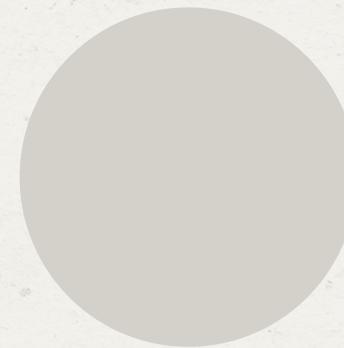
VERDE SM



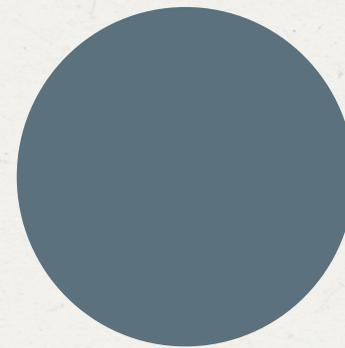
SEATTLE GREY SM



CINDERELLA SM



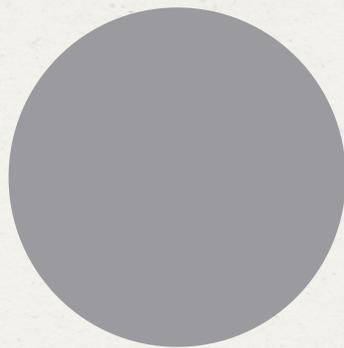
ARCTIC GREY SM



SMOKEY BLUE SM



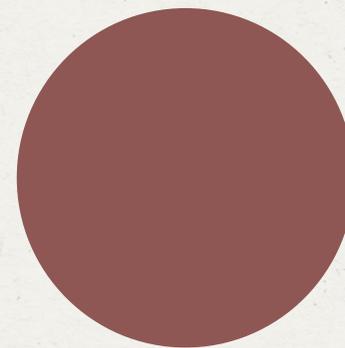
PAPER LANTERN SM



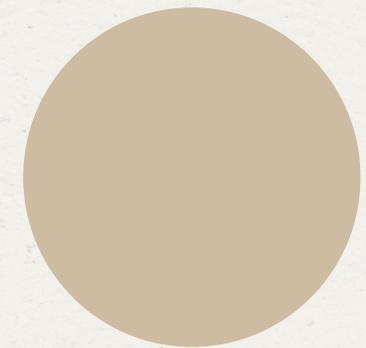
VIOLET GREY SM



WILLOW GREY SM



RUSTY RED SM



CREAM PUFF SM

**01**  
VIBRANT REDS,  
ORANGES WITH  
CONTRASTING BLUES  
AND PURPLES

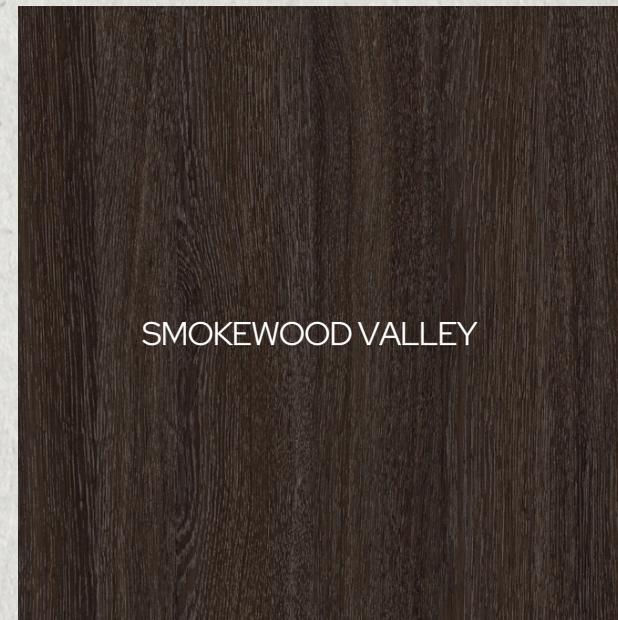
**02**  
WANDERLUST, FREE  
SPIRIT, LOOKING FOR  
NOSTALGIC OR  
WHIMSICAL MOMENTS

**03**  
EMOTIONAL AND  
ENERGETIC –  
MULTISENSORY  
DESIGNS CREATING  
MEMORABLE  
IMMERSIVE  
EXPERIENCES

# ALICE IN WANDERLAND



SAND DUNE



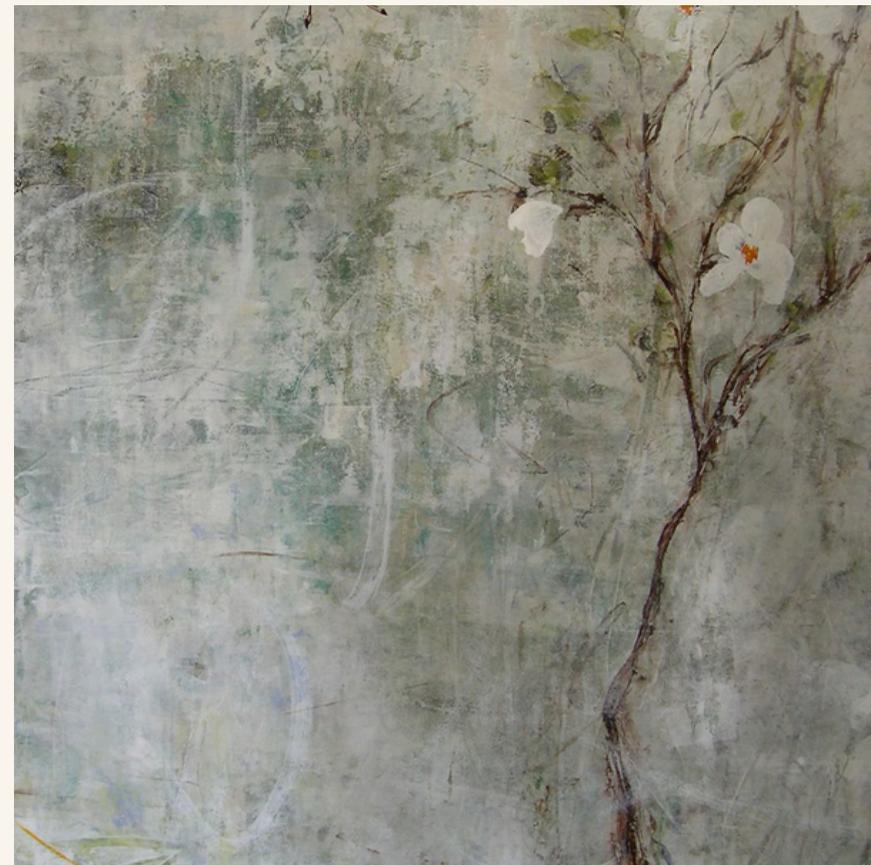
SMOKEWOOD VALLEY



FASHIONISTA



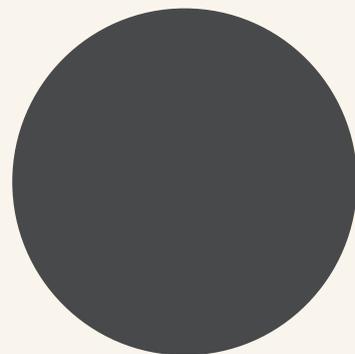
REJECTING POLISHED PHOTO-SHOPPED PERFECTION IN FAVOR OF LIVED IN AUTHENTICITY, CELEBRATING THE BEAUTY IN FLAWS, ASYMMETRY AND THE ORGANIC EVOLUTION OF A SPACE. THIS TREND EMBRACES IMPERFECTION AND VISIBLE PATINA, COMBINING ROUGH AND SMOOTH SURFACES, LIME WASHED FINISHES AND NATURAL DESATURATED DYES, 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.



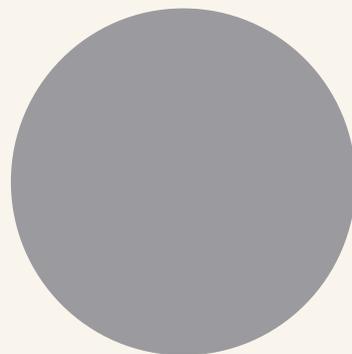
PERFECTLY  
***IMPERFECT***

PERFECTLY IMPERFECT

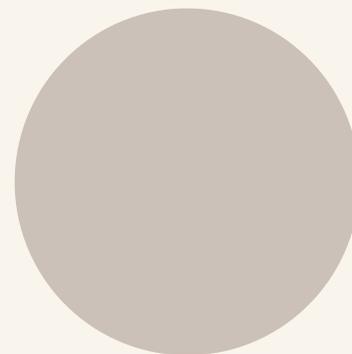
---



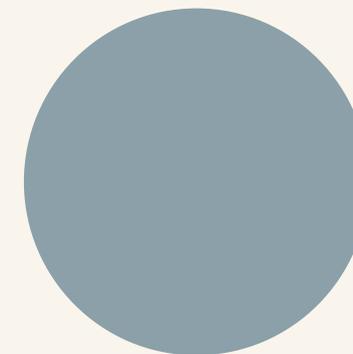
CHARCOAL SM



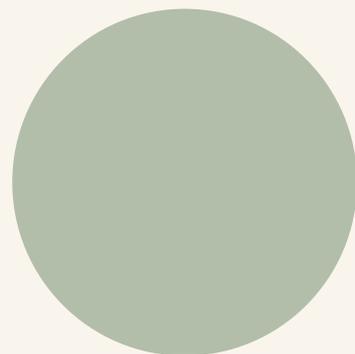
VIOLET GREY SM



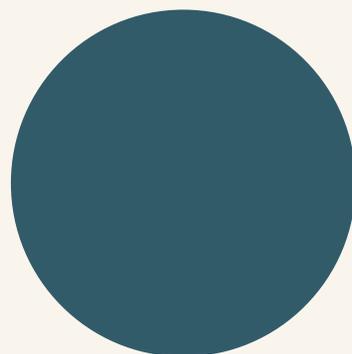
PEARL GREY SM



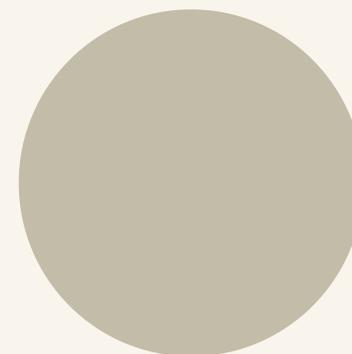
DENIM SM



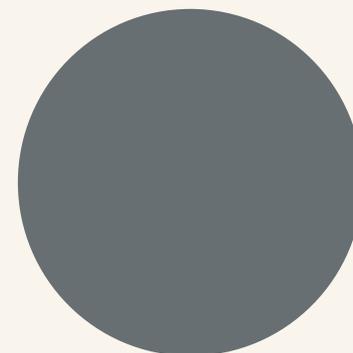
FJORD SM



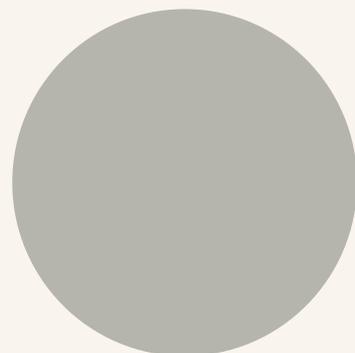
THE WEEKEND SM



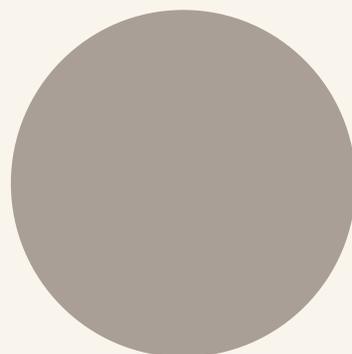
FENNEL SEED SM



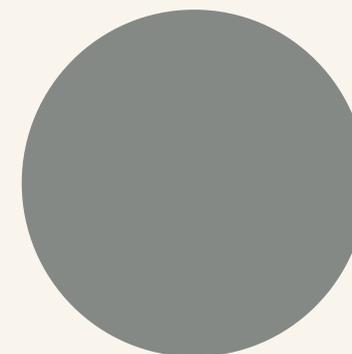
ONYX GREY SM



SEATTLE GREY SM



STONE GREY SM



DUST GREY SM



WILLOW GREY SM

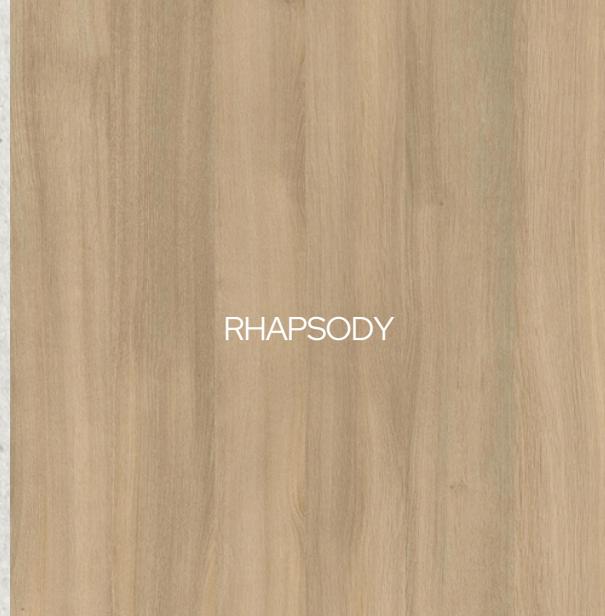
01  
PALETTES NOT  
OVERSTIMULATING – SOFT  
BLUES AND GREYS

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

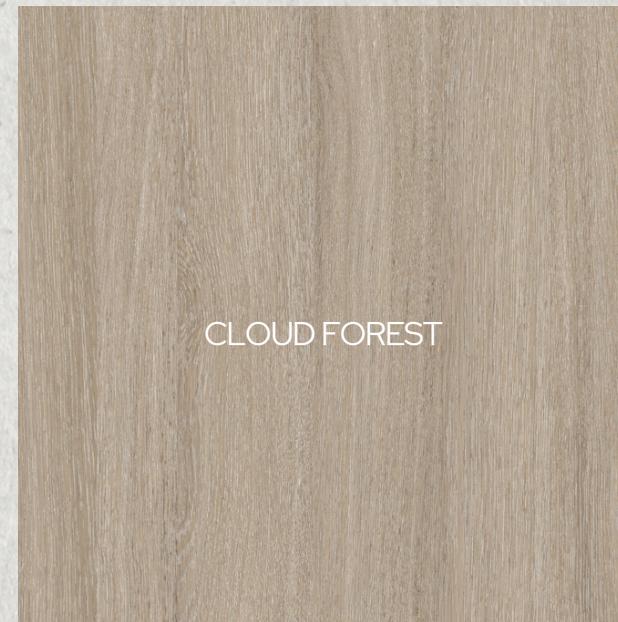
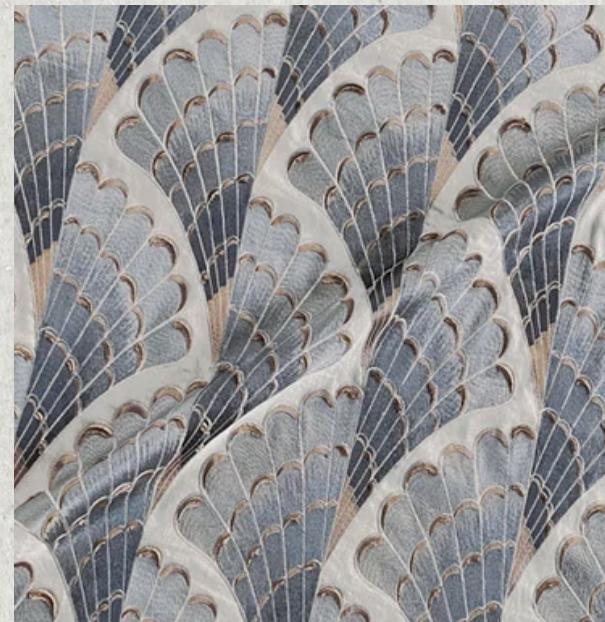
03  
DESATURATED COLORS,  
BIO-BASED DYES, WATERY

TRANSLUCENCE AND  
SPARKLE (LIKE SUNSHINE ON  
WATER)

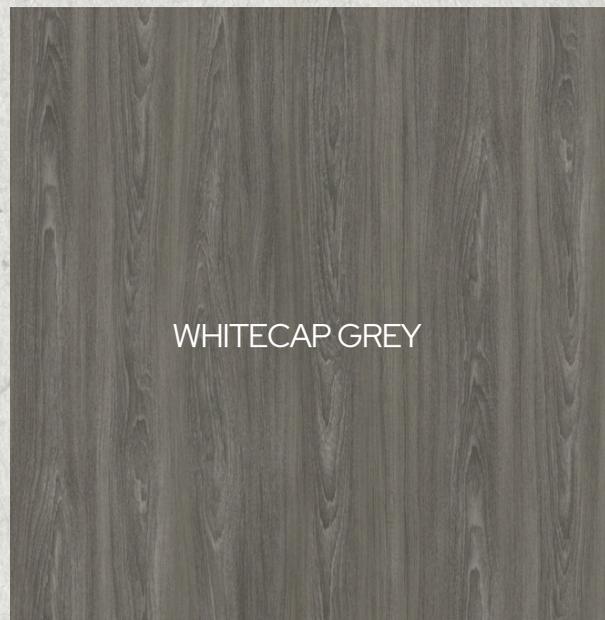
# PERFECTLY IMPERFECT



RHAPSODY



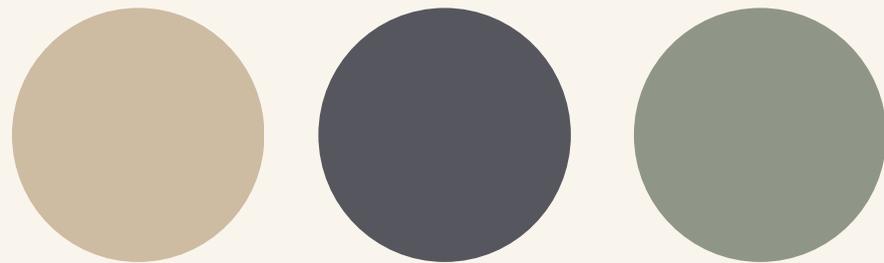
CLOUD FOREST



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.

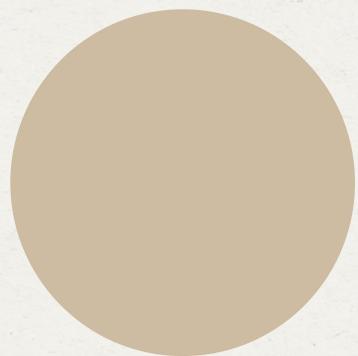


# LUXE ***BOTANICA***

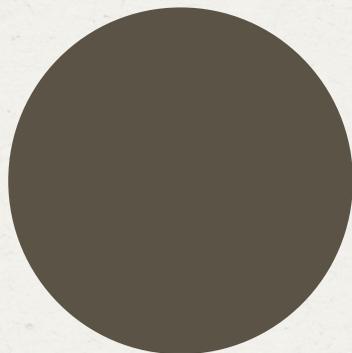


# LUXE BOTANICA

---



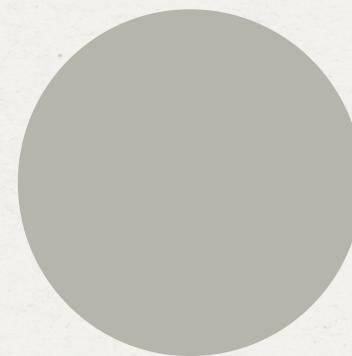
CREAM PUFF SM



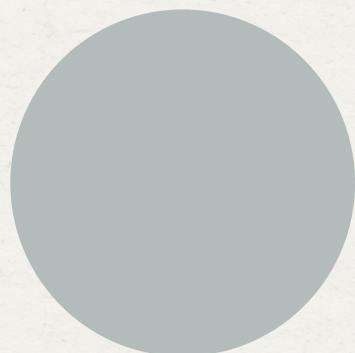
SECRET GARDEN SM



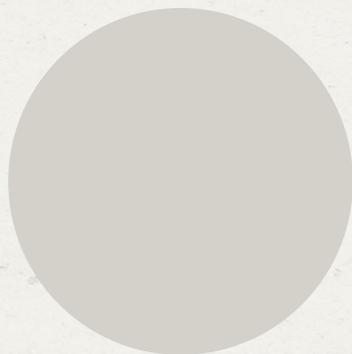
CELADON GREEN SM



SEATTLE GREY SM



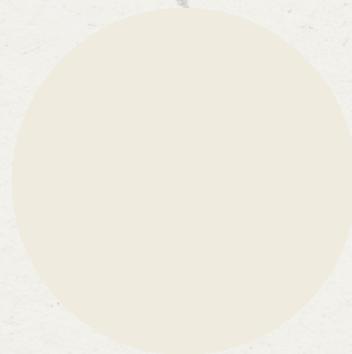
BEACH GLASS SM



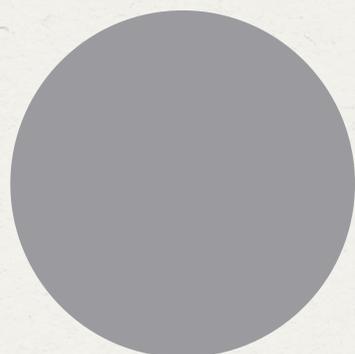
LIGHT GREY SM



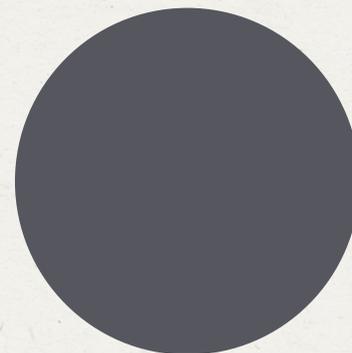
WILLOW GREY SM



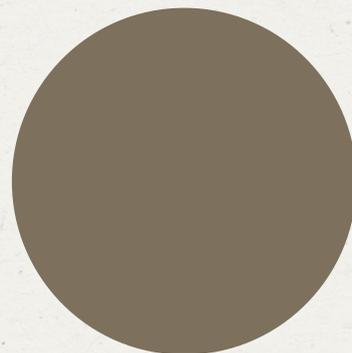
PAPER LANTERN SM



VIOLET GREY SM



TRUFFLE BROWN SM



MILKY WAY SM



FENNEL SEED SM

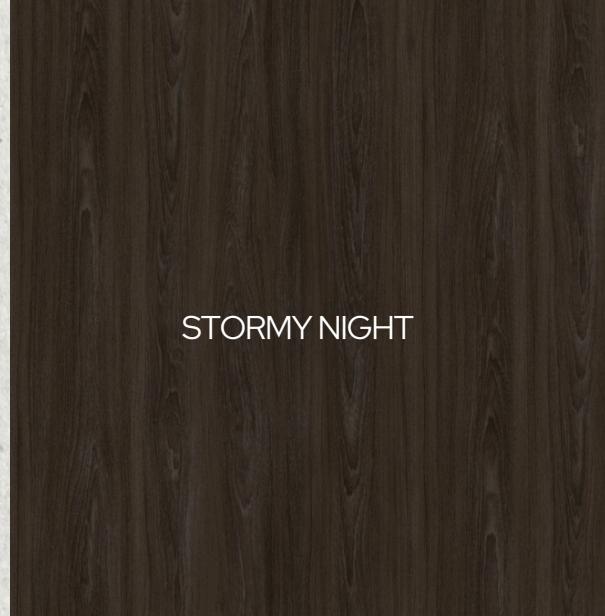
**01**  
CREAMY WHITES AND  
TAUPES MIXED WITH SAGE  
GREENS, VERDANT DARK  
GREENS AND OLIVES

**02**  
SOFT FLORALS - NATURE  
INSPIRED INTERIORS

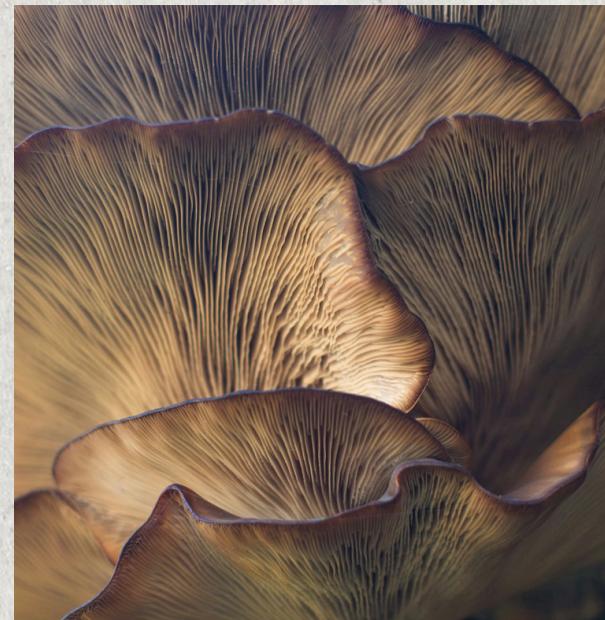
TIMELESS AND  
ELEGANT/LUXE  
RESTORATIVE INTERIORS

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

# LUXE BOTANICA



STORMY NIGHT



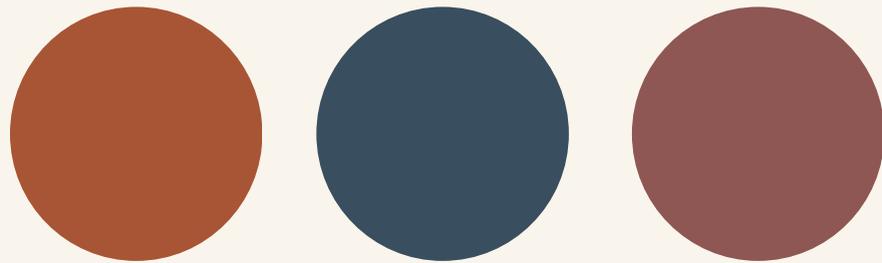
MISTY MORNING



TAWNY TRAIL



BLENDING HISTORICAL ELEGANCE WITH MODERN LUXURY - DRAWING INSPIRATION FROM PERIODS OF DECADENCE SUCH AS 19<sup>TH</sup> 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.

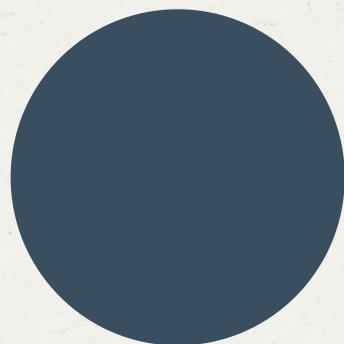


## GILDED *HERITAGE*

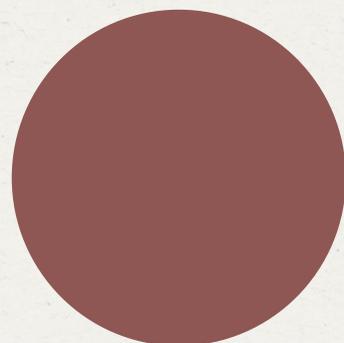


**GILDED HERITAGE**

---



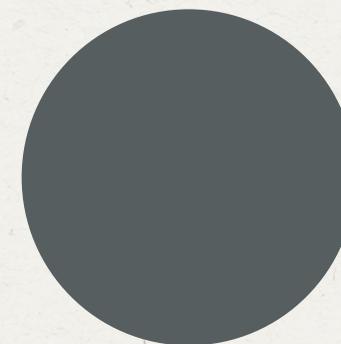
MYSTERIOUS SM



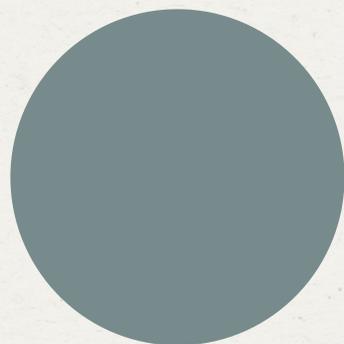
RUSTY RED SM



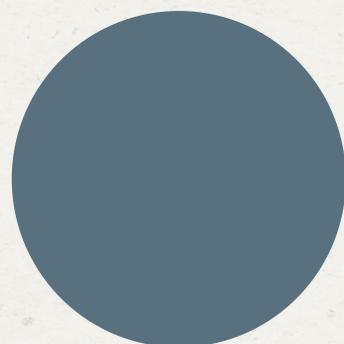
CREAM PUFF SM



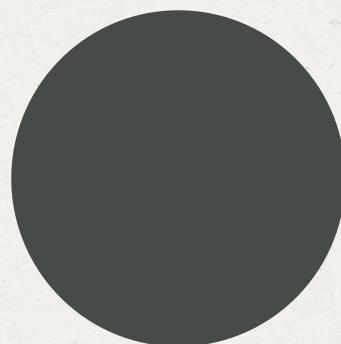
GETTYSBURG GREY SM



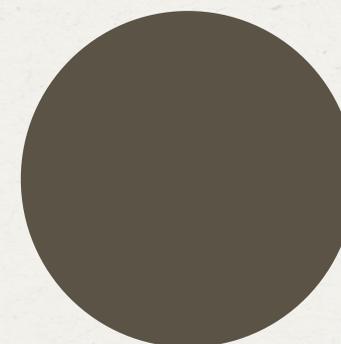
DUKE SM



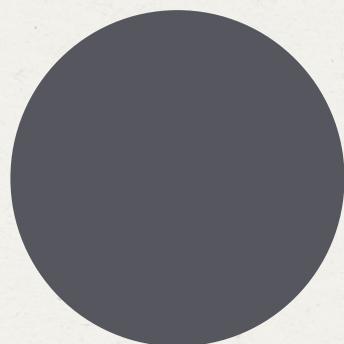
SMOKEY BLUE SM



SIENA SM



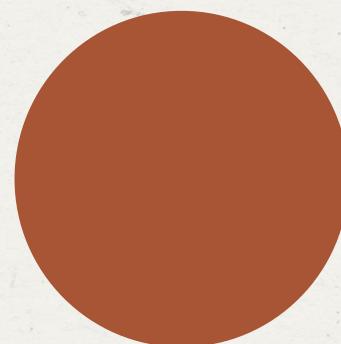
SECRET GARDEN SM



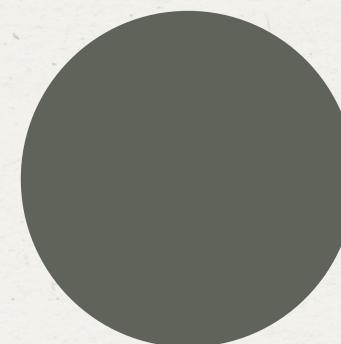
TRUFFLE BROWN SM



IVORY BEIGE SM



LIVING CORAL SM



VERDE SM

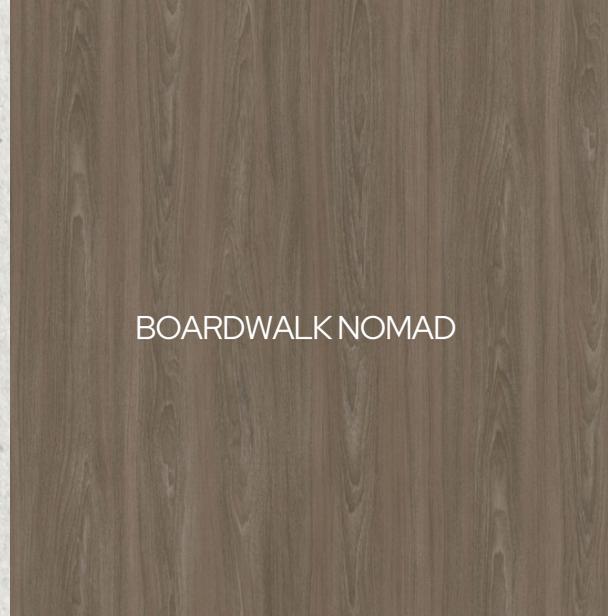
**01**  
DARK MOODY TONES –  
COLOR DRENCHED  
SPACES – DARK NAVY  
OR BROWNS SERVE AS  
THE NEW NEUTRAL TO  
ENHANCE RICHNESS

**02**  
ENGLISH HERITAGE –  
VICTORIAN, GOTHIC OR  
EVEN ART NOUVEAU

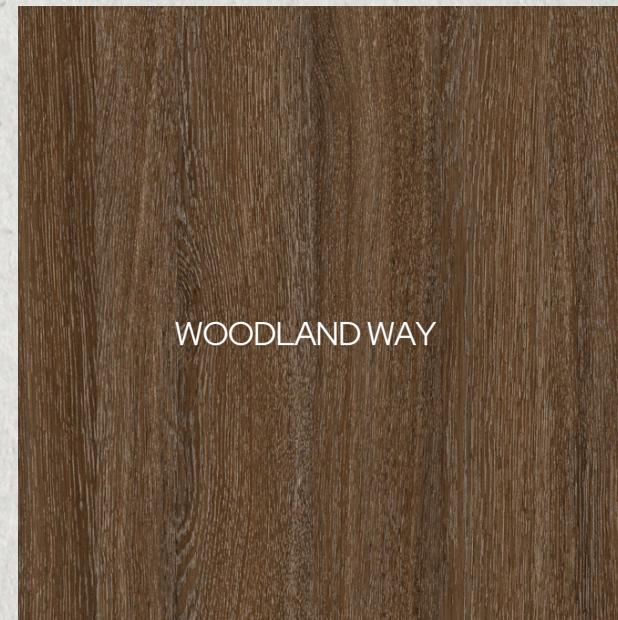
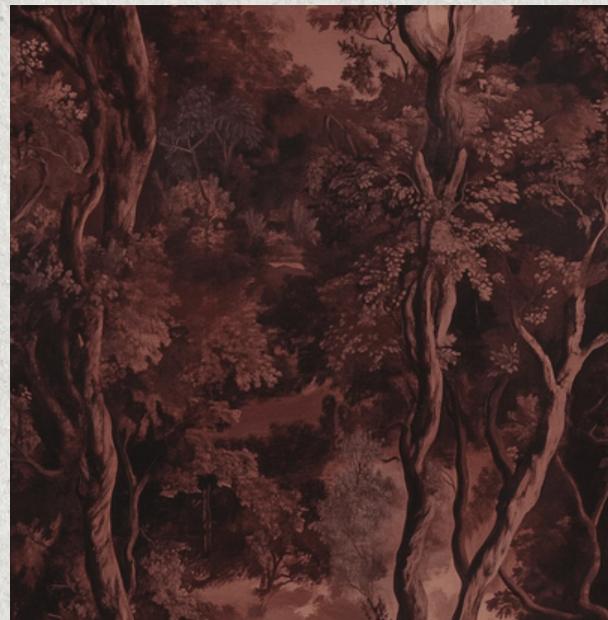
**03**  
ANTIQUE FINDS,  
COLLECTED PIECES  
ADD AUTHENTICITY  
AND DEPTH BUT NOT  
NECESSARILY PERIOD  
SPECIFIC

PEWTER/SILVER AND  
WARM BRONZE ARE  
GREAT ACCENT  
METALLICS

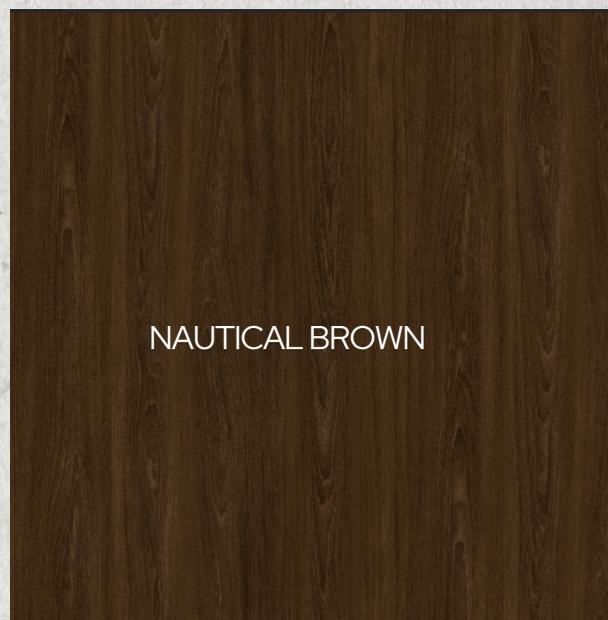
# GILDED HERITAGE



BOARDWALK NOMAD



WOODLAND WAY



NAUTICAL BROWN



# BESPOKE & ELEVATED

LOOKBOK 2026  
VOLUME 5





## CONTACT

 [info@ssinorthamerica.com](mailto:info@ssinorthamerica.com)

 973-598-0152

## WEBSITE

 [ssinorthamerica.com](http://ssinorthamerica.com)

REFRAMMING

STYLE ● ● ●