

HOME FURNISHINGS

LG Signature ambassadors predict metallic, cool tones for 2019

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LG Signature showcases its products in a rendered kitchen with 2019 trend predictions. Image credit: LG Signature

By STAFF REPORTS

Appliance and electronics brand LG Signature is working with its ambassadors to gain insight on the year ahead in the sectors, incorporating its own products.

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The home appliance brand has tapped its most knowledgeable ambassadors, who are experts in interior design, architecture and fashion, for upcoming predictions. Clay tones, along with metallics are some of the color palettes expected to be seen in home furnishings this year, which LG Signature has rendered designs of with its own products.

Personalization in the home

Architect Hadi Teherani revealed that user-friendly attributes with a focus on personalization in the home will be a keen area of interest in the high-end home appliance sector this year. LG Signature has designated its SmartThinQ application to fit into this heightened personalization factor.

"Architects are working on creating an environment for human beings that is experienced as being positive and stimulating," Mr. Teherani said in a statement. "Current impulses in the digitalization of the building process or parametric facades have to meet this standard, too."

Interior designer and judge on Australian renovation competition show The Block Darren Palmer predicts that clay, cream and coral tones will trend in 2019, offering an update on the recently popular, millennial pink color.



LG Signature's washing machine amongst cool tone. Image credit: LG Signature

He also believes metallic such as stainless steel, nickel and chrome along with gold and brass will continue to appeal to consumers through the years.

"For more neutral or monochromatic color schemes, matte black's appeal carries through from 2018 with matte metallics such as gunmetal and anthracite providing a more nuanced approach to a dark metallic for contemporary interior schemes," Mr. Palmer said in a statement.

Fashion designer Michael Michalsky noted that LG Signature's washing machine's Inverter Heat Pump Drying feature could be an important part of the fashion industry, which is likely to see continued growth in luxury sportswear.

LG Signature turned to these fashion and design influencers in a previous campaign in December to share how its premium products fit into well-curated lifestyles.

The brand's products include state-of-the-art appliances and electronics presented in a stylish and minimalist package. The appliance brand is emphasizing its design by partnering with influencers based in Milan, one of the world's fashion and design capitals ([see story](#)).