

HOME FURNISHINGS

Sustainability, superior quality drive home trends at AD Design Show

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The Architectural Digest Design Show is now in its 18th year. Image credit: Architectural Digest

By SARAH RAMIREZ

The Design Show, hosted by Cond Nast shelter publication *Architectural Digest*, is an opportunity for home brands and design professionals to share what will shape consumers' everyday lives in the near future.

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Facing a large audience at the show, upscale brands try to strike a balance between embracing technology and sustainability to win over consumers. The Architectural Digest Design Show runs through March 24 in New York, giving brands face time with both end users and trade professionals.

"Many brands unveil new and upcoming products at the fair, so it's really an opportunity to get a glimpse into the future and get inspired by all the new launches," said Keith Pollock, executive director of digital at *Architectural Digest*, New York. "This year will also mark the largest representation of woman-owned or women-led design companies in the history of the show."

In this Q&A, Mr. Pollock discusses the value of the Design Show and how sustainability is shaping the industry. Here is the dialogue:



Keith Pollock of Architectural Digest. Image courtesy of Architectural Digest

Why is the Design Show such a big draw for industry professionals?

The ADDS is one of the only global design trade shows where both designers and consumers can see the latest trends in design, product source and shop.

What can attendees and exhibitors expect?

Each year the show attracts upwards of 50,000 attendees and 400 exhibiting brands. The show is organized by feature areas including Furnish, Refresh, Made and Shops, as well as special installations like the AD Apartment, which is always a fantastic part of the show.

This year it will be transformed by New York-based interior designer Sasha Bikoff. In the kitchen, attendees will find professional-grade home appliances by Gaggenau, state-of-the-art surfaces from Dekton by Cosentino and Art Deco-inspired cabinetry by Danish design company Reform.

What is new at the Design Show this year?

At Home with AD is one of the exciting new components this year. Designed to offer attendees a place to take a quick breather, the space a collaboration between The Home Depot and *AD* editors is inspired by the latest design offerings from the Home Decorators Collection.



This year's AD Apartment was designed by Sasha Bikoff Interior Design. Image credit: Architectural Digest

Which luxury home and design trends are AD editors excited about?

Sustainability. As sustainability goes mainstream, the concept of an eco-conscious home will not only resonate with consumers, but will become ingrained in the methodology of designers.

A real focus is on being strategic and purposeful about purchasing behavior, leaning towards high-quality, longer-lasting pieces.

What products can consumers expect to see in their homes in the near future?

We're loving what some of the heritage luxury brands are doing in terms of showing luxury in a new, fresh way. Many brands like Louis Vuitton, Hermès and Gucci are collaborating with innovators and designers.

In a world of mass production, we'll see many leaning toward smaller batches or limited quantities, with brands and makers that represent quality and craft.