

HOME FURNISHINGS

Consumers want comfort, multifunctional appliances at home

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The Brizo Kintsu Bath Collection reflects the trend of homeowners seeking pieces promoting harmony. Image credit: Brizo

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Consumers are increasingly prioritizing comfort and space in designing and supplementing their dream homes.

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The new **Trends & Influences VII** report from Ferguson Bath, Kitchen and Lighting Gallery reflects consumers' growing desire to create homes that serve as healthy oases that are multifunctional. The findings also reflect the home furnishing products homeowners are obtaining to meet their visions, with everything from kitchen tools and wine fridges to aromatherapy and durable showerheads.

Harmony, elegance, space

Ferguson has identified ten trends that continue to permeate the home design space, as well as luxury products that supplement homes.

As COVID-19 continues to wreak uncertainty across the globe, many homeowners are prioritizing spaces and appliances that promote sanitary habits and good health. People are looking to craft their own "healthy havens."

For healthy havens, Ferguson recommends the Grohe Bau Cosmopolitan touchless electronic bath faucet for hygienic handwashing, the KitchenAid 44 dBA dishwasher which senses soil levels, a Samsung Airdresser that removes 99 percent of bacteria from fabric and more.



Sub-Zero has several offerings for wine storage. Image credit: Sub-Zero

Consumers are also looking to curate homes that are ultrafunctional. Appliances like the Kohler touchless kitchen faucet, complete with an entire workstation and included accessories and the Sub-Zero wine storage with freezer drawer are popular appliances for this vision.

Many homeowners are also going a "down to earth" route in ensuring their homes and appliances prioritize sustainability, buying appliances that utilize natural materials. Popular examples include Amerock Kamari cabinet pulls, the Capital Lighting Hala Collection and more.

Self-care continues to be prioritized, with extraordinary spaces and spa-like bathrooms, as the Signature Hardware Lentz Collection and Kohler veil intelligent toilet fit that vision. Expansive outdoor spaces also continued to be sought after.

Grand nostalgia serves another notable trend, with consumers looking to decorate their homes with traditional and simple touches. Notable appliances that fit this vision are the Kohler farmstead cast iron sink, Signature Hardware's Candler Chandelier and Sanford cast iron clawfoot tub and more.

Another trend, "Haiku Harmony," draws from the minimalist nature of Japandi, a fusion of modern elements of Scandinavian style and ancient elegance of Japanese decor, with a basis in minimalism. The Brizo Kintsu Bath Collection and American Standard Studio S Collection reflect this concept.

Displaying elegance throughout the home is also popular, as homeowners continue reaching for a timeless feel. Elegant pieces like the Jacuzzi Serafina bathtub, Kohler tempered cast iron farmhouse workstation kitchen sink, Signature Hardware's Dutton Chandelier and more fit this bill.

People still want luxury feels in their kitchens as well, with appliances that make them feel as though they can be their own renowned chef. Popular kitchen items include Viking's Garden Chef herb growing cabinet and under-counter ice machine, the Bosch CrystalDry dishwasher, the JennAir built-in French door refrigerator with obsidian interior and the Kohler purist suspend ceiling-mount kitchen faucet.

Finally, people are looking to home inclusive interiors, meaning they want adaptable spaces that will respond to changing needs and serve them well over time. Appliances that meet these kinds of needs include the Bosch 800 series microwave drawer, the Brizzo essential shower series and more.

Continued trends

A continued prioritization of comfort does not appear to be fading, as homeowners are aiming to curate spaces that make them feel secure. Environmental awareness also continues to surge with many seeking homes with sustainable features.

The meaning of home has fundamentally changed since the start of the COVID-19 pandemic, and affluent consumers' changing relationships with their residences will influence design trends for years to come.

Architects and interior designers believe that the desire for comfort and security will drive luxury home trends such as multifunctional rooms, entertainment space, and warm colors and fixtures. Greater appreciation of sustainability and the outdoors will also be part of the luxury home of the future ([see story](#)).



Consumers are seeking statement pieces and kitchens that reflect their personalities, according to a new report from JennAir. Image credit: JennAir

As the pandemic continues, homeowners keep searching for places and rooms in their homes that can be multifunctional.

As the COVID-19 pandemic caused people to spend more time in their homes than ever before, many consumers began to look at their kitchens as not just additional workspaces, but expansions of their personalities. Consumers are increasingly seeking statement pieces and designs that represent their individuality, according to findings from appliance maker JennAir ([see story](#)).

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