

# PRIVATE LABEL TREND REPORT 21



© [privatelabelintl.com](http://privatelabelintl.com) - All rights reserved.  
12 YEARS PRIVATE LABEL INTERNATIONAL  
MARKET REPORT YEAR IN REVIEW  
FIRST EDITION DECEMBER 2020

# OVERVIEW

2020 has been a year of reflection and re-calibration. And while we find that quite a bit has changed, our outlook is an optimistic one on what the future will bring and how interior design trends are moving in a positive direction. We've highlighted four key areas that we see being dominant drivers in projects through next year and beyond.

## 01 Space of Mind

- Empathic Design
- WELL Building Standard
- Space Planning

## 02 Layered Luxuries

- Color
- Texture
- Pattern & Art

## 03 High Tech Harmony

- Augmented & Virtual Reality
- Artificial Intelligence
- Energy Consumption

## 04 Socially Aligned

- Cultural Shifts
- Commercial Offices
- Amenities



Photo Info: Supaform Studio Custom Made Furniture





# Space of Mind

Spaces themselves have not changed radically this past year, rather we have changed drastically in the way we see them and interact with them through functionality and how they are configured. Moving into the new year, it is critical we understand the way we connect to environments is not just physical its emotional.

We see a large focus on health and wellness heading into 2021, but maybe not in the way most would think. And while the built environment has been giving wellness more of a focus in the past years than ever before, elective offerings are now essential. We reference well building as an overall growing trend, but it acts as a main driver, influencing all aspects of the built environment. And it's not going away any time soon.

01

Photo Info: Tom Dixon Manzoni Concept Restaurant – Milano MI, Italy





**State of Wellness**  
 Activities, choices and lifestyles that lead to a state of holistic health and wellbeing. Considered an essential element of a brands strategy by 73% of consumers



## 01 Empathic Design

Our Private Label team has held the targeted consumer in a prime level of importance for some time, but as our world shifts even more into a global community where physical barriers make way for virtual bridges, emphatic design is the difference between a 1-dimensional design statement and something with an authenticity that is in tune with the humanity that will interact with it.

What does this have to do with health and wellness? While the world is experiencing record levels of mental health discord, the design community has a responsibility to react as contributors to the built environment.

Resources: International WELL Building Institute  
 wellcertified.com

Silver WELL Certified  
 Symantec Headquarters –  
 Mountain View, California

Headspace Meditation  
 Ogilvy Health and Wellness –  
 Wellness Study

## 02 WELL Building Standards

The International WELL Building Institute, or IWBI, was started in 2014 as a resource for professionals to better educate themselves and their clients and employees on the importance and implementation of wellness into the built environment.

This research and implementation that may have been considered a benefit in the past will be vital in our progression over 2021 and into the future. This is more than a trend, it's a shifting state of mind. Healthy buildings will be a combination of not just building envelope function, but space planning, FF&E, and overall look, feel, and intention.

## 03 Space Planning

In a direct response to the growing consumer interest in wellness and wellbeing, design will continue to find organic ways to integrate programming within spaces that promote a well rounded lifestyle. Office spaces with yoga studios, art studios and meditation spaces will become critical instead of quirky. Increasing the connection points from indoor to outdoor and biophilic design will also be considered integral.

Ergonomics and promoting physical activity in a natural way such as adjustable furniture, treadmill desks, flexible office spaces as well as treehouses, gardens, walking tracks and hiking trails will become more frequent in commercial spaces.





# Layered Luxuries

An emotional response to an environment can be driven by many factors, however one very notable way is through general aesthetics. Color, texture and pattern have a distinct, and high impact on consumers. Connecting aesthetics with the end user has profound impact on spatial function and longevity

In addition to that, the days of designing only for extroverts are long behind us, aesthetics must cater to diverse personalities and cultures, and conform to meet the needs of a broader targeted demographic. Form often follows function, but it is far from an afterthought.

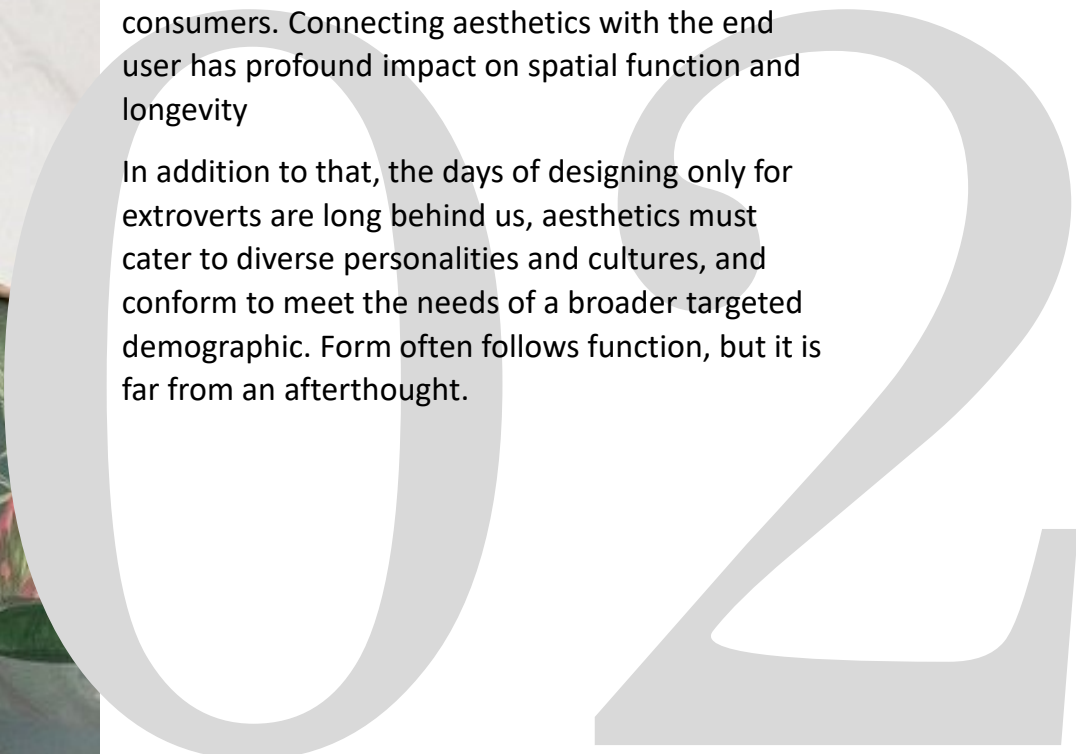


Photo Info: Covet House Naif Green Wallcovering







## 01 Color Palettes

As we continue to gravitate towards calming and relaxing environments one important trend will be focused on serene and sustainable finishes. This palette will embody hues of blues and soft neutrals in earth tones providing that vital connection to the outdoors.

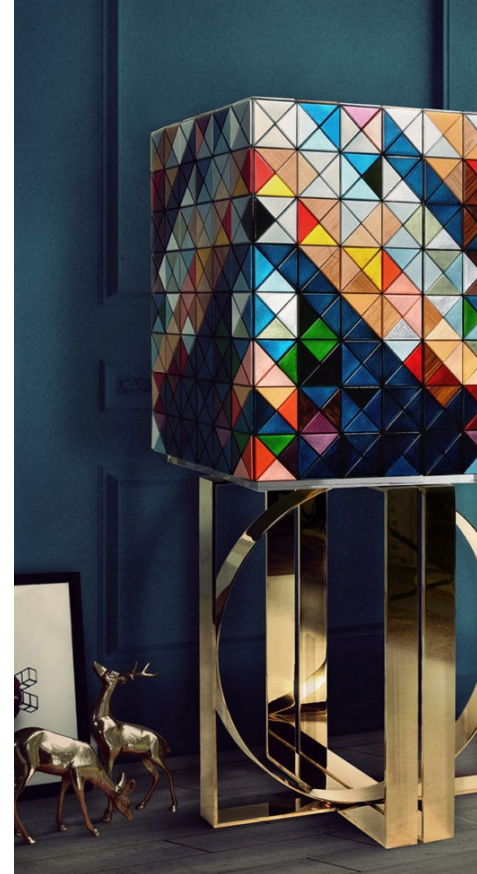
But just like all people aren't the same, not all interiors are the same. There is still an important place for settings that express a social and energetic mood. An example of this color palette would include brighter colors and warm neutrals with thoughtful use of accent hues in art and graphics. These bright colors will be rooted in nostalgia, connecting innovative spaces with historical palettes from the 70s and 80s.



## 02 Texture Play

Tactile response has been a major contributing factor for product design in relation to end user function for the past several years and it holds an increasing importance in interiors, although for different reasons.

As emphatic design becomes more crucial, textures are shifting to create an environment that puts consumers at ease. Washable and cleanable materials have a smooth, unblemished visual and physical texture, while other materials in the space will combat that with natural and soft textures. The rise in technology is also offset by natural materials to maintain the balance of humanity in a space.



## 03 Pattern & Art

While current events are causing some to feel that self-expression has been muted, innovative tastemakers are finding new ways to express themselves in fashion and make-up. Fashion always has a direct impact on art and graphics and vice versa, being so close to one another on the innovation food chain.

Moving into 2021 we see patterns getting larger and bolder, with large scale florals, black and white geometry, and nostalgic color palettes. Authenticity will continue with great importance; focusing on art that is meaningful and tells a story. Art for art's sake is still art, but art for good sake is a key to connectedness.

**Psychographics** (psychological demographics) the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.

Resources: KnollTextiles  
Clever Collection

Le Plonc Wine Bar –  
Melbourne Australia

Boca Do Lobo Pixel Cabinet





# High Tech Harmony

Innovation will continue to rise as we head into the new year with a large focus on technology and the products we use. How these technologies enhance our lives and are incorporated into the everyday will be a vital component of the built environment.

It's also important to note that while the pandemic has introduced many markets to certain aspects of technology that they may have not utilized them previously, integrating it into a space in a way that is intuitive and appropriate for the end user is an important aspect to introducing innovation to any market. Having an open and understanding mind is the motto to adopt for everyone moving forward.

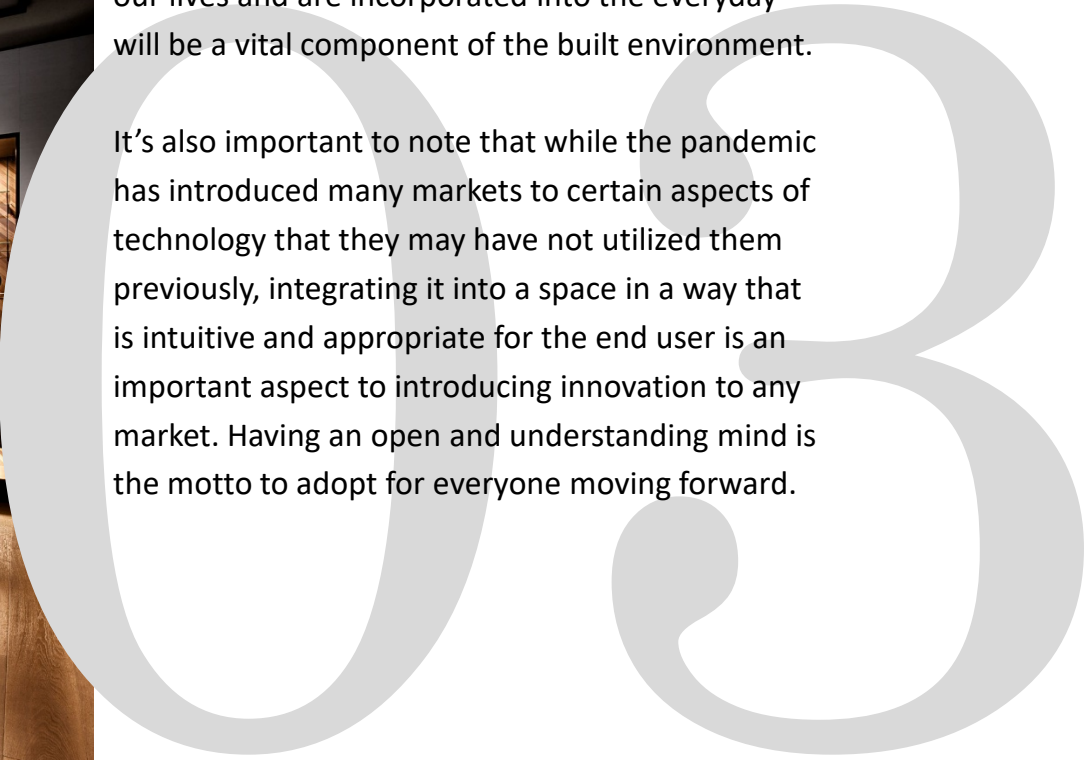


Photo Info: SieMatic SLX Kitchen





**Disruptive Innovation** is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products and alliances



## 01 Virtual Reality

Virtual Reality continues to pave the way for new forms of specialized experiences and communication. While these forms of technology seem out of reach for some markets, it's expected that they will be much more mainstream over the next year. Quarantine and social distancing have sped up their introduction into many spaces that may not have utilized them otherwise.

For example, virtual cooking and demonstrations will offer ways of interacting in dining spaces, virtual mixology will introduce an interactive way to enjoy a happy hour. Virtual touring of new homes or apartments allows consumers to view spaces, while education advances provide online learning platforms for all age ranges.

Resources: Mirror.co  
personalized fitness

Essastone by Laminex

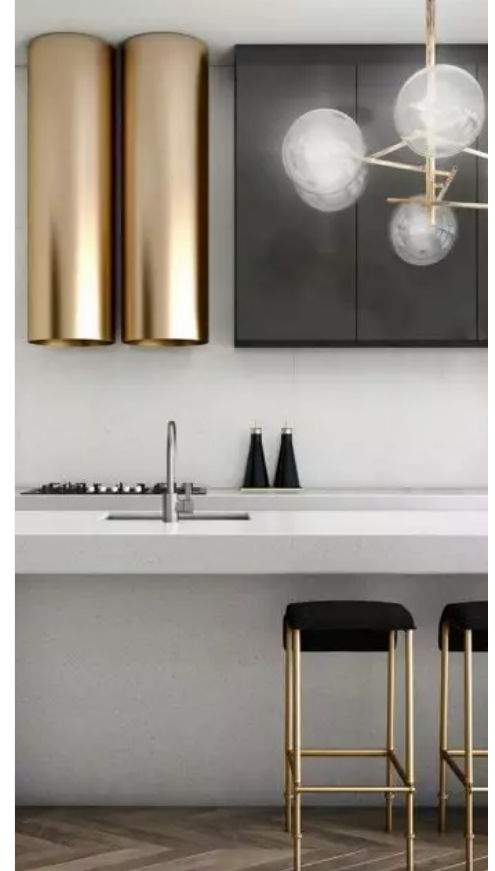
Futuro Brass Range Hood



## 02 Augmented Reality

We see augmented reality really making an impact currently in fitness and health care. With safety and convenience in mind, AR will allow for health checkups to happen from anywhere with specialized doctors that previously would have been out of reach for some patients. This technology is also creating endless opportunities to integrate fitness into any lifestyle and make it more accessible than ever.

Seniors are also embracing connecting technology like interactive gaming to stay active and social in an otherwise disconnected COVID-19 world. This current emphasis will create a comfort with technology that will continue into the coming years.



## 03 Energy Consumption

In addition to health and wellness being a hot topic for 2020, green building has had a big spotlight also, with targets in energy consumption, production and efficiency. This will continue into 2021 as an essential practice for all markets. One of the main shifts we have seen this in regard to interiors is in lighting design.

Designing lighting and controls that respond to daylight, occupancy and function as well as fixtures that have integrated low energy sources are an essential part of designing a space with longevity. More lighting manufacturers are responding to this need by offering lighting that has LED options that simulate the warmer look of incandescent or daylight.







# Socially Aligned

The worldwide cultural platform will see the workplace continue to evolve as we head into 2021. Collaborative work environments will include both online and remote work atmospheres, even when the pandemic is no longer the present concern.

Coworking spaces will continue to be integrated with amenities such as meditation rooms allowing for a balance of social and relaxation embodying that important sense of community and togetherness. While virtual platforms allow for connectivity it's imperative that consumers have a sense of socialization. The lines will also continue to blur between residential and commercial spaces while people seek comfort and familiarity.

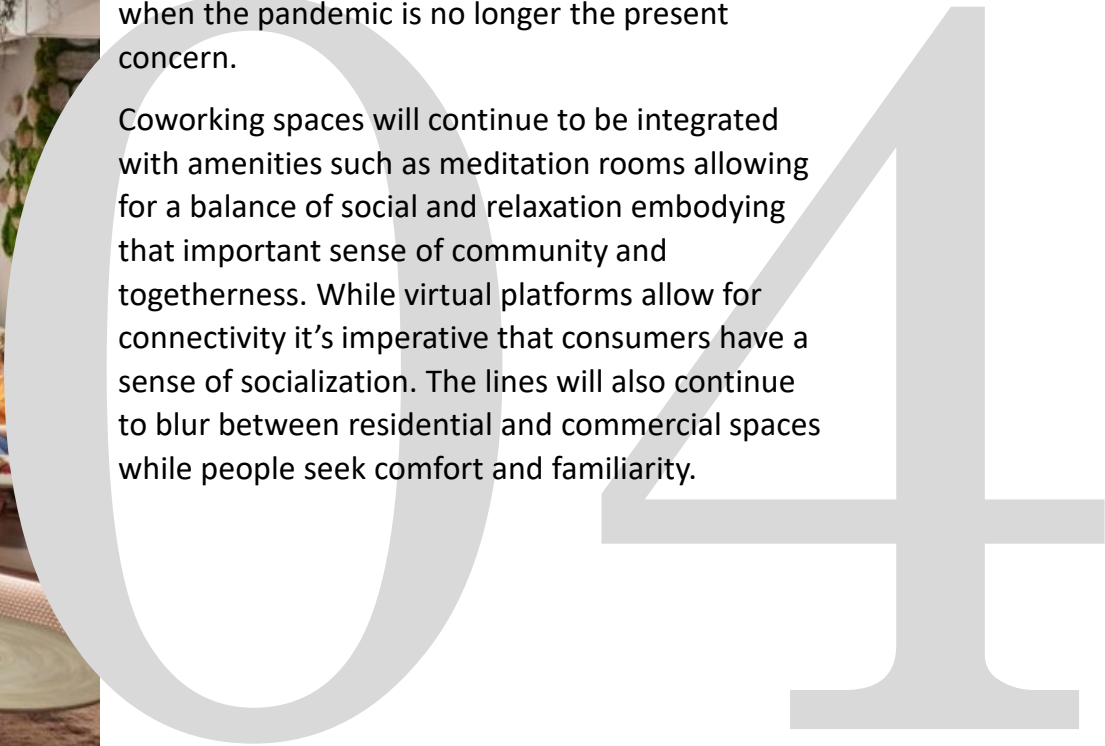


Photo Info: The Assemblage Co-Working Offices – New York City, New York





## 01 Cultural Shift

This past year saw a forced exodus from commercial office spaces to home office spaces worldwide and, while many companies find the need to go back to the office, to many the benefits of working from home outweigh the complications. Due to this cultural shift, satellite offices and home offices will be taken more seriously, and design will reflect that. Companies like Herman Miller and Vivint are marketing typically commercial products to working-from-home consumers and companies to find a blend that allows the work force to be as efficient as possible.

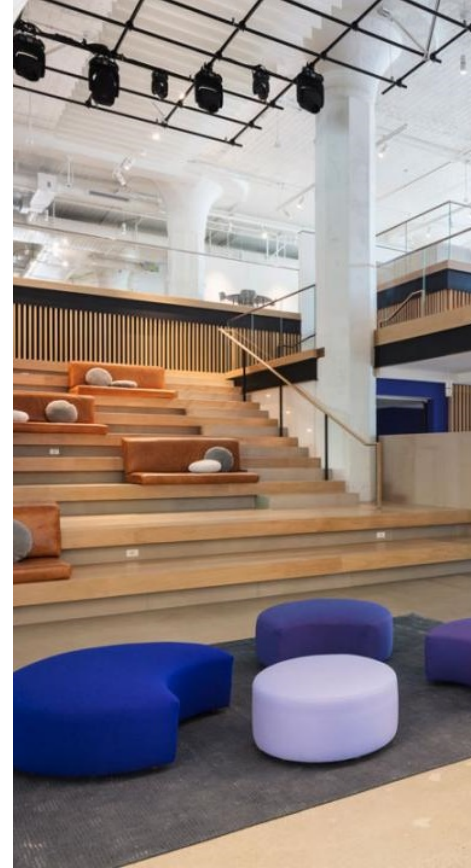
Home offices are also adopting efficiencies found in commercial spaces, finding inspiration in open plan layouts, office amenities and technology.



## 02 Commercial Offices

The Dot Com generation of the last several years saw a shift away from closed offices to more of an open and social environment. The current evolution of that has birthed the concept of the Anti-Office. This concept is not necessarily driven by the pandemic but heightened by the need to help people feel comfortable and safe in an environment that they cannot control, like they would at their own home.

With that evolution, offices will be mindful of finishes that not only are clean, but look and feel clean, appliances and fixtures that are automated, spaces that feel welcoming and residential, and more open areas and modified HVAC systems to promote air movement and ventilation.



## 03 Live/Work Amenities

Hospitality and Multi Family amenities were already shifting over the last decade to “organic” workspaces that blurred the lines between live/play/workspaces, and we see that continuing with even more importance as more people are working from home, and in turn can work anywhere.

The main change we see is being able to address these spaces with the heightened awareness of overall well-being and comfort with washable surfaces, open air, fitness components and modified food offerings to be mindful of pandemic concerns. Incorporating fitness spaces, meditation spaces, virtual and augmented reality, and other spaces that foster creativity for multiple personality types will also be on the radar.

**Resimercial** (short for residential commercial) incorporates a home-like atmosphere into work and it is quickly becoming the defining trend of 21st-century office design.

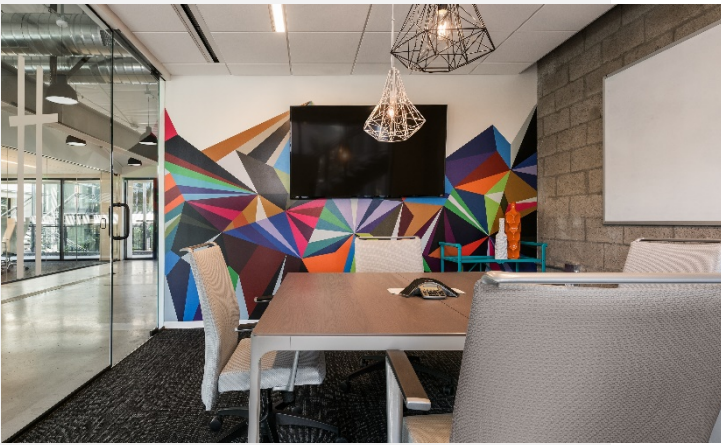
Resources: Tiny Offices by OfficePOD

Morning Monceau Co-Working – Paris, France

Warner Music Group Headquarters – New York City, New York







# Character is King Execution is Key



A San Francisco and Phoenix based design firm, Private Label International specializes in strategically branded spaces for Hospitality, Multi-Family, Retail, Restaurants and Senior Living. Their key differentiator is a strategic and holistic property positioning approach, which starts with the developer's vision and aspirations for their project and ends with a detailed plan that helps the client visualize the competitive advantage. By anticipating what's next, they reduce investment risk and plan for future consumer needs, digging deeper to define the local and targeted market using a "boots on the ground" mentality to be able to think like a local anywhere.

Photo Info: The James Agency Corporate Office – Scottsdale, Arizona  
Indigo Apartments – Meridian, Idaho  
Revel Ramcharrah – Reno, Nevada



## Let's Connect

[www.privatelabelintl.com](http://www.privatelabelintl.com)

NorCal: 415.877.5688 | SoCal: 760.546.5688 | Arizona: 480.725.5688

