

HPMKT trend recap

FALL 2025

01. **AESTHETICS**

02. **FINISHES &
COLORS**

03. **MATERIALS &
TEXTURES**



Photo Credit: Andmore

NOTES FROM MARKET

Despite ongoing social and economic uncertainty, manufacturers at High Point Market continue to show remarkable resilience and creativity, unveiling collections that are both inspiring and emotionally resonant.



This season, the trends reflect a deeper cultural shift: consumers are seeking **authentic materials, restorative environments, and immersive experiences** that go beyond aesthetics. Furniture is no longer just functional — it’s emotional, tactile, and story-driven. We’re seeing a return to natural textures, grounded palettes, and sculptural forms that invite touch and evoke calm. From earthy woods and moody stains to soft brutalist silhouettes and soulful color stories, the design language is evolving to meet the moment.

As color and trend experts, we make it a priority to visit as many showrooms as possible, but with Market’s vast scale and ever-growing footprint, it’s impossible to see it all. What you’ll find in this report is a curated selection based purely on design merit — free from brand bias or commercial influence.

High Point Market continues to be a bellwether for what’s next in design — and this season, it’s clear that beauty, comfort, and meaning are leading the way. Let’s dive into the trends that are shaping the future of furniture.

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Melissa Eurillo
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Sherwin-Williams Industrial Wood DesignHouse





Photo Credit: High Point Market Authority

01. AESTHETICS **Fall 2025**

- 1. Modern Manor*
- 2. Americana*
- 3. Vouge Regency*
- 4. Coastal Fusion*
- 5. Whimsical Wellness*
- 6. Brute Beauties*

AESTHETICS

MODERN
MANOR

Bringing classic traditional style back in a new and relevant way. Focuses on traditional design elements reminiscent of antiques and period pieces that have been updated in a refined way with modern lines, colors, and finishes.



Theodore Alexander, Markos Bed



Vanguard Furniture, Rendition Dresser



Lillian August, Vivienne Chest



Universal, Birchaven Brindle Dresser



Hickory Chair, Country Occasional Chair

Recommended Finishes



SW018563 SW018566 SW018571 SW018527 SW018577

Emphasizes a revival of traditional design styles and elements that are updated with modern lines and finishes.

AESTHETICS

AMERICANA

Blending the warmth of natural colors and layered materials in a way that creates a harmonious space with a deeply textural experience. These spaces feature clean, simple lines that let the materials take center stage.



Photo Credit: Tobi Fairley, Promised Land Farm



Bassett Mirror, Napa Dining Table



Becki Owens x SURYA, Hermosa Dresser



Amber Lewis x Four Hands, Brently Chair



Riverside, Calhoun Display Cabinet



Gabby, Highland Bar Stool

Recommended Finishes



SW018333 SW018525 SW018334 SW018562 SW018352

Incorporates natural materials in organic color palettes and clean silhouettes in a way that creates a casual, yet refined, space.

AESTHETICS

VOUGE
REGENCY

Inspired by the bold and dramatic 1920’s Art Deco aesthetics. Uses luxurious elements like golds, geometrics, velvet and mirror to create a vibrant energy that doesn’t miss the mark on timeless elegance and sleek modernity.



Photo Credit: Martin Morrell



Eichholtz, Coffee Table Rubicon



Jonathan Charles, Terra Sideboard



Regina Andrew, Mirage Side Table



Lillian August, Theodore Chest



Sunpan, Ezekiel Nightstand

Recommended Finishes



SWG07381 SWG017618 SWG018349 SWG018600 SWG018755

Blends bold, structured looks of the 1920’s
with regal materials and colors for a sense
of glamorous opulence.

AESTHETICS

COASTAL
FUSION

Unique, intimate, and curated resort style aesthetic. Mends high-end, tropical vibes with classic refinement. Emphasizes West Indies influences with modern sensibilities and coastal elements including rope, rattan and linen.



Photo Credit: Emily Followill Photography



Palecek, Zoey Natural Oak Dresser



Bernhardt, Camille Buffet



Baker, The Peacock's Throne Lounge Chair



Jonathan Charles, Palm Court Collection



Hooker Furniture, Surfrider Bed

Recommended Finishes



SWG017389 SWG018520 SWG018344 SWG018785 SWG018771

Highlights the thoughtful and intentional blending of modern coastal with a heavier West Indies influence.

AESTHETICS

WHIMSICAL
WELLNESS

Inclusion of unexpected items that evoke delight and curiosity that can trigger a positive emotional response, lifting spirits and fostering a sense of happiness and wonder. Designs that invite 'playfulness' into daily life.



Photo Credit: House of Nomad



Noir, Leandra Dining Table



Mr. & Mrs. Howard, Dana Storage Cocktail Table



Caracole, Gelee Accent Chair



Hickory Chair, Scalla End Table



Gabby, Wave Dining Side Chair

Recommended Finishes



SWG018339 SWG016406 SWG018335 SWG018592 SWG016350

Prioritizes mental and emotional health
by integrating moments of playfulness,
imagination and joy into spaces.

AESTHETICS

Brute Beauties

Designs that maintain the chunky, geometric silhouettes of Brutalist architecture but with softened edges and curves. Merges the raw, monolithic forms and materials with inviting textures, organic elements, and a muted, earthy palette.



Noir, Wolfgang Sideboard



ART Furniture, Verge Cocktail Table



Universal, Mirage End Table

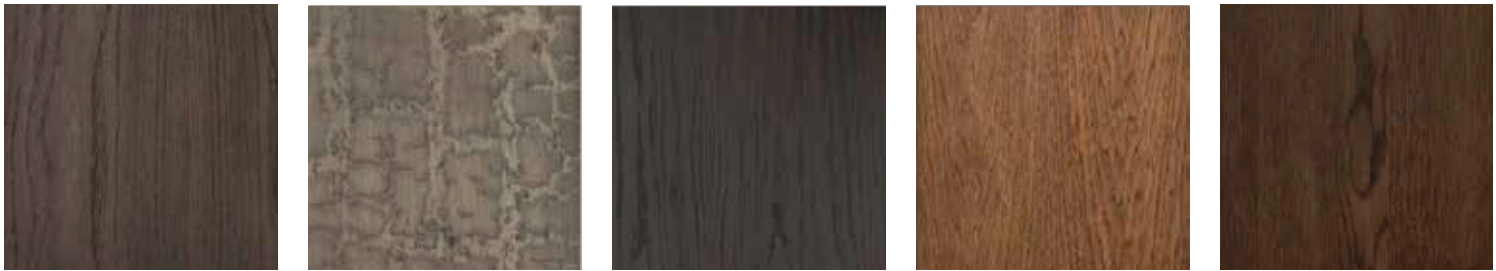


Kamiya Furniture, Chair #61



Bernhardt, Sharaab Storage Cabinet

Recommended Finishes



SWG018415 SWG018761 SWG017796 SWG018378 SWG018729

Blends the raw, architectural essence of Brutalism with inviting textures, organic elements, and a more human-centered aesthetic.



02. FINISHES & COLORS

Fall 2025

- 1. Light Stains*
- 2. Mid-Tone Stains*
- 3. Brown Stains*
- 4. Dark Stains*
- 5. Color Stories*

FINISH & COLOR



Bernhardt, Ellis Etagere



Phillips Collection, New Bleached Finish

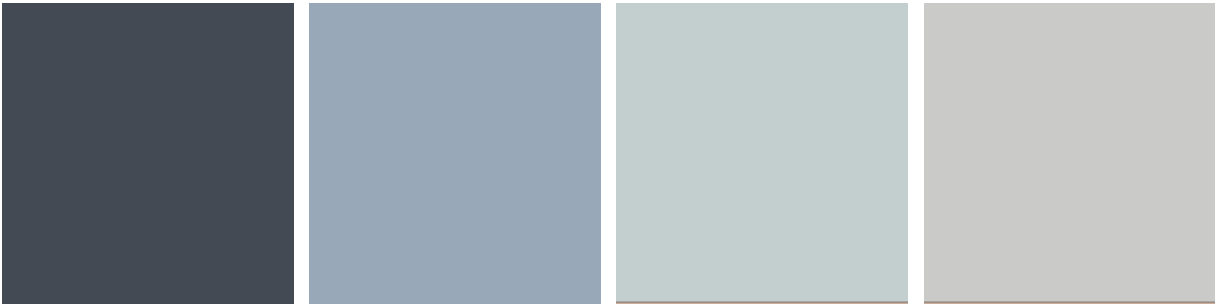


Jonathan Charles, Cynaria Cabinet

LIGHT STAINS

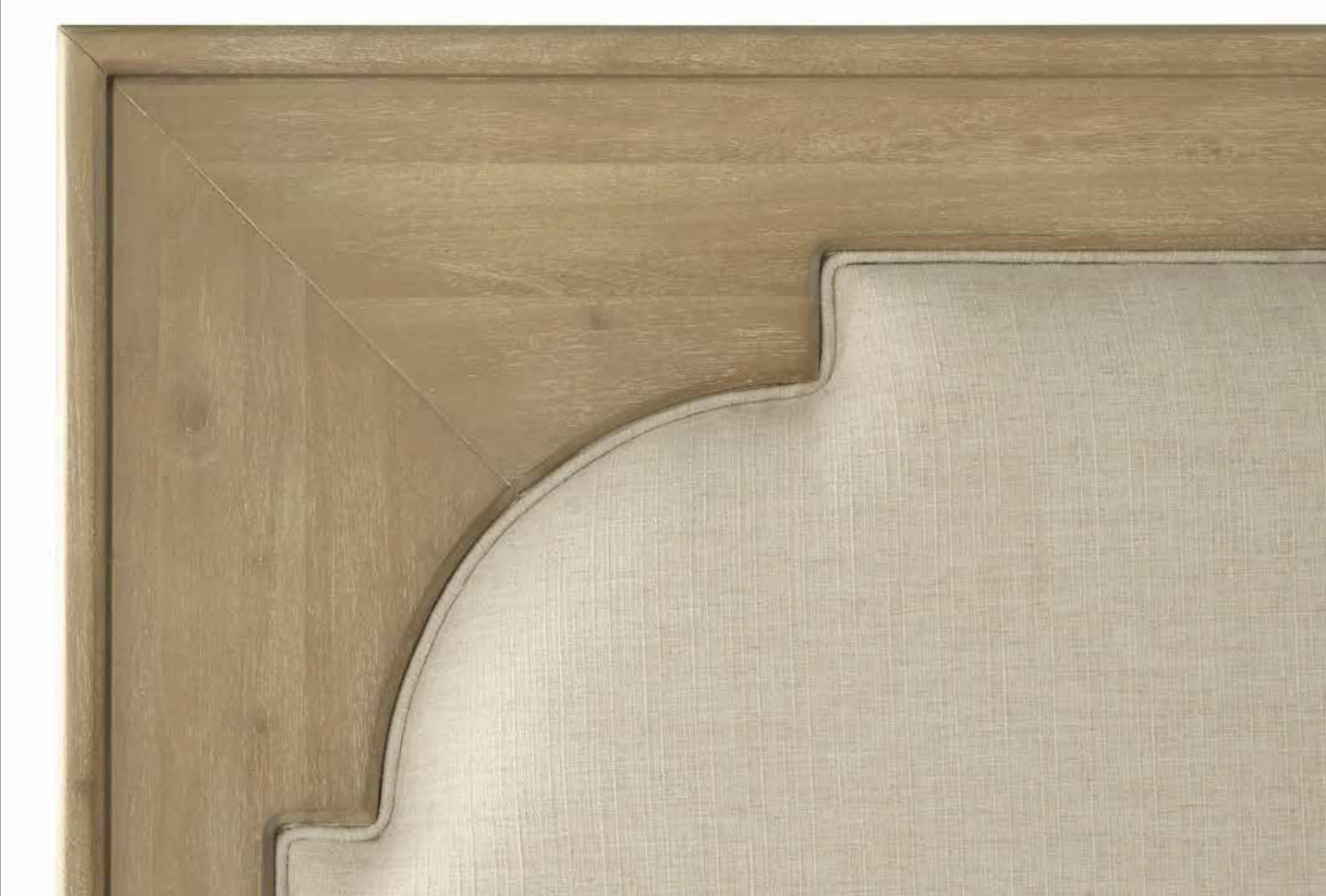
In today’s interiors, light stain finishes are celebrated for their ability to bring warmth, clarity, and a sense of calm to a space. As design trends shift toward natural materials, mindful aesthetics, and biophilic principles, light woods offer the perfect balance of organic beauty and modern simplicity.

Coordinating Colors



Sea Mariner, SW 9640 Solitude, SW 6535 Tradewind, SW 6218 Passive, SW 7064

FINISH & COLOR



Gabby, Windsor Bed



Ethnicraft, PI Dining Table

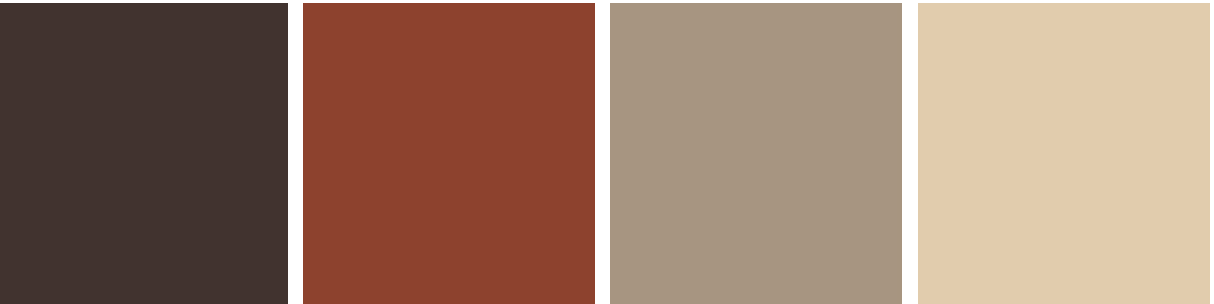


Eichholtz, Drawer Dresser Colston

MID-TONE STAINS

These tones radiate a soft, sunlit glow that instantly warms a space, making furniture feel inviting and timeless. Shades like butter and honey evoke comfort, nostalgia, and warmth, which resonates with a sense of rejuvenation. They strike a balance between light and dark, making them ideal for both open and intimate spaces.

Coordinating Colors



Black Bean, SW 6006 Cajun Red, SW 0008 Sanderling, SW 7513 Sundew, SW 7688

FINISH & COLOR



Universal, Veil Hall Chest



Sherrill Furniture, Helios Cocktail Table

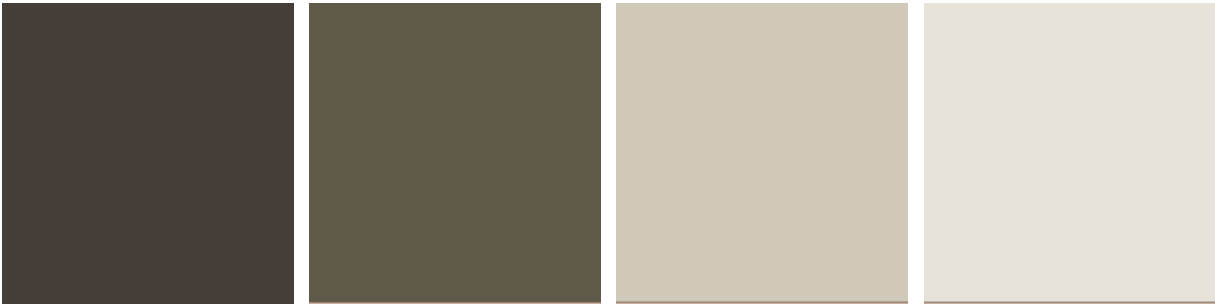


Four Hands, Paden Dining Table in Sandy Acacia

BROWN STAINS

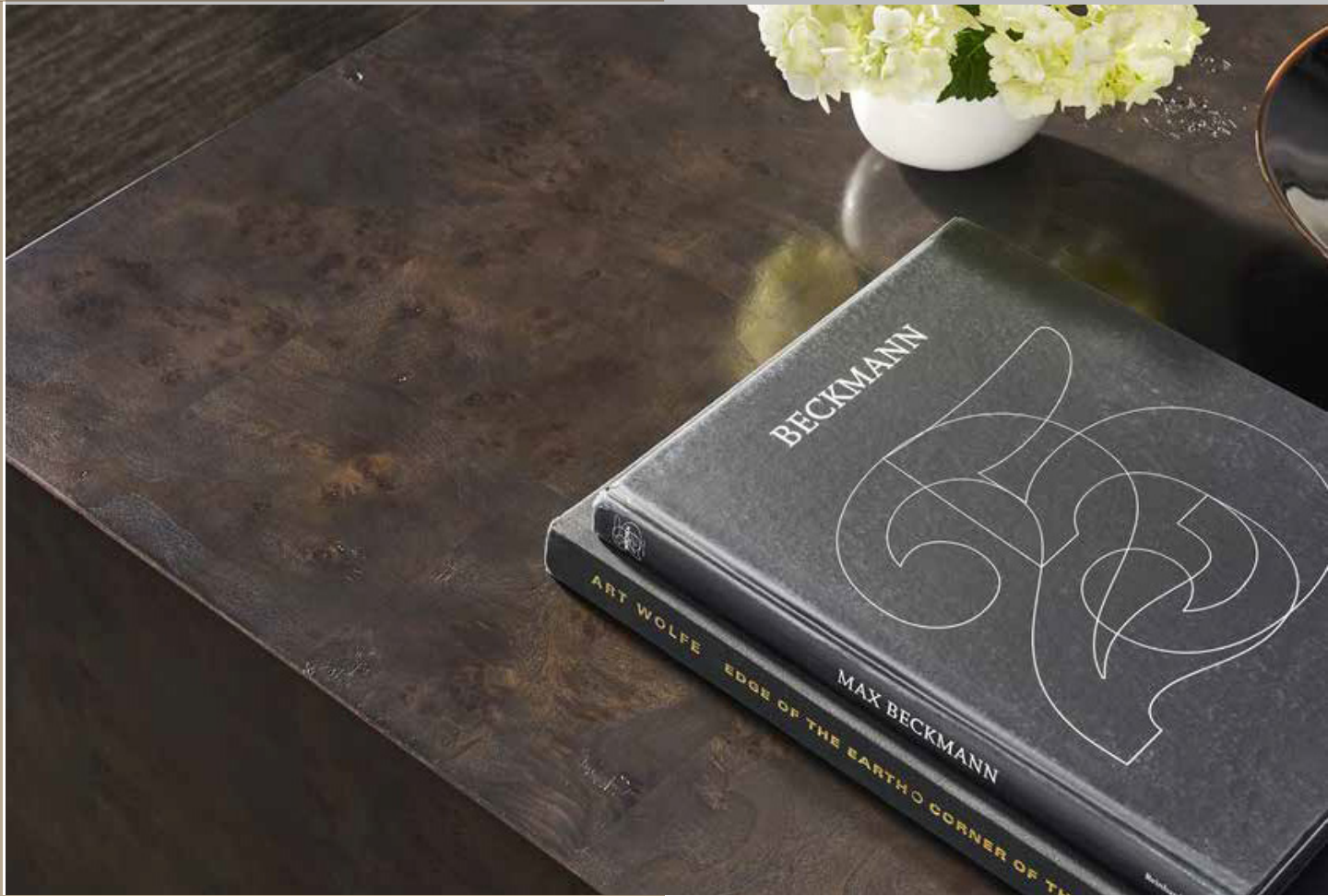
Warm browns are making a strong comeback in furniture design. These finishes offer a rich, grounded aesthetic that feels both sophisticated and timeless. Earthy brown stains reveal the wood’s natural grain and texture, adding layers of visual interest and tactile richness. They infuse interiors with a sense of warmth and intimacy.

Coordinating Colors



Clove, SW 9605 Garden Gate, SW 6167 Mushroom, SW 9587 Sanctuary, SW 9583

FINISH & COLOR



Vanguard, Verona Cocktail Table

DARK STAINS

These deep, nuanced wood tones aren't just flat black. They reveal subtle undertones, hints of brown, red, or blue, and allow the wood grain to peek through, adding richness and dimension. These stains bring a sense of mystery, elegance, and visual complexity to furniture, making them a bold yet timeless choice.

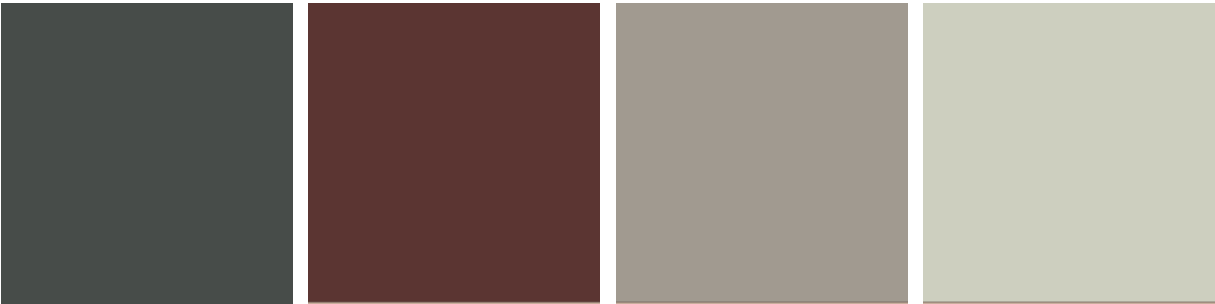


Noir, Frederico Console



Bernhardt, Alton Cocktail Table

Coordinating Colors



Rock Bottom, SW 7062 Dark Auburn, SW 6034 Pavestone, SW 7642 Liveable Green, SW 6176

FINISH & COLOR



Eichholtz Showroom



Baker Showroom



Theodore Alexander Showroom



Caracole Showroom

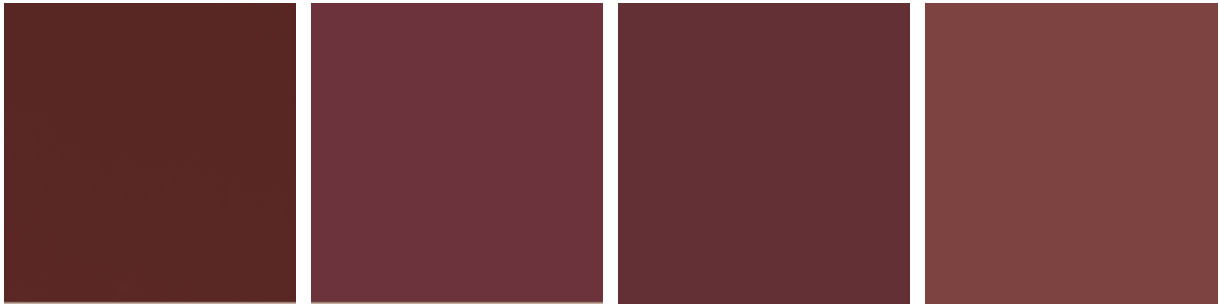


Fairfield Chair Showroom

COLOR STORIES:
BURGUNDY

Bold, brooding, and beautifully balanced, burgundy tones are complex blends of reds, browns, and purples, that provides a layered, moody richness. This lush color evokes confidence without arrogance, warmth without softness, and luxury without flashiness.

Our Favorite Burgundies



Rookwood Red, SW 2802 Borscht, SW 7578 Cordovan, SW 6027 Crabby Apple, SW 7592

FINISH & COLOR



Vanguard Showroom



Bassett Mirror Showroom



Baker Showroom



Jonathan Adler Showroom

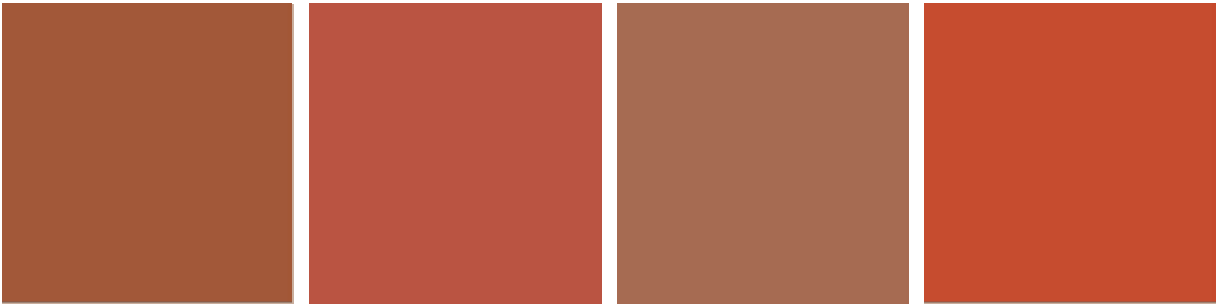


Sunpan Showroom

COLOR STORIES:
RUSTY ORANGES

These rusty orange tones are rooted in nature, reminiscent of sunbaked clay, autumn leaves, and desert landscapes, but it's far from rustic. With burnished, terracotta undertones, these shades evoke a refined, almost vintage elegance that feels both nostalgic and modern.

Our Favorite Oranges



Pennywise, SW 6349 Peppery, SW 6615 Cavern Clay, SW 7701 Cayenne, SW 6881

FINISH & COLOR



Sunpan Showroom



Lillian August Showroom



Jonathan Charles Showroom



ART Furniture Showroom



Sherill Furniture Showroom

COLOR STORIES:
DUSTY GREENS

Dusty greens are inherently biophilic, they mirror the tones of foliage, moss, and herbs. Their muted quality feels organic and grounded, offering a visual escape from the overstimulation of digital life. They bring the outside in, fostering a sense of wellness and tranquility.

Our Favorite Greens



Rosemary, SW 6187 Secret Garden, SW 6181 Olive Grove, SW 7734 Oakmoss, SW 6180

MATERIALS & TEXTURES



Century, Parquet Dining Table



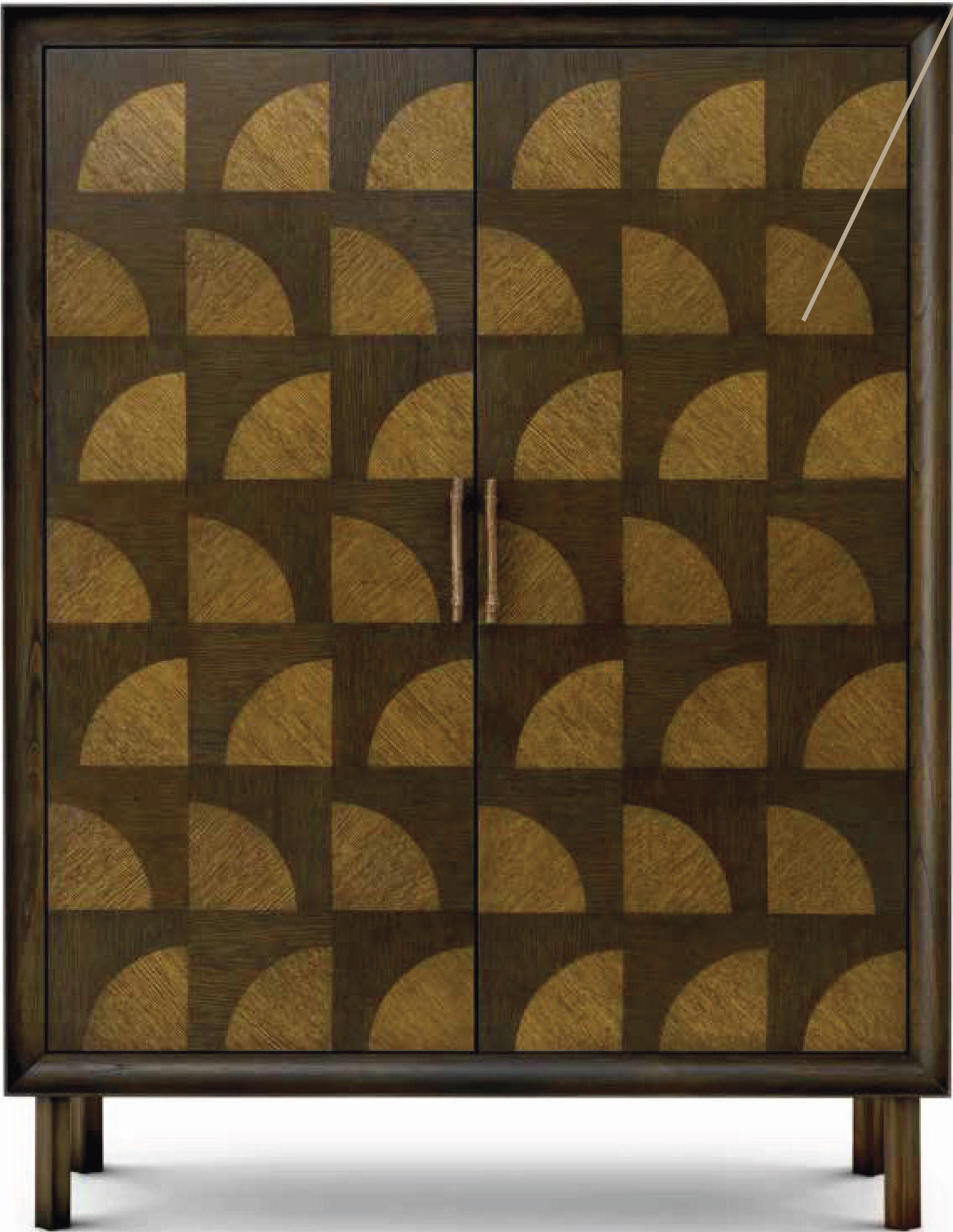
Jonathan Charles, Tidepool Dining Table



Gabby, Elwood Sideboard

PATTERN PLAY

Wood veneer patterns are being reimagined to create dynamic visual movement, layering grains in unexpected directions. Geometric, abstract, and asymmetrical layouts add rhythm and depth, transforming surfaces into sculptural statements. These techniques elevate furniture from static to expressive, blending craftsmanship with contemporary artistry for truly captivating pieces.



Eichholtz, Cabinet Kumo

MATERIALS & TEXTURES



Worthen, Custom Shelving



John-Richard, Rainfall Chest



Century, Grand Oak Cocktail Table

AGED TO PERFECTION

Aged finishes are bringing a sense of timeless elegance to design. From raw brass and acid-washed metals to oxidized mirrors and hand-rubbed wood, these surfaces reveal the beauty of time's touch. It's not about distressed applications — it's about graceful aging that adds depth, character, and authenticity to every detail. Brass patinas to a warm glow, metals reveal moody depths, and antiqued mirrors add a layer of intrigue.



Jamie Young Co., Acid Washed Metal Finish

MATERIALS & TEXTURES



Baker, The Pangolin's Cocktail Table



Phillips Collection, Teak Slice Coffee Table



Eichholtz, Dining Chair Luberon



Jonathan Charles, Hartland Cabinet

OF THE EARTH

Organic materials are redefining modern luxury. Designs are showcasing petrified wood, seagrass, and eggshell alongside mother-of-pearl, rattan, and stone to create furniture that feels timeless and tactile. Each element brings natural beauty and artisanal depth, transforming interiors into curated sanctuaries where raw materials meet refined craftsmanship, creating harmony between nature and design.

MATERIALS & TEXTURES



Regina Andrew, Charli Marble Accent Table



Bassett Mirror, Baird Accent Tables



Caracole, Verde Accent Table

CHROMAROCK

Colorful stone is redefining opulence with a playful twist. Vibrant malachite, luminous onyx, and rich lapis lazuli mingle with fiery carnelian and warm jasper, infusing tables and accents with jewel-like brilliance. These stones create interiors where luxury meets whimsy—bold, radiant, and artfully curated for those who dare to indulge in color.



Universal, Cerise Spot Table



For more information about the DesignHouse, please visit: wood.sherwin-williams.com

To download our latest color forecast, the 2026 Industrial Wood Colormix®, click [here](#).

Feeling inspired? Visit our [Virtual Panel Studio](#) to discover more finishes and trending color palettes!

Due to the color variances of digital devices, colors shown approximately as closely as possible to the actual stain colors.