SHERWIN-WILLIAMS.
DESIGNHOUSE | *Industrial Wood Coatings*



HPMKT trend recap

FALL 2026

Photo: High Point Market Authority

01. AESTHETICS

02. FINISHES DIRECTION

03. COLOR STORIES

04. MATERIALS & TEXTURES

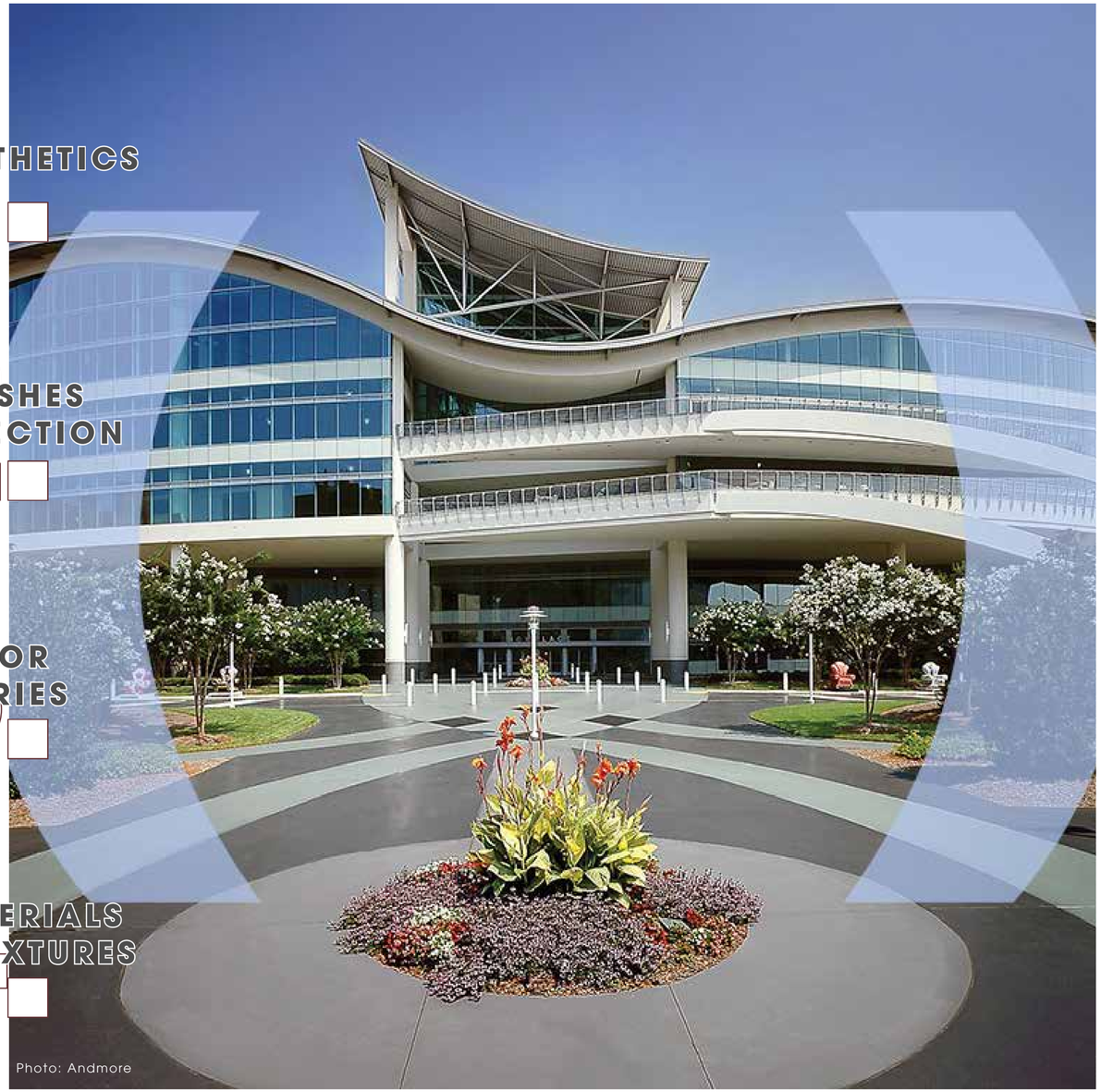


Photo: Andmore

NOTES FROM MARKET



Fall 2026 High Point Market reflected a home furnishings industry becoming increasingly **holistic, expressive, and material-driven**. From a color and design perspective, the strongest directions moved beyond individual products toward complete environments, where finish, color, texture, and material work together to create a distinct point of view.

Market introductions embraced tactile surfaces, sophisticated color, character-rich woods, sculptural forms, and unexpected material treatments, reinforcing a desire for interiors that feel more **personal and layered**. New designs and launches featured stone, burl and walnut veneers, lacquer, tapestry-like textiles, marble, inlay, and other highly decorative materials.

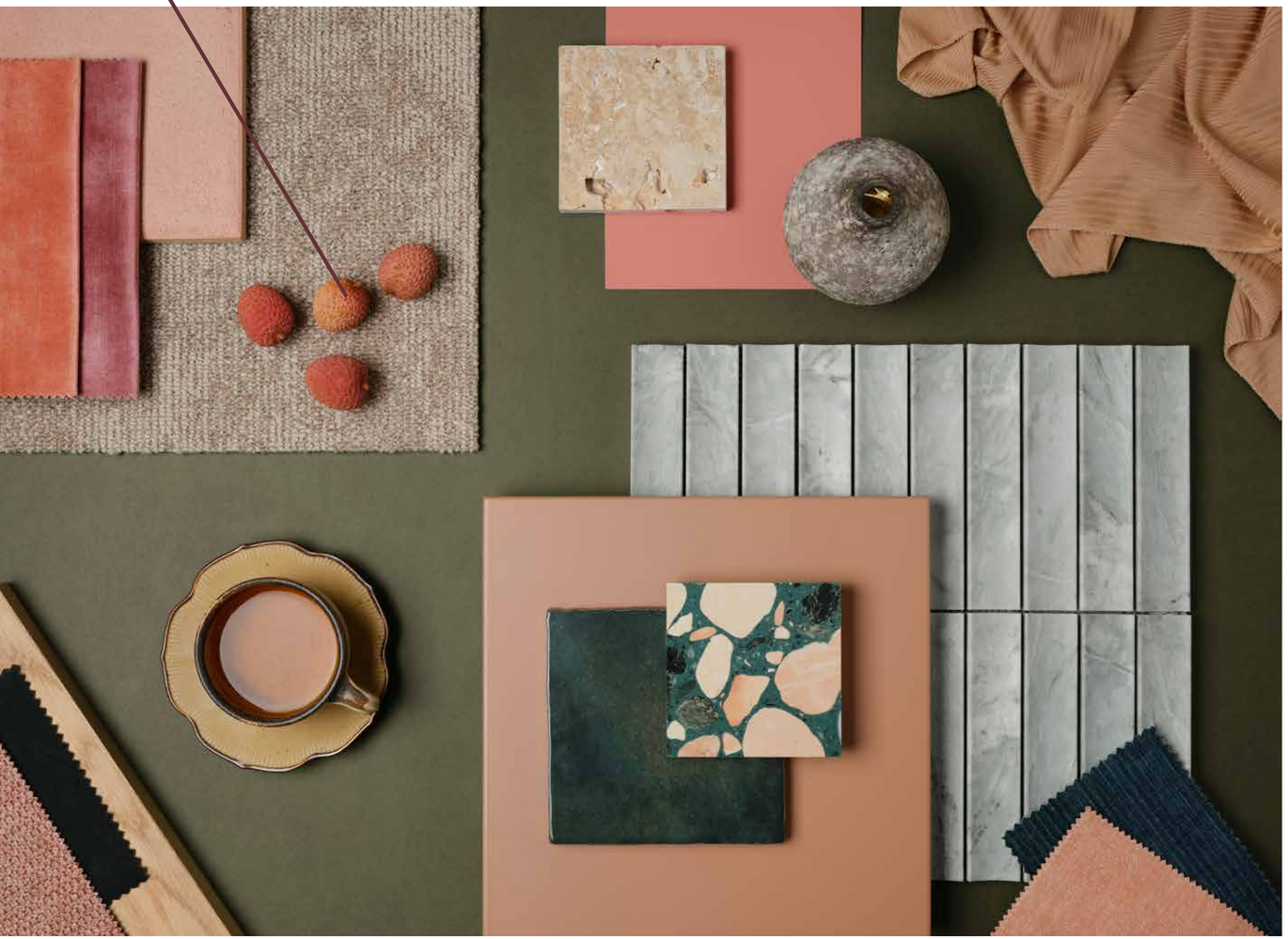
The market itself is evolving as well. NKBA's expanded Broad Hall presence brought furnishings together with surfaces, cabinetry, appliances, lighting, fixtures, and color, reflecting the growing influence of kitchen and bath within whole-home design.

As Market continues to evolve, the focus is expanding beyond individual furnishings toward **the complete interior**, creating a broader platform for discovering how we will live, gather, and design next.

Melissa Eurillo

Melissa Eurillo
Asst. Marketing Manager of Color & Design
Sherwin-Williams Industrial Wood DesignHouse



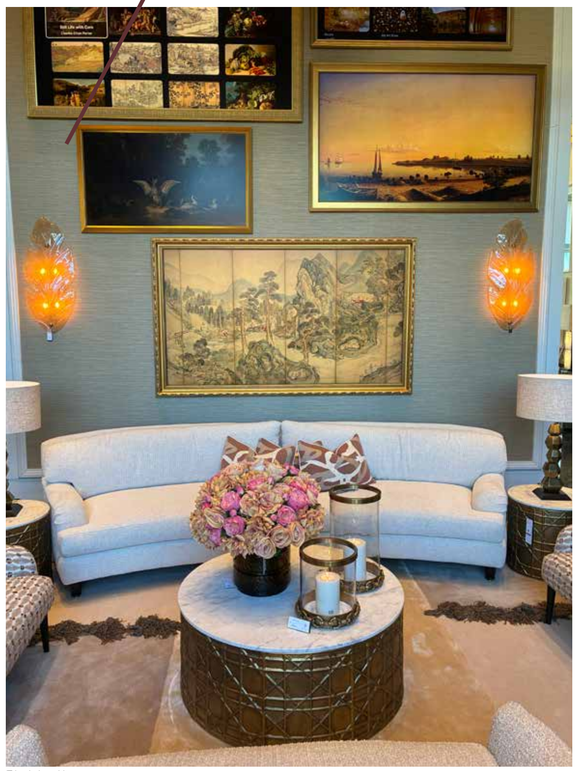


01. AESTHETICS
FALL 2026

1. Energetic Heritage
2. Mountain Chalet
3. Glamourous Gaming
4. Softened Architecture

ENERGETIC HERITAGE

Traditional styling takes on new energy as interiors embrace the beauty of craft, history, and considered design. Classical forms and heritage references mingle with nuanced color, expressive woods, decorative surfaces, and artisan detail, creating compositions that feel layered and collected over time. Rather than recreating the past, this new expression celebrates its richness, resulting in interiors that feel sophisticated, soulful, and deeply personal.



Eichholtz



Uttermost // Revelations



Kamiya Furniture



Woodbridge

Tradition becomes a creative resource, where classical and archival references are interpreted rather than replicated, allowing different eras and influences to coexist.

AESTHETICS

ENERGETIC HERITAGE

Warm materials and thoughtful details give heritage design fresh personality. Oak, walnut, burl, and richly figured woods showcase expressive grain patterns and natural variation, bringing depth and individuality. Carved details, tactile textiles, and aged metals add character, while muted greens, dusty blues, softened ochres, and earthy reds introduce restrained color, creating interiors that feel layered, expressive, and comfortably collected.


Gabby Home


Four Hands


Bassett Mirror Co.


Rowe


Jonathan Charles


Bassett Furniture x Heather Chadduck


Roll & Hill

THE ENERGETIC HERITAGE PALETTE

SW019513

SW2846 Roycroft Bronze Green

SW019674

SW0022 Patchwork Plum

SW019507

SW6990 Caviar

SW019499

SW2824 Renwick Golden Oak

SWG019503

SW9506 Warm Winter

SWG018334

SW9177 Salty Dog

SW019693

SW0047 Studio Blue Green

MOUNTAIN CHALET

Rustic retreat meets quiet luxury in Mountain Chalet. This elevated take on cabin living balances rugged character with sophisticated comfort, creating spaces that feel warm, immersive, and effortlessly refined. Rooted in nature but designed for modern living, the aesthetic captures the indulgence of escaping to a beautifully appointed mountain retreat. The result is an elevated retreat where connection to nature, cozy comfort, and understated sophistication come together with an effortless sense of escape.



Gabby Home



Fairfield Chair



Jonathan Charles



Lexington Furniture

Rustic design becomes a study in elevated comfort, where rugged character and natural influences are refined through a lens of quiet luxury

AESTHETICS

MOUNTAIN CHALET

Warm, character-rich woods, like hickory and pecan, and natural stone create a grounded foundation for this aesthetic, while leather upholstery, aged metals, and handcrafted details add depth and sophistication. Plush textiles and oversized, generous silhouettes bring a sense of enveloping comfort. Earthy neutrals, deep browns, forest greens, and smoky charcoals reinforce the connection to nature, creating an ambiance that feels cozy and rugged, yet polished, elevated, and quietly indulgent.



Copeland



Verellen



Bernhardt



Step One



Dovetail



Universal Furniture



Four Hands

THE MOUNTAIN CHALET PALETTE

SW018347	SW9690 Mountain Fig	SW019554	SW6150 Universal Khaki	SW019642	SW6356 Copper Mountain	SW019680	SW6412 Eminate Bronze	SWG018562	SW6076 Turkish Coffee	SWG018460	SW7591 Red Barn	SW019700	SW9106 El Caramelo

GLAMOROUS GAMING

Glamorous Gaming brings a sense of occasion back to gathering at home. As consumers seek a counterbalance to an increasingly AI-forward and digital world, analog games offer a tactile, social experience centered on connection and play. Elevated through sophisticated design and a little visual drama, game night becomes an experience worth dressing the room for. Stemming from the party lifestyle of the roaring `20s, these spaces celebrate the luxury of having the time and space to host.



Bassett Furniture x Heather Chadduck



Sunpan



Fairfield Chair



Four Hands

Analog play gets a glamorous upgrade, transforming game night into a social experience designed around connection, conversation, and a little indulgence.

AESTHETICS

GLAMOROUS GAMING

Materiality gives Glamorous Gaming its sense of allure. Rich woods like mahogany and burl establish a sophisticated foundation, while lacquer, marble, and polished metals add a decadent edge. Velvet and mohair upholstery create comfort designed for lingering, while playful details such as marquetry and contrasting inlay bring personality. Discreetly integrated modern conveniences like cupholders, storage, and task lighting add to the appeal.


Worlds Away


Taracea


Jonathan Charles


Century


Universal


Interlude Home


Sarreid

THE GLAMOROUS GAMING PALETTE

SW019178

SW6459 Jadite

SW019158

SW9697 Lotus Petal

SW019471

SW6150 Universal Khaki

SW019411

SW9065 Perfect Periwinkle

SWG019206

SW7069 Iron Ore

SWG019589

SW9166 Drift of Mist

SW018957

SW9654 Taiga

SOFTENED ARCHITECTURE

Softened forms bring a quieter refinement to sculptural design, creating emotional ease within the home. Exaggerated, bulbous forms evolve into more graceful curves and gently structured silhouettes, balancing architectural presence with approachable comfort. Organic shapes, subtle color, and tactile materials create interiors that feel calm and cocooning, offering softness without losing the sophistication of strong, considered design.



Hooker Furnishings



Four Hands



Roll & Hill



Surya

Sculptural design enters a softer era, as exaggerated curves give way to refined silhouettes that balance architectural presence with warmth, comfort, and visual ease.

AESTHETICS

SOFTENED ARCHITECTURE

Natural materials and barely-there color bring warmth to this aesthetic. Subtle wood grains, honed stone, and handcrafted surfaces introduce quiet texture, while cozy upholstery softens refined silhouettes. Mineral tones, warm ivories, and muted earth hues add subtle personality, creating interiors that feel organic and dimensional without disrupting their sense of calm. Forms become more controlled: softened corners, gently bowed backs, rounded edges, waterfall profiles, and sculptural bases.


Eichholtz


Universal


Ethnicraft


Interlude Home


Sagebrook Home // Elevarre


Essentials for Living


Abner Henry

THE SOFTENED ARCHITECTURE PALETTE

SW019602

SW6421 Celery

SW019691

SW9586 White Sesame

SW018203

SW6057 Malted Milk

SW019780

SW9648 Frosted Fern

SWG019186

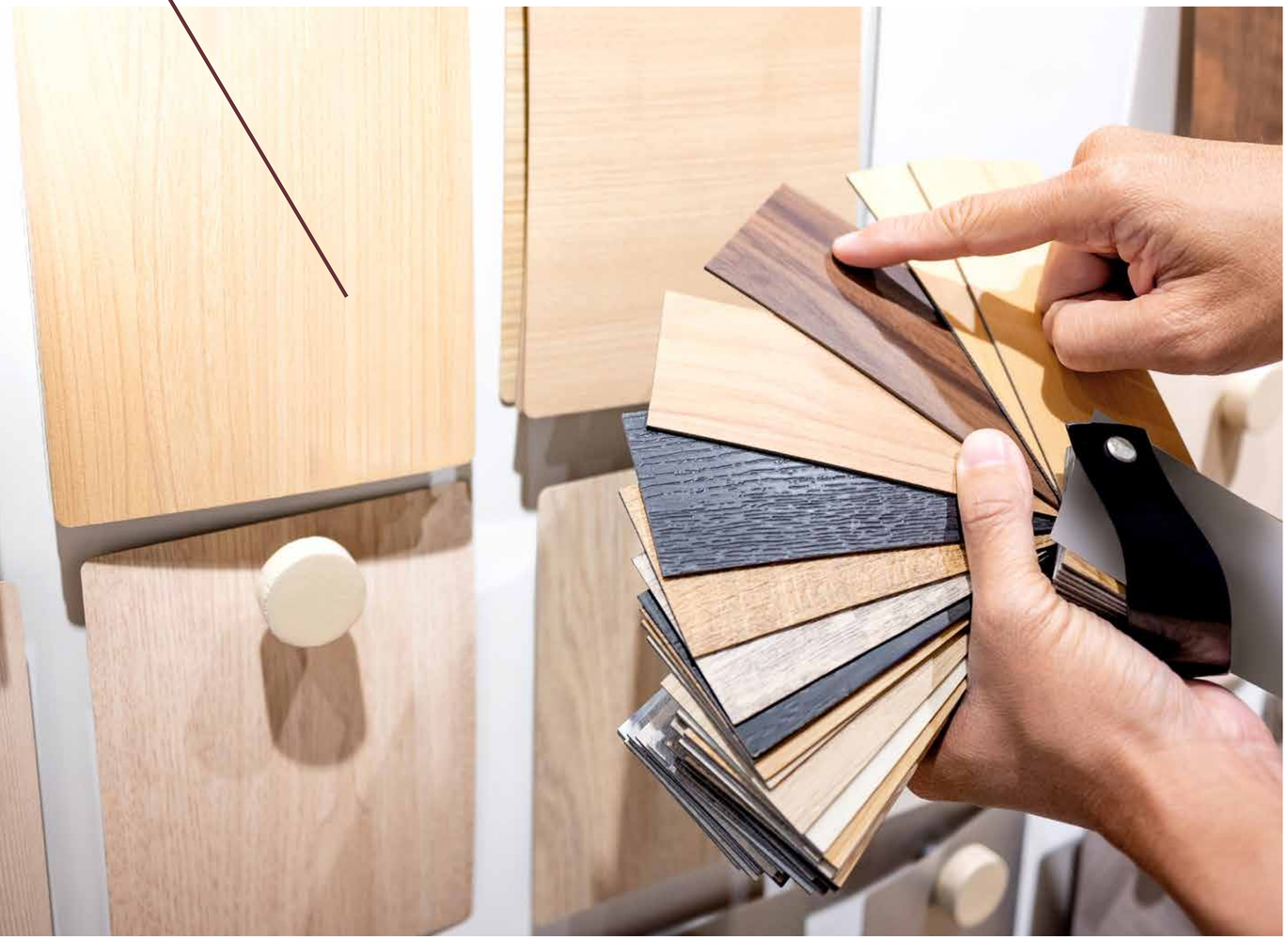
SW9611 Minimalist

SWG019201

SW6204 Sea Salt

SW019364

SW9617 Beachcomber



02. FINISH DIRECTION
FALL 2026

1. *Warm Woods*
2. *Authentic Character*
3. *Colorful Stains*
4. *High-Sheen Opaques*

FINISH DIRECTION

WARM WOODS

Warm woods continue to bring renewed richness to furniture, shifting the market away from cooler, washed finishes toward honeyed oak, caramel, walnut, and deep chocolate tones. Their warmth creates an immediate sense of comfort and sophistication, offering a versatile foundation that feels both timeless and distinctly current.



Eichholtz



Hooker Furnishings



Wermo



Bassett Mirror Co

OUR FAVORITE WARM FINISHES



SWG019224



SWG019494



SWG019563



SWG019659



SWG019692



SWG019528

FINISH DIRECTION

AUTHENTIC CHARACTER

Wood is taking on a more authentic, character-rich expression as knots, splits, and distinctive grain patterns become celebrated rather than concealed. These natural characteristics bring individuality and a sense of honesty to furniture, emphasizing the beauty of the material itself. These unique characteristics reinforce a growing appreciation for imperfection and natural variation.



Artistica



Step One



Four Hands



Uttermost // Revelations

OUR FAVORITE FINISHES WITH AUTHENTIC CHARACTER



SWG019156



SWG018485



SWG019689



SWG019649



SWG019509



SWG019331

FINISH DIRECTION

COLORFUL STAINS

Color is bringing a fresh sense of individuality to wood finishes. While green stains took the spotlight last season, the palette is expanding into additional hues. This evolution reinforces wood's growing importance as a design material, exploring new treatments that preserve its character while offering more creative, personalized ways to make a statement.



Wildwood


Hooker Furnishings


Four Hands


Villa & House

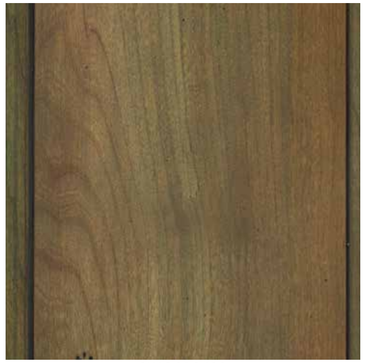
OUR FAVORITE COLORFUL STAINS


SWG019629


SWG019641


SWG018566


SWG017995


SWG019428


SWG018887

FINISH DIRECTION

HIGH-SHEEN OPAQUES

As matte finishes become mainstream, high-sheen, lacquered surfaces are emerging as a directional counterpoint. Used selectively on accent pieces, gloss introduces light, depth, and an unexpected twist. These reflective finishes create visual contrast against softer, tactile materials, adding a polished layer of personality that makes interiors feel more dynamic and intentionally composed.



Tov



Surya



Sunpan



Century

OUR FAVORITE HIGH-SHEEN OPAQUES

SW9583 Sanctuary

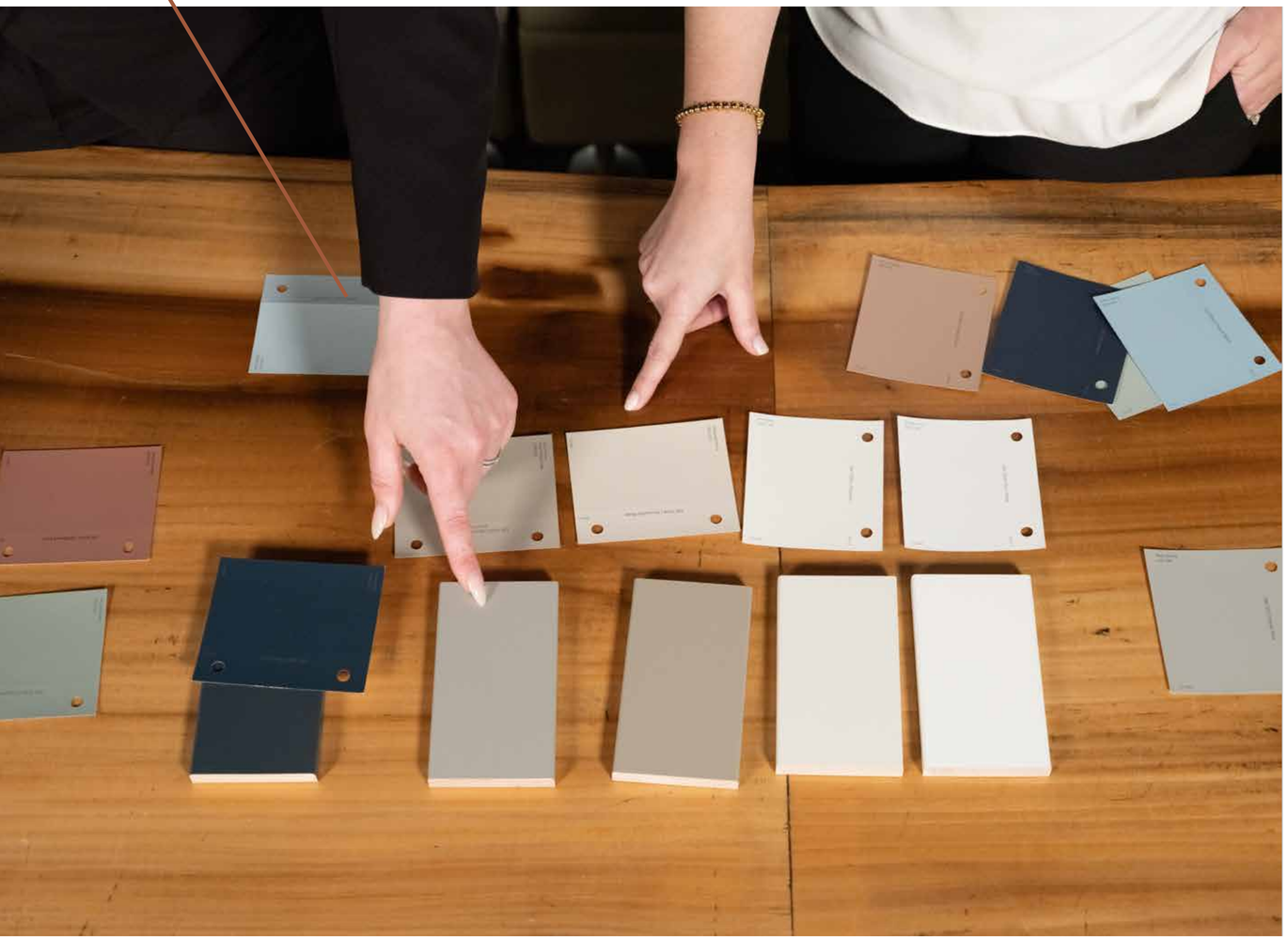
SW0031 Dutch Tile Blue

SW7032 Warm Stone

SW6187 Rosemary

SW6027 Cordovan

SW9580 Cracked Pepper



03. COLOR STORIES
FALL 2026

1. ***Chocolate Noir***
2. ***Calm Botanicals***
3. ***Berrylicous***
4. ***Moroccan Desert***

CHOCOLATE NOIR

Chocolate tones emerged as a sophisticated evolution of the brown story, embracing deep espresso, bittersweet cocoa, and near-black tones. Rich and enveloping, these shades bring warmth and drama to furniture and interiors while offering a softer alternative to black. Paired with warm woods, burnished metals, and tactile materials, the palette felt distinctly luxurious, grounded, and modern.


Bernhardt


Jonathan Charles


Alder & Tweed


Eichholtz


Sunpan


Sherrill


Four Hands


Sagebrook // Elevarre

GET THE LOOK


SWG019367


SW6083 Sable


SWG018788


SW9183 Dark Clove


SWG019555

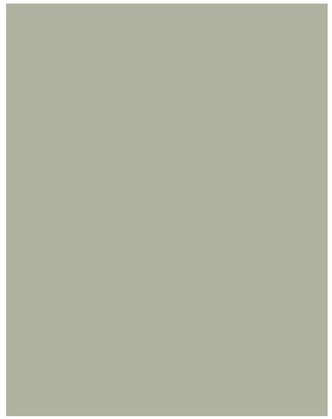

SW6006 Black Bean

CALM BOTANICALS

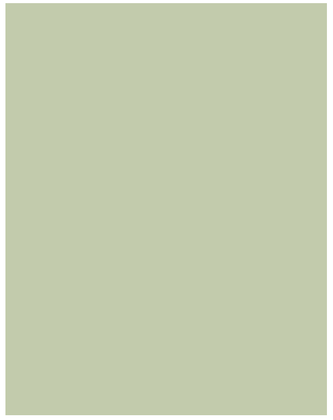
Nature speaks softly through this understated botanical palette. Gentle greens, softened by gray and mineral undertones, bring a quiet sense of calm and connection to nature. Rooted in biophilic design, these muted hues feel fresh yet soothing, creating relaxed, restorative interiors that encourage us to slow down, breathe, and embrace a softer approach to color.

GET THE LOOK

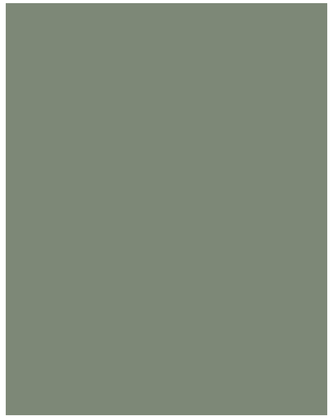

SWG019601


SW6178 Clary Sage


SWG019411


SW9673 Valleyview


SWG019565


SW6186 Dried Thyme


Fairfield Chair


Essentials for Living


Villa & House


Broad Hall


Bernhardt


Jonathan Charles


Gabby Home


Bassett Furniture

COLOR STORIES

BERRYLICIOUS

Berry reds are bringing a fresh sense of confidence to interiors, balancing rich saturation with an approachable warmth. Juicy raspberry, currant, and deep wine tones create moments of impact while remaining surprisingly livable. Whether used as a focal point or layered in smaller accents, these expressive reds add depth, personality, and a welcome sense of energy.


Hickory Chair


Universal


Four Hands


Sunpan


Baker

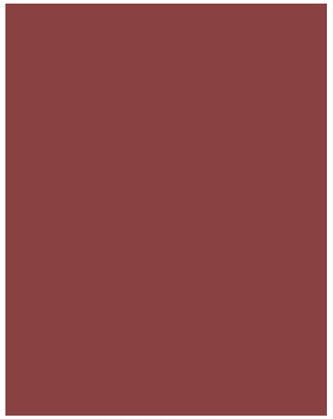

Broad Hall // Fabuwood


Jonathan Charles


Tov

GET THE LOOK

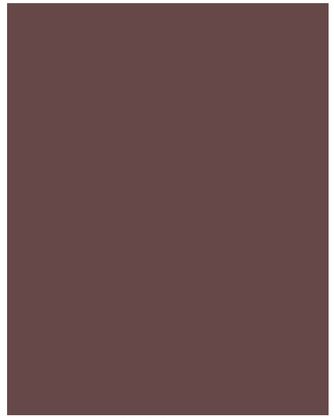

SWG019233


SW7586 Stolen Kiss


SWG019682


SW7578 Borscht


SWG09200


SW7595 Sommelier

MOROCCAN DESERT

Moroccan-inspired oranges offer a warmer, earthier approach to expressive color. Soft ochre, terracotta, and rich rust tones bring depth and personality while maintaining an inherently grounded feel. Their sun-warmed quality pairs naturally with wood, woven textures, aged metals, and handcrafted materials, creating interiors that feel layered, inviting, and full of character.

GET THE LOOK

SWG019429

SW009 Eastlake Gold

SWG019105

SW7703 Earthen Jug

SWG019361

SW7598 Sierra Redwood



Fairfield Chair



Surya



Lexington



Hooker



Eichholtz



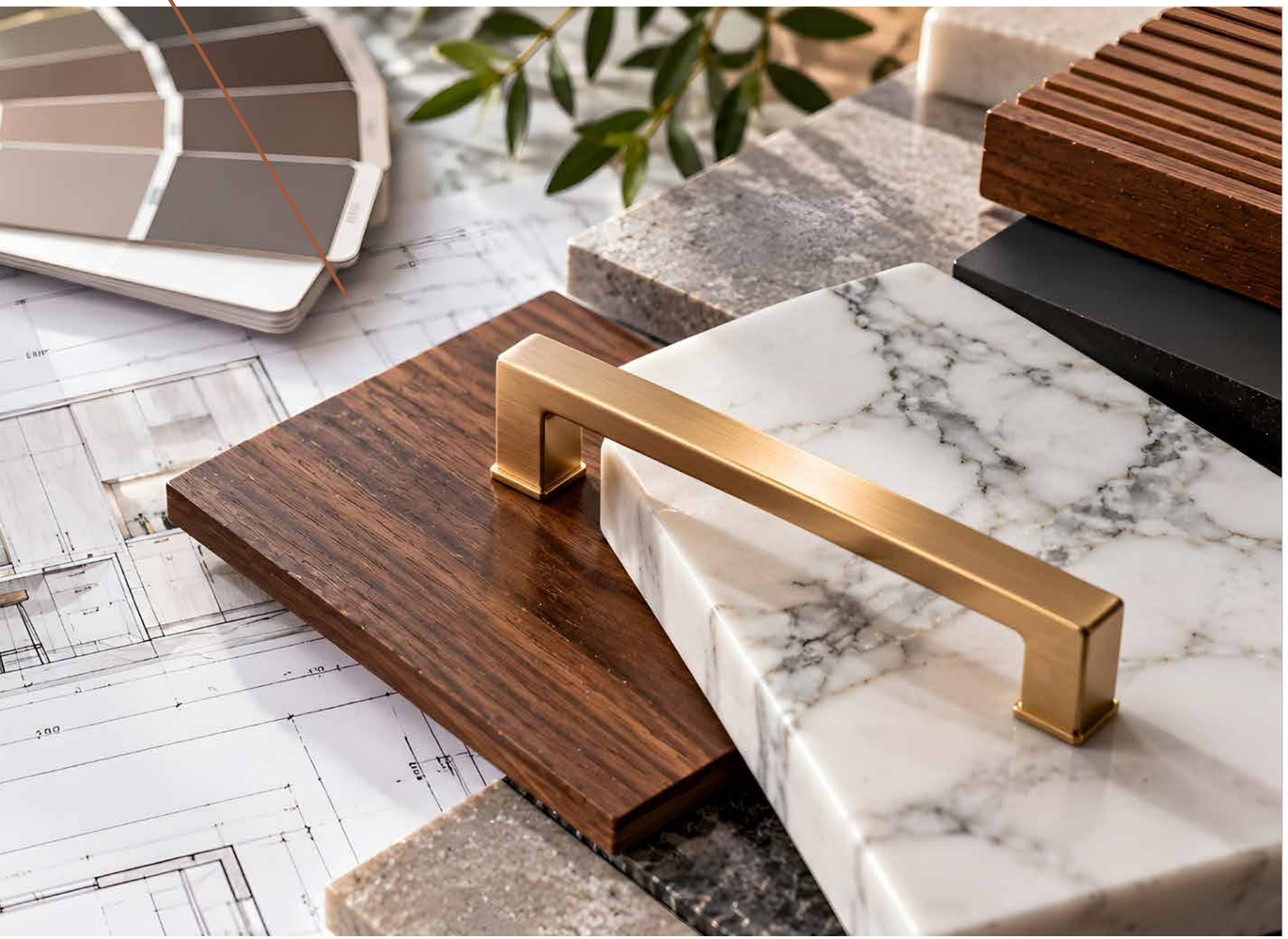
Bernhardt



Chelsea House



Bassett Furniture



04. MATERIALS & TEXTURES
FALL 2026

1. Mixed Woods
2. Unique Veneers
3. Shagreen
4. Chrome

MATERIALS & TEXTURES



Bassett Mirror Co.



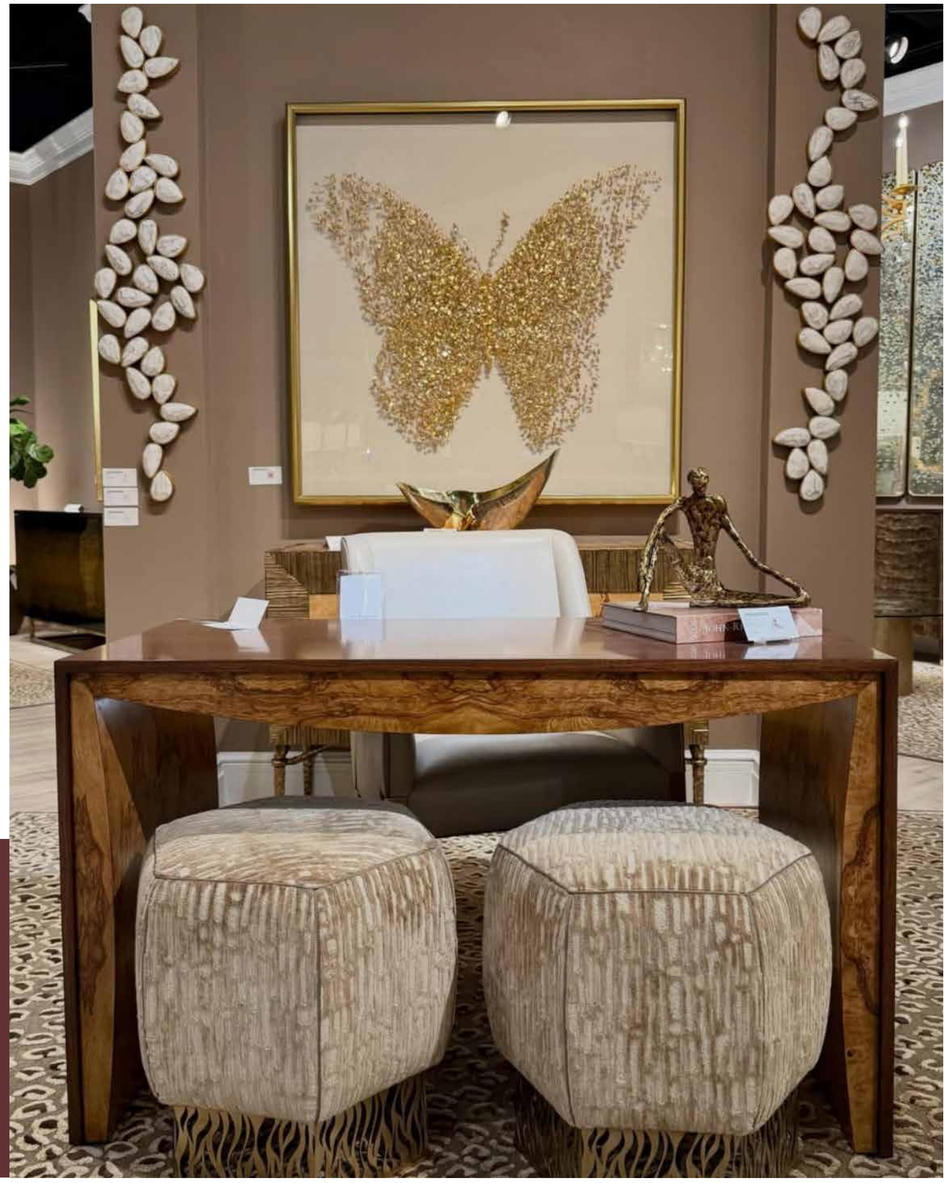
Sunpan



Uttermost // Revelations

MIXED WOODS

Mixed-wood designs are bringing greater artistry and contrast to furniture. Pairing different wood species, tones, and finishes creates visual interest through contrasting inlays, borders, marquetry, and layered surface treatments. These combinations highlight wood as both a material and a decorative element, adding depth and individuality while reinforcing a renewed appreciation for craftsmanship and thoughtfully composed details.



John Richard

MATERIALS & TEXTURES



Fairfield Chair // Eucalyptus



Wermo // Pressed Rose Petals



Four Hands // Bark Paper

UNIQUE VENEERS

Unexpected materials brought a more design-forward perspective to furniture, with engineered veneers, bark paper, exotic eucalyptus, and even recycled rose petals pressed into sheets creating distinctive surface stories. Beyond their visual impact, these unconventional applications explore sustainability through creativity and material innovation, offering new ways to differentiate products while transforming natural, engineered, and repurposed materials into compelling design features.



Wermo // Engineered Veneer

MATERIALS & TEXTURES



Gabby Home



Universal



Made Goods

SHAGREEN

Shagreen brought a distinctive layer of texture and quiet luxury to case goods, tables, and decorative accents. Its subtly pebbled surface offered a refined alternative to smoother finishes, adding visual depth without overwhelming the overall form. Particularly effective alongside warm woods, metals, and richly colored upholstery, shagreen contributed to the market's more collected, tactile approach to material mixing. The look feels both timeless and contemporary, reinforcing a renewed appreciation for craftsmanship, dimensional surfaces, and materials with a strong sensory presence.



Four Hands

MATERIALS & TEXTURES



Four Hands



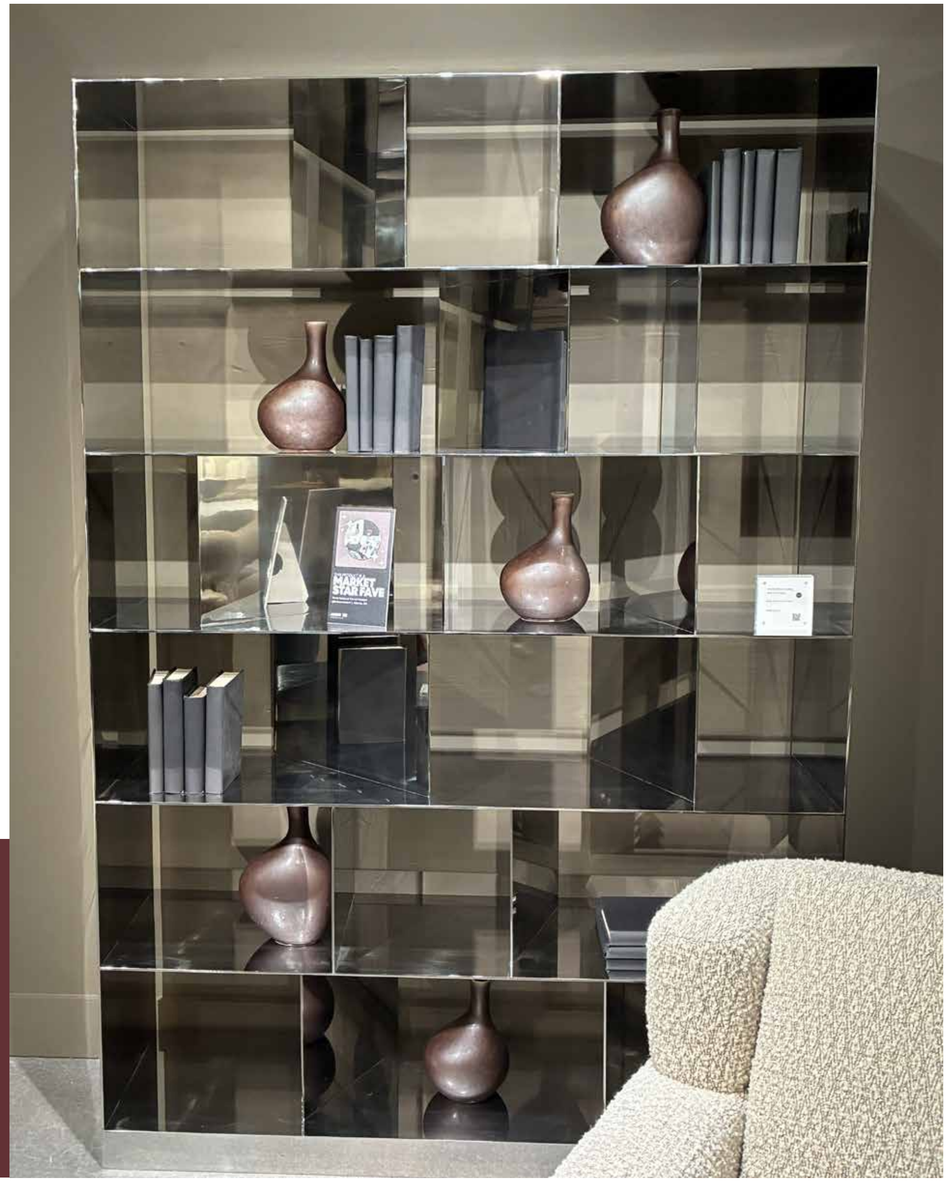
Tov



Jonathan Charles

CHROME

Chrome emerged as a prominent material direction, bringing a cool, reflective counterpoint to the warmth of wood, stone, and richly textured upholstery. Its polished surface lends a distinctly modern edge to furniture, lighting, and decorative accents, while also nodding to the sleek glamour of 1970s and early modernist design. Used as both a statement and an accent, chrome adds clarity, contrast, and a futuristic sheen, reinforcing a broader shift toward expressive metals and more eclectic material mixing.



Bernhardt



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

To download our latest color forecast, the 2027 Industrial Wood Colormix®, click here.

Feeling inspired? Visit our Virtual Panel Studio to discover more finishes and trending color palettes!

Due to variations across digital devices, colors shown are approximations of the actual stain colors.