




*SHERWIN-WILLIAMS.*  
DESIGNHOUSE

Q2

2023

# TRADESHOW TREND REPORT





Q2

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2023  
Tradeshow  
Trend  
Report

Our color and design expert, Eric Crosby, makes the round to relevant industry shows to stay on top of the latest trends. To help keep your business at the cutting edge of the wood finishing industry, Eric captures his observations of prevailing trends from these shows and applies his keen eye to where these trends are taking the market.





# High Point Market

Warm earth tones continue to dominate showroom floors, and natural hues of the 1970s are still on trend.



Fawn, mushroom and warm gray colors remain relevant. The popularity of finish colors like wheat, taupe, white ceruse, whitewash and bone continue to rise.

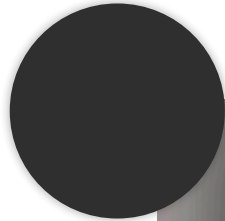


## High Point Market

At this spring's market, there were a lot of darker-toned wood finishes. Near blacks and dark browns were everywhere.



Black is most often combined with white, which is a very classic modern look. This suggests that the nostalgia trend is still going strong.







## High Point Market

A new trend, rooted in nostalgia and a favorite of maximalism design, is burled wood.



Today, poplar and oak wood species are being used for their lighter hue without the classic orange undertones usually associated with burled wood. The use of a paler wood tone lends itself to today's more contemporary designs and doesn't dominate the room.





## High Point Market

Two-toned furniture — any piece with two different finish tones — is back in a fresh, new way. Whether created through contrasting materials or finishes, this look is trending.



Designers are refreshing this classic look by using warmer and lighter tones.





## High Point Market

Texture, texture, texture!  
There's a growing trend for a more contemporary, playful mixing of materials, shapes and patterns. Organic, flowing lines against the traditional, formal shape of contemporary pieces can create an interesting friction.



Materials like marble, grass, rattan, and brass; appearances of saw band marks and ceruse; and designs with lively marquetry, gold inlay, and burled and exotic woods are all meeting the need for personalization.







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