



**SHERWIN-WILLIAMS®**  
DESIGNHOUSE

Q4

2023

TRADE SHOW  
TREND REPORT





Q4

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2023  
Trade  
Show  
Trend  
Report

Our color and design expert, Eric Crosby, visits 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.





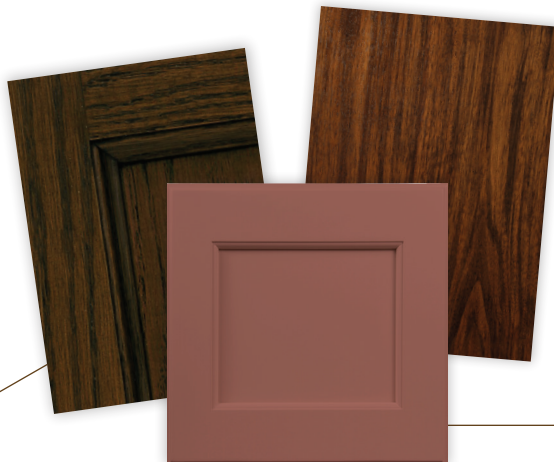
# HighPoint Furniture Market Highlights

## Autumnal Colors

Sienna, Aubergine and other authentically natural hues including true autumnal yellows and reds were in full force at this Fall's High Point Market. Green shades can offer a calm counterbalance to the fierier colors.



Browns are rising in popularity, highlighting their importance to the exterior and interior of the home. "True Brown" wood tones work perfectly with this trend.





HIGHPOINT FURNITURE  
MARKET HIGHLIGHTS

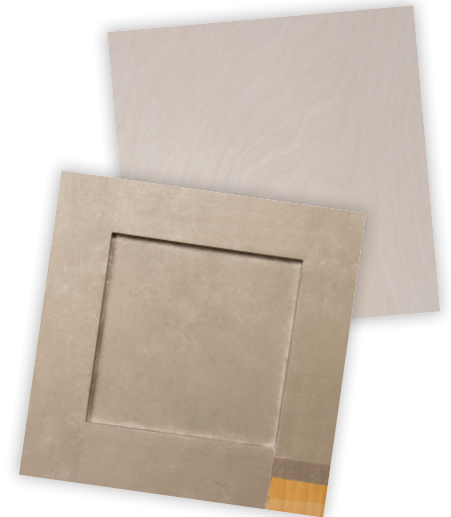
## Soulful, Stabilizing Finishes

The fashion world has been dressing in shades of soft yellow and cream for the past few years. For the home this means buttery yellow on accent pieces.

For the more contemporary-minded person that wants some warmth in their interior design, the ideal choice would be 'wheat' colors in shades of barely there pale creams.

We can look forward to 2024 trends featuring a mix of soft neutrals and rich earth colors.

Pair it with bone, blond, whitewashed and natural finishes.







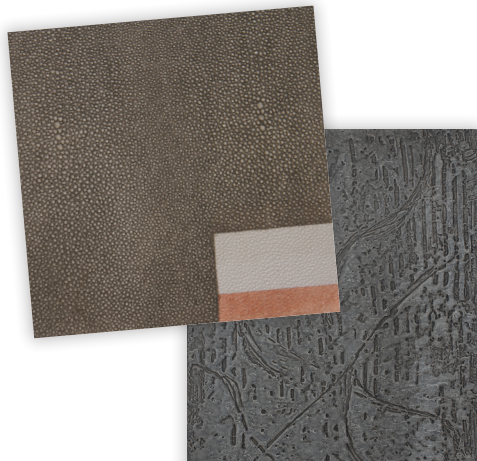
HIGHPOINT FURNITURE  
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## Mixed Materials

At the High Point Fall Furniture Market, exhibitors displayed furniture pieces featuring many mixed materials. The deliberate medley of metal, wood, glass, rattan and fabric aims to captivate consumers' senses, and the craftsmanship elevates these pieces to works of functional art.



The market's validation of the fusion of textures and artistic expression affirms that this trend is not just a passing phase but a defining element of contemporary design.







HIGHPOINT FURNITURE  
MARKET HIGHLIGHTS

## Intricate Woodwork

Keeping in mind the consumer's ongoing interest in secondhand furniture, wood and its versatile crafting techniques today are inspired by antiques and vintage items and will remain key in 2024.

With wood supply still being an issue, designers and brands are looking into local and reclaimed wood as well as working with wood medleys to create fresh concepts. Carving, marquetry and inlay patterns bring a refined luxury to wood products.







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