



ATHOME AWX 27/28 preview



## WHY THIS PREVIEW?

**ATHOME AWX 27/28** has been developed for professionals working in home decor, interiors, colour, material, styling, buying and collection development. The book helps to recognise new directions, make choices and develop collections with more coherence, identity and future value.

For companies working with ceramics, tableware, decoration and interiors, the book offers inspiration for colour use, glaze, surface, form, material combinations and seasonal presentation.



# ATHOME AWX 27/28 READ THE EDITORIAL.

## EDITORIAL



Titia Huisman

### *Between the Rainbow*

*This book consists of seven themes, all emerging from one shared question: how do you create distinctive collections within a zeitgeist in which almost everything seems possible. Colour palettes become saturated, materials and atmospheres drift closer together, and many collections begin to resemble one another. When everything is allowed, choosing becomes complicated. That is precisely where I see the core of trend forecasting: making visible where choices can be made. Not by adding more, but by selecting.*

While working on my trend books, I noticed how difficult it had become to truly differentiate those seven themes. Colours began to overlap, almost as if every palette wanted to contain the full spectrum of the rainbow. From that tension, a phrase formed in my mind that gave this search its name: *Between the Rainbow*. Not all colours at once, but the space in between. Where colour is not an effect, but a consideration. Where choosing creates direction.

One of the first themes to emerge from this was *Natural Shield*. Soft and tactile materials have been gaining ground for some time. Wool, felt, fibrous textures, rounded forms and distinctly fluffy surfaces reflect a growing need for protection. War, threat and climate instability make the outside world feel unsettled, and that sense of unease filters into how we want to live and inhabit our interiors. Protection becomes tangible. Not as isolation, but as a filtering layer between inside and out.

At the same time, our attitude towards one another is shifting. The focus moves away from seeking attention, from the constant "look at me", towards giving attention. Towards hospitality and receiving. Attention becomes an act: making an effort for a gesture, for a carefully chosen gift, for welcoming the other. *Bonbon Salon* translates this movement from individual to collective into objects and rituals of hospitality.

The search for meaning takes on an increasingly grounded form. Ritual objects gain ground. Incense holders, sandalwood burners and chocolate ceremonies appear in wood, ceramic and stone. Tactile and sensorial. At the same time, science makes visible what long remained unseen, such

as neoliths moving through space. This tension between the tangible and the intangible forms the core of *Terra Halo*.

Alongside this, there is a strong movement towards working in scale. Miniatures, maquettes and small worlds are used to gain grip on complexity. By reducing and framing, an overwhelming reality becomes manageable. Chessboards and backgammon sets appear as concentrated landscapes on the table. Designs often begin small before being scaled up into full-sized objects. *Diorama Drama* speaks to this need to bring the world back to a size we can comprehend.

At the same time, a desire grows for what is allowed to remain. Not everything needs to be fleeting. There is a clear search for new classics: products designed with care and craftsmanship, intended to last. Sometimes handcrafted, sometimes machine-made, but always driven by durability, quality and meaning. *New Relics* asks how we design today what the future will consider worth keeping.

Parallel to this runs a renewed longing for nostalgia. Even among generations who never lived through those times themselves. The idea that the past was more orderly, less complex. Not as a literal return, but as a counter-movement to an overloaded present. Within this context, *Extra Vierge* functions as a metaphor for ripening, layers and origin.

In contrast stands *Nappé Doré*, where seduction and material research converge. Experiments with sugar, glazes and resin result in rich, glossy, almost edible surfaces. Materials bubble, simmer and remain fluid. Abundance here becomes another way of investigating material expression.

Together, these seven themes do not offer a single answer, but a direction. They make visible where opportunities lie to create collections within this zeitgeist. Not everything has to be included. It is precisely through choosing that distinction emerges.

*Between the Rainbow* is therefore not a conclusion, but an invitation. To keep searching for what lies in between, rather than reaching for whatever shouts the loudest for attention.



ATHOME AWX 27/28 CONSISTS OF SEVEN  
CAREFULLY CURATED TREND THEMES.





7X

EACH THEME HAS A CLEAR STYLE DIRECTION.  
THE FOLLOWING PAGES GIVE A FIRST  
IMPRESSION OF THE SEVEN THEMES.





# naturalshield

Protection becomes tactile, with soft fibres, padded volumes, mineral surfaces and shield-like silhouettes. Interior becomes a layer that filters, softens and offers a sense of hold.

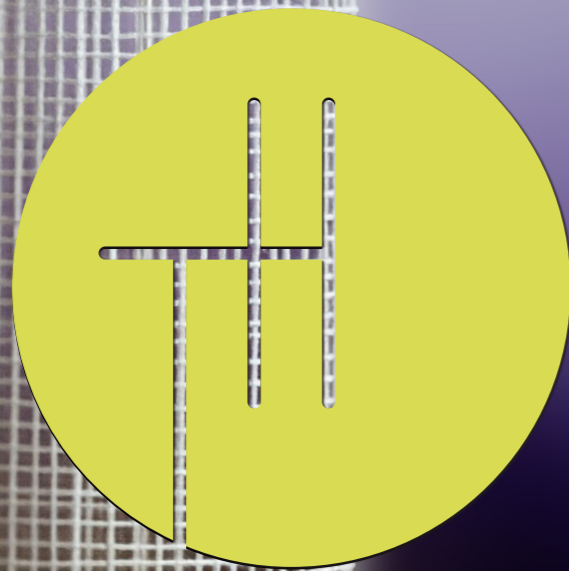




# diorama drama

Play becomes a way to gain grip on a complex world. Small scenes, movable objects and expressive colour compositions make interiors more personal, flexible and narrative.

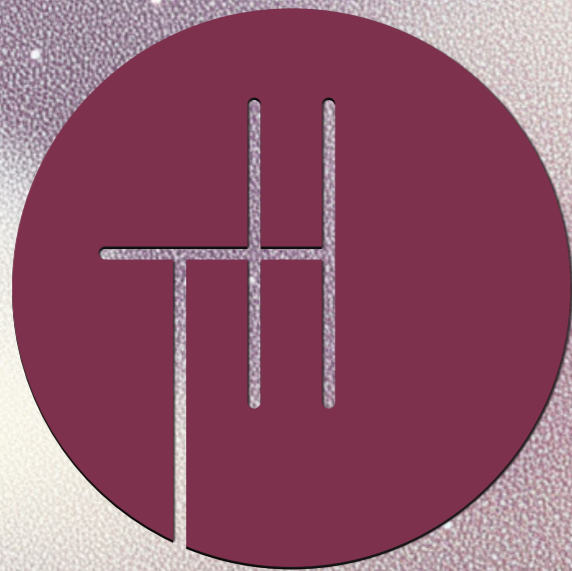




# NEWRELIICS

In a culture of constant renewal, the value of objects that are allowed to remain is growing. Structure, rhythm, craftsmanship and clear forms give new design a sense of time from the start.





# TERRAHALO

Ritual returns as a quiet form of attention. Stone, ceramics, glass, scent, sheen and soft colour fields connect earthly matter with light, energy and the almost invisible.

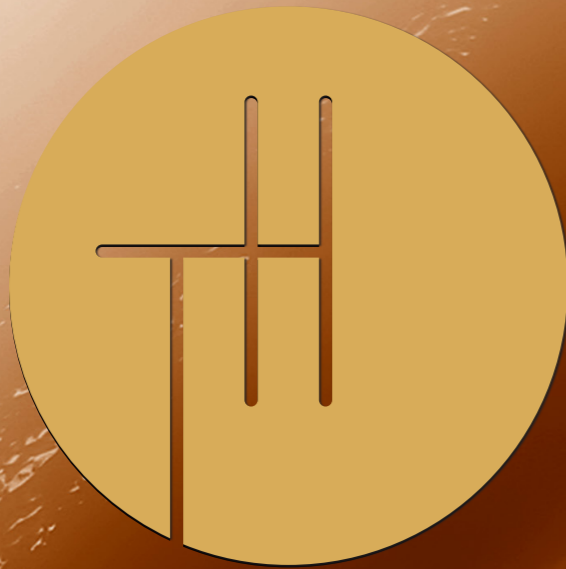




# *extravierge*

Nostalgia is translated into origin, ripening and sensory depth. Olive oil greens, warm blues, earthy browns and glazed textures give this theme a matured, almost edible warmth.





# NAPPÉDORÉ

Luxury becomes thicker, warmer and more tactile. Caramel tones, molten surfaces, glossy skins and syrupy layers capture materials in the moment between fluidity and form.





# bonbonsalon

Attention becomes a form of hospitality. Soft colours, gifting, refined details and decorative objects create space for welcoming, closeness and careful connection.



7X

EACH THEME HAS AN  
EXTENSIVE TEXT  
EXPLAINING THE TREND.

### A glowfield of belonging

*Terra Halo is about a refined way of looking. Not because something is "magical", but because more and more of what has always been present is becoming visible and measurable. Imaging, data and material research make patterns legible that were previously beyond reach. Phenomena such as neurolytes, signals that have only recently become measurable, open up new forms of understanding and imagination.*

The theme moves between earth and atmosphere. Heavy, mineral materials and geological textures are placed alongside light, diffuse finishes, sheen and semi-transparent layers. The contrast is essential: weight versus haze, structure versus glow. Colour itself behaves as a material. Gradients and soft transitions refer to sky, clouds and the atmosphere, while stone and rock provide an earthly anchor.

*Terra Halo remains firmly grounded. It is not about belief, but about relation. A renewed attention to scent in the home is also noticeable, with increasingly refined designs for incense, resins and sandalwood. About how matter and environment influence one another, how energy behaves, how light refracts and how layers emerge. This translates into design that is layered and precise, with surfaces that reflect, absorb and shift depending on light and viewpoint.*

The result is an aesthetic of earthly clarity with an atmospheric edge. Tactile and mineral, yet open to perception, nuance and subtle change. Within Christmas design, *Terra Halo* offers space for planetary forms, space-inspired ornaments and colour gradients that treat light and atmosphere as material.

# TERRA HALO

**The colour palette** of *Terra Halo* moves between atmospheric lightness and earthly depth. Pale whites, dusty beiges and misty greys form a calm upper layer, as if shaped by light and air. Beneath this surface sit saturated accents in intense blue, vivid orange and deep red. These colours act as points of energy within the palette, almost luminous, referring to movement and measurable forces. Dark brown and soil-like tones anchor the composition and give it weight and grounding.

**The design language** is layered, balancing mineral structure with atmospheric softness. Forms reference geological strata, sediment and stacked matter, while patterns introduce gradients, fades and diffuse transitions inspired by sky, clouds and air. **Texture** is essential: rough beside smooth, porous next to polished, opaque alongside translucent. Motifs appear as halos, rings, veils and shifting fields rather than fixed geometries. Candleholders, vases and objects feel like refined finds, while textiles and surfaces suggest movement, lightness and gradual change rather than static form.

**Soft materials** introduce a tactile counterbalance to the harder elements. Textiles appear padded, layered or gently lustrous, catching and holding light. Surfaces show subtle structures and tonal shifts that recall mist, clouds or particles suspended in air. Softness is restrained and refined, creating equilibrium alongside mineral weight.

**Hard materials** form the foundation of the theme. Ceramics, glass and stone-like surfaces express mass, weight and material presence. Finishes reveal traces of making, with flowing glazes and textures that are not fully smoothed out. Glass and ceramic work with depth and light, while stone and mineral forms retain density and gravity. The result is tactile, grounded and precise.

**Sustainability** within *Terra Halo* lies in appreciation and attention. Materials are chosen for their intrinsic beauty, like a found stone kept because it has gained meaning. The earth provides forms and materials that are not easily discarded because they carry weight, both literal and perceived. Sustainability emerges through respect for material and origin.

Evolving from *Living Wealth* [ATHOMESS26|27] and *Magna Forma* [ATHOMESS27]

TERRA HALO



84





EACH THEME HAS A CAREFULLY COMPOSED COLOUR CARD WITH REAL PANTONE TPG SWATCHES, INCLUDING COATED REFERENCES.

7X







EACH THEME HAS A REMOVABLE CARD WITH THE MOST IMPORTANT MATERIALS. THE COLOUR CARD IS PRINTED ON THE BACK.

7X

**bonbonsalon**  
MATERIALS

BRUSHED GOLD  
LACQUERED TEXTILE  
SANDBLASTED GRADIENT GLASS  
HIGH-GLOSS CERAMIC  
PADDED SATIN  
JACQUARD TEXTILE  
WOVEN SPOTS  
PARQUETRY

**bonbonsalon**  
PANTONE COLOURS

12-0717 TPG . 9160 C

● **Key colours** capture the essence of the season, shaping the collection's identity. They create focal points on significant items, and express the design's main theme.

▲ **Accent colours** add spark to the palette, creating contrast and depth. Used in details, they provide the finishing touch that brings designs to life.

159

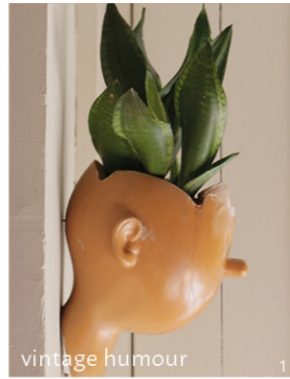




EACH THEME HAS A MOODBOARD THAT  
SUMMARISES THE COMPLETE THEME AT A  
GLANCE.



7X



vintage humour 1



metal crochet 5

Extra Vierge centres on surfaces shaped by time rather than trend. Colours feel rich and warm, even when drawn from blues and greens, as if saturated with oil, glaze or varnish. Browns, olives and softened oranges create a retro-leaning palette that evokes familiarity without becoming literal. Forms draw from nature, appearing rounded, organic and softly irregular, echoing growth, layering and erosion. Materials feel coated and protected, as though wrapped or glazed over time, preserving what lies beneath rather than concealing it. Craft is visible in woven structures, relief and ornament, giving objects a sense of depth, use and continuity. The result is a world where design feels already lived in, grounded in memory, tactility and a natural sense of endurance.



glazed tilewall



drip glaze 6



ornament rosette 7



studio earthenware 3



botanical screen



10



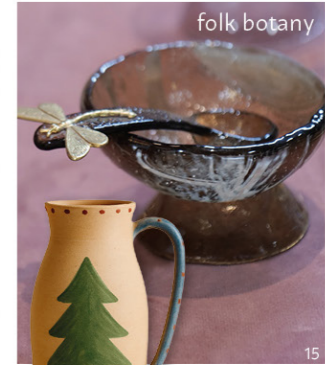
embroidered canopy



smocked tenderness 8



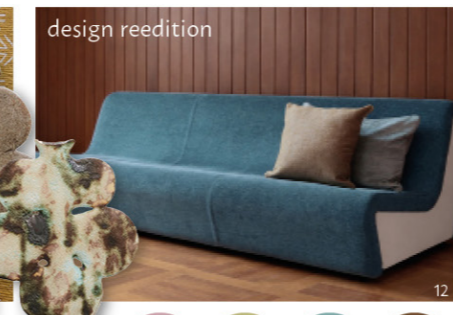
ceramic wallpiece 9



folk botany 15



E



design reedition 12



retro seating 13



vintage furniture 14



extravierge

INFLUENCES AND SOURCES OF INSPIRATION

1 & 2: Arrogant Verneuil, gallery interior, PDW25 3: Saba Italia, Salone del Mobile stand, MDW25 4: natural wall decoration, M&O25 5: Jeanne Ochat, M&O25 6: Kersten stand, M&O25 7: Ruwal, M&O25 8: smocking fabric, TH25 9: Honoré, PDW25 10: Tadeco Home, CWA25 11: Piet Hein Eek, Strijp-T, DDW25 12: Source Edition, Alcova, MDW25 13: chair and side table, Nilufar Depot, MDW25 14: Chiodeli Arte, Palazzo Litta, MDW25 15: tableware, M&O25 A: Jakobsdals, CWA25 B: Clip Return to Sender, CWA25 C: Wegter, CWA25 D: vase, Elle Decoration exhibition, MDW25 E: Bitossi Home, M&O25 F: Ludvine Mirgay, Palame Studio, M&O25

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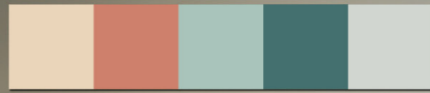


EACH THEME CONTAINS AT LEAST SIX  
DIFFERENT COLOUR COMBINATIONS.



21X

STONE . GLASS . CERAMIC



naturalshield



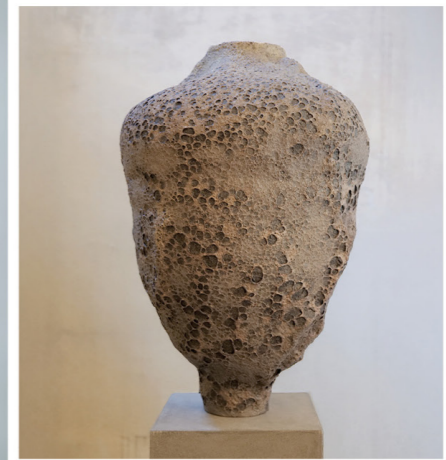
28

erosion made gentle

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STONE . GLASS . CERAMIC



naturalshield



29

raw surfaces held close



21X

INTERIOR CURATION



heavy forms held quietly



ATHOME AWX2728 © studiohuis.nl

ATHOME AWX2728 © studiohuis.nl

INTERIOR CURATION



calm shapes with crisp edges



NEWBELIGS



65



THE BOOK FOCUSES MAINLY ON HOME DECOR, BUT ALSO SHOWS INTERIOR IMAGES AND SPATIAL APPLICATIONS TO GIVE A COMPLETE VIEW.



7X

INTERIOR CURATION



bonsaloon



160

gentle colour choreography

ATHOME AWX2728 © studiohuis.nl

ATHOME AWX2728 © studiohuis.nl

INTERIOR CURATION



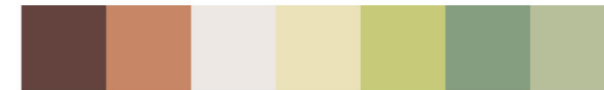
bonsaloon



161



objects in good taste



EACH THEME CONTAINS SEVERAL PAGES  
WITH INSPIRING IMAGES, SPECIFICALLY FOR  
CHRISTMAS AND SEASONAL DECORATION.



CHRISTMAS CURATION



TERRAHALO



92

forged and melted objects



ATHOME AWX2728 © studiohuis.nl

ATHOME AWX2728 © studiohuis.nl

CHRISTMAS CURATION



TERRAHALO



93

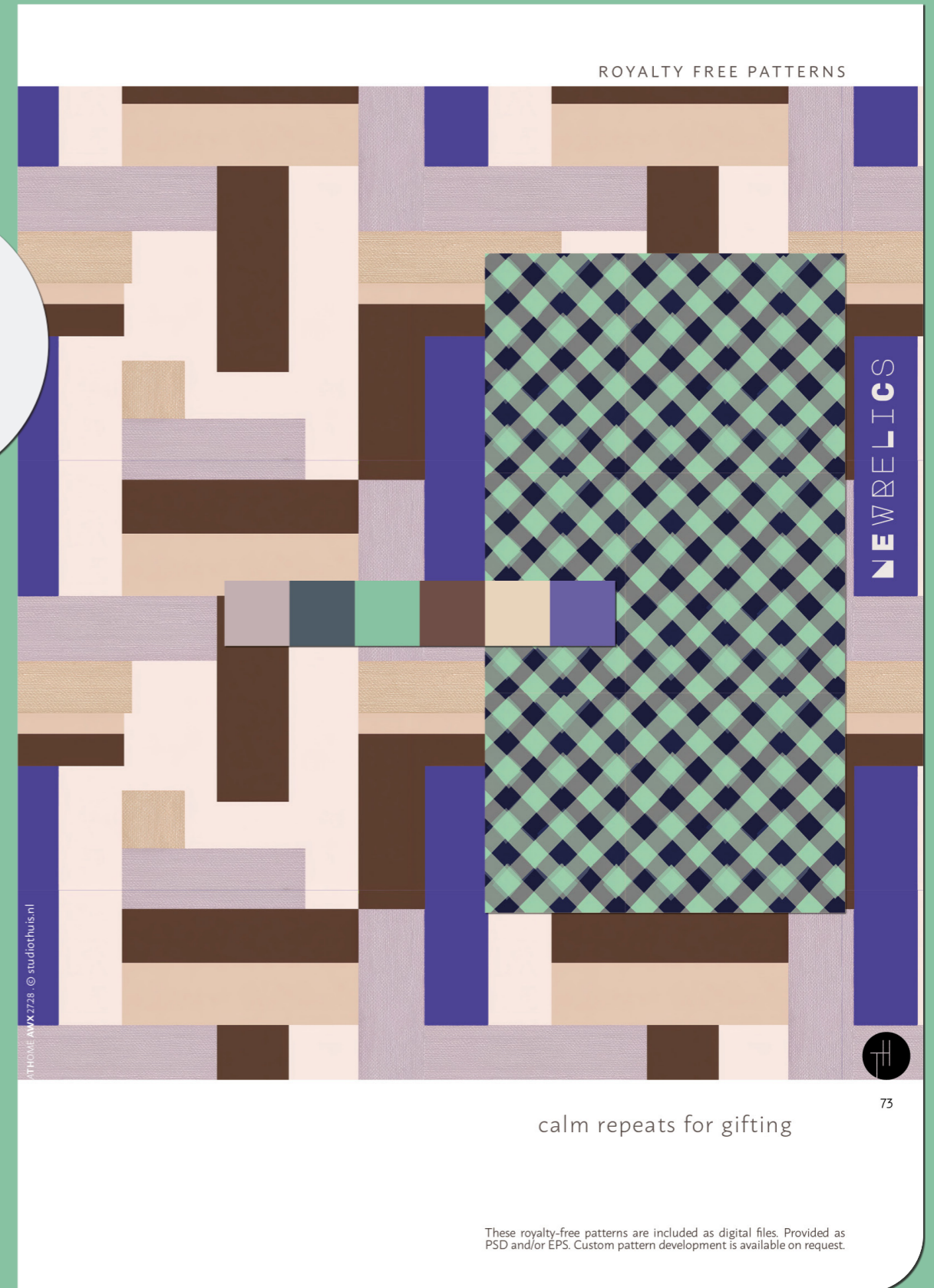
mauve mineral rituals





EACH THEME  
INCLUDES TWO FREE  
DOWNLOADABLE READY-  
TO-USE PATTERNS.

7X



EACH THEME HAS TWO PAGES WITH  
INSPIRATION FOR HOME TEXTILES.



7X

HOME TEXTILES

extravierge



126

texture becomes comfort



ATHOME AWX2728 © studiohuis.nl

ATHOME AWX2728 © studiohuis.nl

HOME TEXTILES



extravierge



127

handmade marks remain



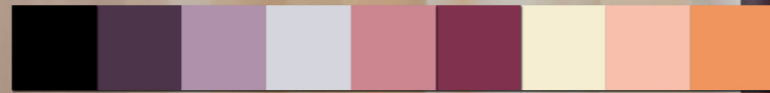
HOME TEXTILES

TERRAHALO



100

woven gradients

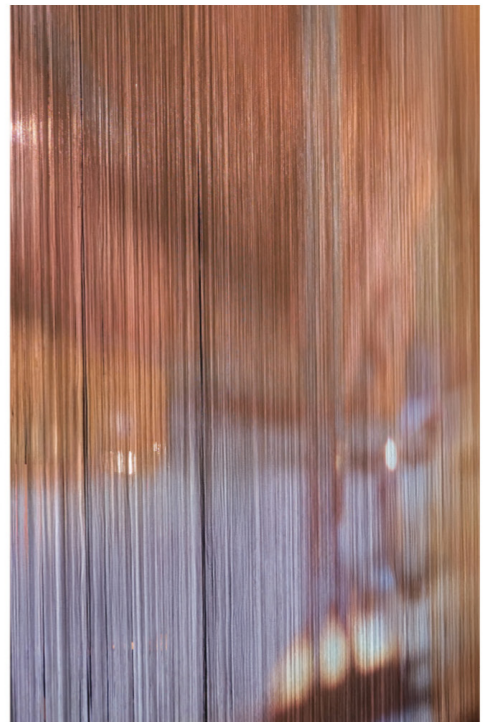
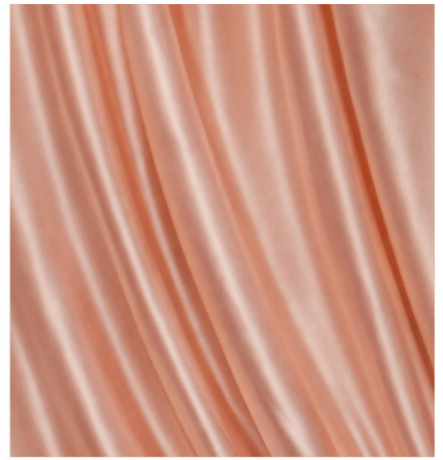


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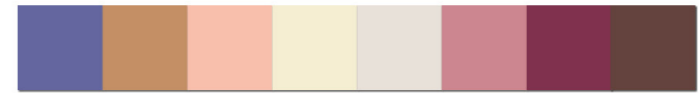
HOME TEXTILES

TERRAHALO



101

tactile shimmer weaves



EACH THEME HAS SEVERAL PAGES AROUND  
GLASS, METAL AND GLOSSY MATERIALS.



GLASS



NAPPÉDORÉ



glass flows like caramel



152

ATHOME AWX2728 © studiothuis.nl

GLASS



NAPPÉDORÉ

glass feels candied



153

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GLASS



bonsalton



176

generous design

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METAL



bonsalton



179\*

metallic colour mix



EACH THEME HAS SEVERAL PAGES AROUND  
CERAMICS, TABLEWARE AND DECORATIVE  
OBJECTS.



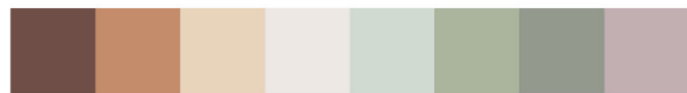
7X

NEWBELIGS



80

muted colours for dining



ATHOME AWX27/28 © studiothuis.nl

CERAMICS . TEXTILE

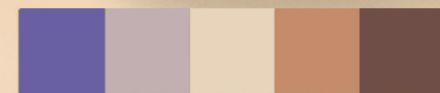
NEWBELIGS



18

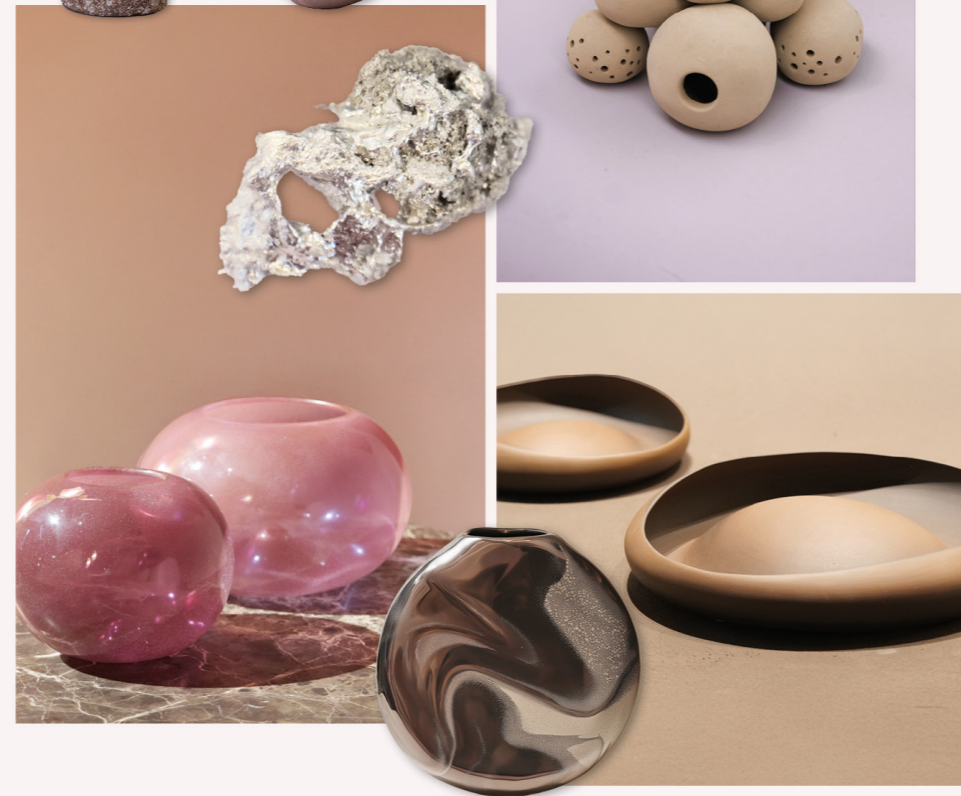


tied in patience



GLASS . CERAMIC . METAL

TERRAHALO

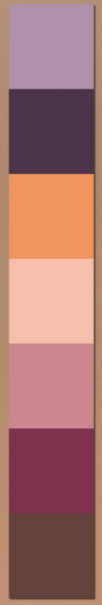


102

grainy vessels smooth spheres



GLASS . CERAMIC



TERRAHALO

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103

glazed bubbles on stoneware



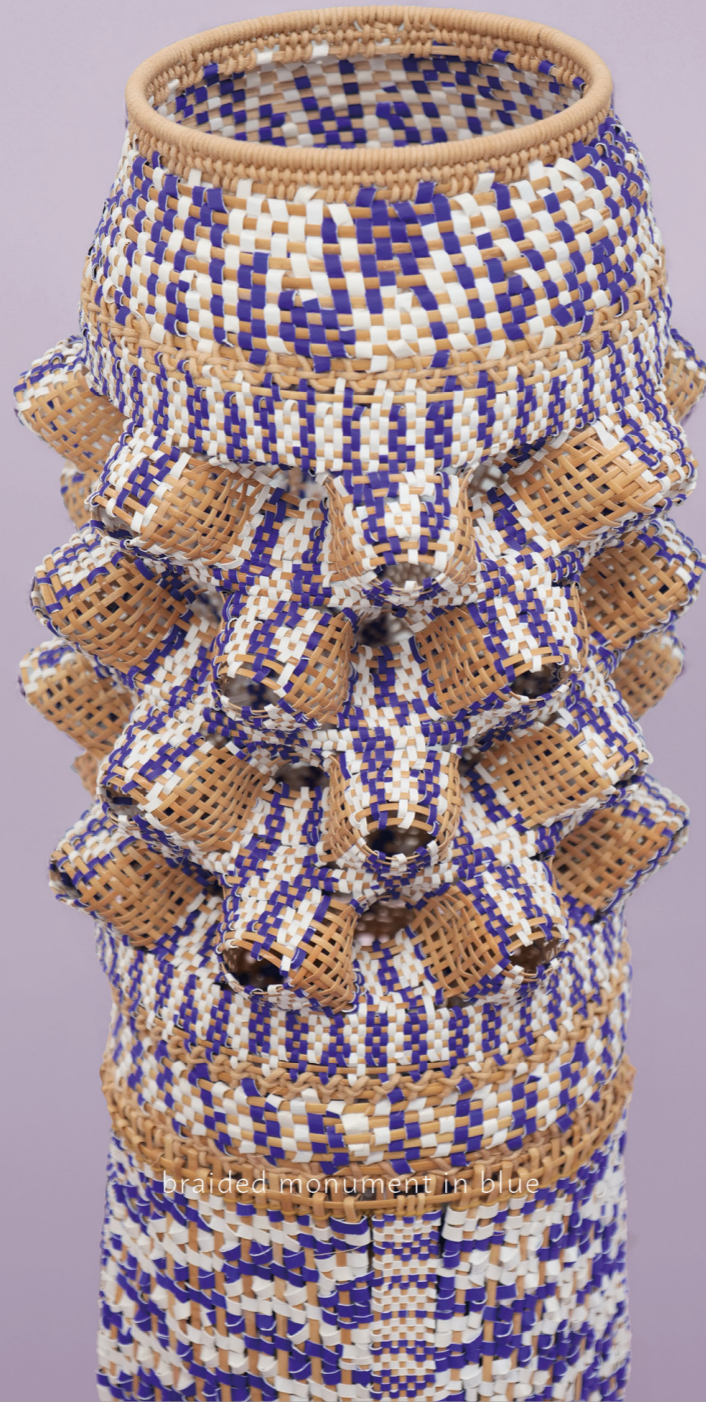
EACH THEME SHOWS MATERIAL  
APPLICATIONS, INCLUDING WOOD,  
FIBRES AND PLANT-BASED MATERIALS.



INTERIOR CURATION



NEWRELICS



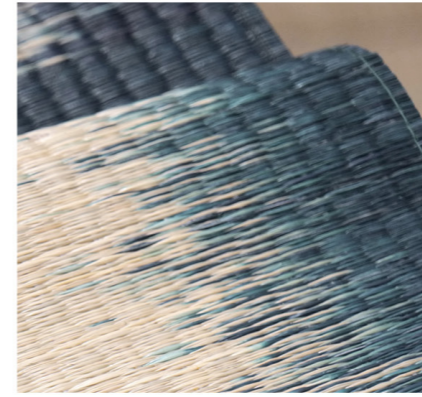
66

braided monument in blue

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PLANT BASED MATERIALS

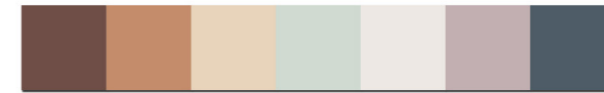


NEWRELICS



79

plant weave as architecture



EACH THEME INCLUDES HANDMADE  
MATERIAL SAMPLES THAT MAKE COLOUR,  
TEXTURE AND SURFACE TANGIBLE.





7X



Real materials that have been carefully adhered.





7X



IN SHORT: A COMPLETE TREND BOOK FOR  
COLLECTION DEVELOPMENT, COLOUR  
STRATEGY, MATERIAL DIRECTION AND  
SEASONAL DECORATION.  
ON THE NEXT PAGE YOU WILL FIND  
AN OVERVIEW OF THE CONTENT AND  
PRACTICAL INFORMATION ABOUT  
ATHOME AWX 27/28.



## WHAT DOES THE FULL BOOK INCLUDE?

- 7 trend themes
- 7 extensive trend texts
- 7 moodboards
- 7 colour cards with real Pantone TPG swatches and Coated references
- 7 material cards
- at least six colour combinations per theme
- several pages around home decor, ceramics, glass, metal, wood, textiles and interiors
- seasonal decoration and Christmas curations
- 14 royalty-free patterns as digital downloads
- inspiration for collection development, styling, buying and product direction

This preview shows only a selection from the full book. **ATHOME AWX 27/28** contains 179 pages with trend information, colour cards, material directions, curations, patterns and inspiration for collection development.

## AVAILABLE EDITIONS

Physical edition: €1,950 excl. VAT and shipping

Digital edition: €1,350 excl. VAT

Both editions include the full **ATHOME AWX 27/28** trend book with seven themes, colour cards, material directions, curation pages and **royalty-free patterns as digital downloads**.

## Would you like to see the book first?

I would be happy to schedule a short online meeting to show a more detailed preview and explain how the book can be used for collection development.

Kind regards,  
Titia Huisman

