



ATHOME SS 2027 preview





WHY THIS PREVIEW?

ATHOME Spring Summer 2027 is created for professionals working in interiors, home decor, textiles, styling, buying and collection development. The book translates broader seasonal shifts into clear directions for colour, material, pattern, form, atmosphere and product presentation.

This preview gives a first impression of the visual language, theme structure and level of detail inside the full trend book. It shows how inspiration can become a practical framework for future collections, styling stories and commercial design decisions.



ATHOME SS 2027 READ THE EDITORIAL.

EDITORIAL



Titia Huisman

Last summer I stood in the Wadden Sea near Terschelling, wearing waders on an oyster bed. Squatting down, with my hands in the soil, I searched for oysters. It did not feel like luxury or decadence, the way oysters are often associated, but rustic and earthy. Pure nature, slurped straight from the sea, with the secret hope of finding a pearl.

I also spent many hours behind the computer, immersed in AI, designing and working on this new trend book. These extremes defined my summer. Contrasting needs colour my life, give me authenticity and make me happy. The tension between abundance and simplicity, intensity and stillness, the earthly and the digital shows where inspiration can arise again and again.

Alongside the Wadden Islands, I also, unsurprisingly, love Milan Design Week. In spring I spent a week walking through the fair stands and the city exhibitions, searching for distinctive designs and surprising colour combinations. Here too I hoped to find pearls. In Milan, a trendwatcher can already see which colours and forms dominate. But as a trend forecaster I look further, not at what is now, but at the direction these signals point. What I saw in Milan were not only three ways to stand out, but also signals of what is to come.

The first was red. Entire spaces and stands in fiery tones, from carmine to fuchsia. Red consumed everything and became the ultimate tool to claim attention. It became a symbol of the need for visibility, a sign that monumentality and boldness are once again centre stage. **Magna Forma**, the first theme of this trend book, translates that feeling: daring to stand on stage without losing connection to the ground.

The second was what I call **Dolce Framenti**. This final theme combines Italian fragments from the Renaissance, Baroque, Memphis and contemporary high-end design, forming a new language of colour and form. Italy has long played an important role in art and design, and that depth resonates here. The hundreds of metres long line at L'Appartamento by Artemest, a platform that brings Italian craftsmanship and high-end design to international attention, showed the

renewed popularity of Italian design. More than that, it signalled that Italy is once again setting the tone, with fragments of past and present shaping the future.

The third was the opposite, a minimalist presentation. Hermès showed its products in a hall entirely white. Floors, walls, cabinets: all white. Only soft reflections of colour under the furniture broke the emptiness. Inside the cabinets stood carefully chosen objects: coloured glass, exquisite textiles, refined tableware. A gesture that convinced through restraint, and a signal that silence and emptiness are the new ways to attract attention. This very emptiness created a stage where products, in all their colour or simplicity, could stand out against the whiteness.

This book initially began with eight themes, one entirely in white. In the previous two books I had already told the "white story" in detail. This time I chose not to present white as a separate theme, but to let it resonate as an undertone across all seven themes. In this way, white becomes a quiet layer that creates space in each of them.

The other themes each carry a contrast, an eclectic mix of dualities. **Clay Day** feels grounded and handmade, with a touch of digital imagination. **Rawmance** has a raw foundation and does not conceal scars, cracks and breaks, but adorns them with ornament, softness and beauty. **Between Shades** shows that beauty lies in nuance, between black and white unfold countless shades of grey, touched by a soft yellow glow. **Aftertide** tells the story of moving along and fluid thinking, a way of seeing where the colours of water teach how calm and threat can coexist. **Natura Kala** calls to nature, sometimes menacing, sometimes playful and seductive.

For me as a trend forecaster, it is this interplay of contrasts that clarifies the spirit of our time. We find ourselves between two scenes, behind the red velvet curtains of the theatre, on a stage where the old set is still partly in place while the new is already being carried in. That overlap, where nothing is fully fixed and everything visible at once, creates both tension and anticipation.



ATHOME SS 2027 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.





MAGNA **FORMA**

A bold and sculptural direction where earthy warmth, vivid reds, fuchsia and rounded monumental forms create a powerful language of visibility and presence.





BETWEEN *shades*

A nuanced and expressive theme where graphite, soft greys, stone tones and rough brushstrokes reveal beauty in imperfection, doubt and the space between extremes.





RAW *mance*

A poetic contrast between raw structure and fragile grace, where cracks, scars, concrete, lace, glass and soft ornament turn imperfection into beauty.





NATURAkala

An expressive nature-driven theme where flowers, animals, terracotta, jungle greens and playful craft give flora and fauna a louder, more symbolic design voice.





CLAY day

A tactile and grounded direction where clay, stone, muted earth tones and hand-formed shapes reconnect design with touch, slowness and material imagination.





AFTER *tide*

A fluid and reflective theme inspired by water, movement and change, where aqua, teal, indigo, glass, marbling and wave-like forms create a language of adaptation.





DOLCEframenti

A layered Italian-inspired direction where gelato pastels, terrazzo, Murano glass, stripes, floral motifs and ornamental details turn heritage into playful contemporary luxury.



EACH THEME
STARTS WITH AN
IN-DEPTH TREND
TEXT, CONNECTING
CULTURAL SIGNALS
WITH COLOUR, FORM
AND MATERIAL
DIRECTION.

7X

In an era where visibility has become a scarce resource, designers and brands search for ways to be truly seen. In the constant flow of images and stimuli, subtlety no longer suffices. Monumentality emerges as the new language of attention, a form that is not decorative but insistently present.

This aesthetic embodies the urge for grandeur. Volumes themselves become statements, at times rounded and soft, at other times graphic and powerful, yet always designed for impact. Rising from a warm and earthy base, the forms fill the space and command the gaze. Here lies the tension between foundation and flamboyance, between stability and excess.

Yet the monumental is not only about overwhelming. It reflects the paradox of our time: how can something vast and emphatic exist without suffocating? How can urgency radiate strength without alienating? The answer lies in balance, boldness that does not exhaust but uplifts.

Monumentality becomes more than style. It reflects a society longing for certainty in large gestures, for objects and spaces that show how presence and stillness can complement one another. Grandeur here is not only about spectacle but about creating meaningful space.

MAGNAFORMA

From common ground, rising into the spotlight of stage

The colours in *Magna Forma* balance earthy warmth with bold highlights. Caramel, clay and maroon are grounded by soft neutrals, while fuchsia and radiant orange bring energy. Muted lilac and pastel tones soften the contrasts, creating a palette that feels monumental yet contemporary. The spectrum reflects both warmth and urgency, echoing red as a sign of visibility, passion and transformation.

The design language is sculptural and monumental, with rounded silhouettes and protruding details. Vessels, tabletops and wall pieces appear as bold statements, where form itself claims attention. Shapes are geometric yet softened, playful yet architectural, always balancing strength with approachability.

Patterns and textures define the surface through rhythm and contrast. Painted strokes, stitched lines and woven repetitions echo the cadence of handcraft. Rough finishes meet glossy layers, while organic irregularities interrupt graphic precision. Surfaces reveal the tension between order and vitality, making tactility a central element of the theme.

Soft materials, like wool, cotton and linen, highlight comfort and touch. From fluffy cushions to flowing curtains, they add intimacy and warmth. Subtle imperfections and hand-finished edges amplify their tactility, softening the monumental presence of form.

Hard materials, like ceramics, stone and metal, underline permanence and weight. Glossy glazes, carved reliefs and layered surfaces give strength and gravity, while protruding accents make objects sculptural. These elements emphasise the duality of solidity and expressiveness in *Magna Forma*.

Sustainability is rooted in the celebration of craft and material honesty. Small-scale production, reuse and the embrace of irregularity ensure a design language that feels human and enduring. By valuing touch, weight and imperfection, *Magna Forma* redefines contemporary luxury as both grounded and bold, monumental and lasting.

MAGNAFORMA



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In a time where technology, mass production, the creative hand, the drive for the complete and infinite variation in design, digital processes increases the value of human touch, all things that makes touch visible and makes human objects.

This language of form is about softness and irregularity. Shapes are rounded, pressed up from coils, as if they had been shaped from the ground. At times they resemble rough fragments or fossils, at other times creatures imagined that could just as easily have been our time, technology feeds the imagination, hand gives it material form.

CLAY DAY

Where touch leaves its imprint and imagination shows form

The colours in Clay Day echo the earth itself. Muted clay, stone and slip tones form the base, enriched with soft off-whites and natural pigments. These shades feel hand-formed and natural, carrying the warmth of soil and unrefined textures. They are lifted with moss greens or offbeat smoky blues, adding a sense of grounded serenity and subtle variation.

The design language celebrates sculptural softness and rounded imperfection. Forms are pinched, looped and moulded by hand, evoking vessels, archaic relics and creature-like objects that feel both ancient and contemporary. Furniture shapes are playful yet steady, as if they have slowly grown from the earth, embodying a sense of ritual, slowness and continuity.

Patterns and textures are layered with the gestures of making: folded textiles, pressed clay, fossil-like surfaces and weathered details. Whiskered fabrics, stitched seams and rhythmic reliefs turn craft into tactile traces, as if time and touch have left their imprint.



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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





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





7X



influences and sources of inspiration

ATHOME.SS2027. © studiohuis.nl



EACH THEME CONTAINS AT LEAST SIX
DIFFERENT COLOUR COMBINATIONS.



21X



130

dolce eclecticism

DOLCE **framenti**
kitchen and table edit

ATHOME SS2027 © studiohuis.nl



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ornamental elegance with modern clarity

DOLCE **framenti**
interior curation



21X



90

molten lustrous forms

CLAY **DAY**
interior curation

ATHOME SS2027 © studiohuis.nl



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warm rounded softness

CLAY **DAY**
interior curation



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





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red rooms

MAGNA**FORMA**
interior curation



9

sculpted tonal forms

MAGNA**FORMA**
interior curation

ATHOME SS2027 © studiohuis.nl



EACH THEME OFFERS SEASONAL
INSPIRATION FOR GIFTING, OUTDOOR
LIVING, VALENTINE'S DAY, MOTHER'S DAY
AND SUMMER DECORATION.





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love in shape and colour

MAGNA**FORMA**
concept curation



ATHOME SS2027 © studiohuis.nl



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bold radiant outdoors

MAGNA**FORMA**
outdoor curation





7X

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



ATHOME SS2027 © studiohuis.nl



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Painted emotive strokes

Each mood includes two unique, royalty-free prints/patterns developed for this style guide. These are available as PSD and/or EPS and/or JPG files. Email info@studiohuis.nl with the NAME of the agent who sold you the book, and we will send you a download link.

MAGNAFORMA
pattern | motif



EACH THEME HAS TWO PAGES WITH
INSPIRATION FOR HOME TEXTILES.



7X



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brutal drapes of tenderness

RAWmance
home textiles

ATHOME SS2027 © studiohuis.nl



63



frayed layers of comfort

RAWmance
home textiles



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





116

liquid clash

AFTER **7IDE**
plant and bloom vessels

ATHOME SS2027 © studiohuis.nl



117

ribbed calm stream

AFTER **7IDE**
plant and bloom vessels



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





TH
96

earthy dining rituals

CLAY DAY
kitchen and table edit



TH
55

thorned grace

RAWmance
kitchen and table edit

ATHOME SS2027 © studiohuis.nl





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





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colours carved by nature

NATURA **kala**
outdoor curation



ATHOME SS2027 © studiohuis.nl



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earthbound blossoms

NATURA **kala**
interior curation



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 SS 2027.



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 dedicated to home decor, ceramics, glass, metal, wood, textiles and interiors
- seasonal moments, gifting, outdoor living, Valentine's Day, Mother's Day and summer decoration
- 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 SS 2027** contains 179 pages with trend information, colour cards, material directions, curations, patterns and inspiration for collection development.

AVAILABLE EDITIONS

As this is the previous edition, both versions are now available with a 25% discount.

Physical edition

Regular price: €1,850 excl. VAT

Discounted price: €1,387.50 excl. VAT, including shipping within Europe

Digital edition

Regular price: €1,350 excl. VAT

Discounted price: €1,012.50 excl. VAT

Would you like to see the book first?

I would be happy to schedule an online meeting to show the book and briefly explain how it can be used.

Kind regards,
Titia Huisman

