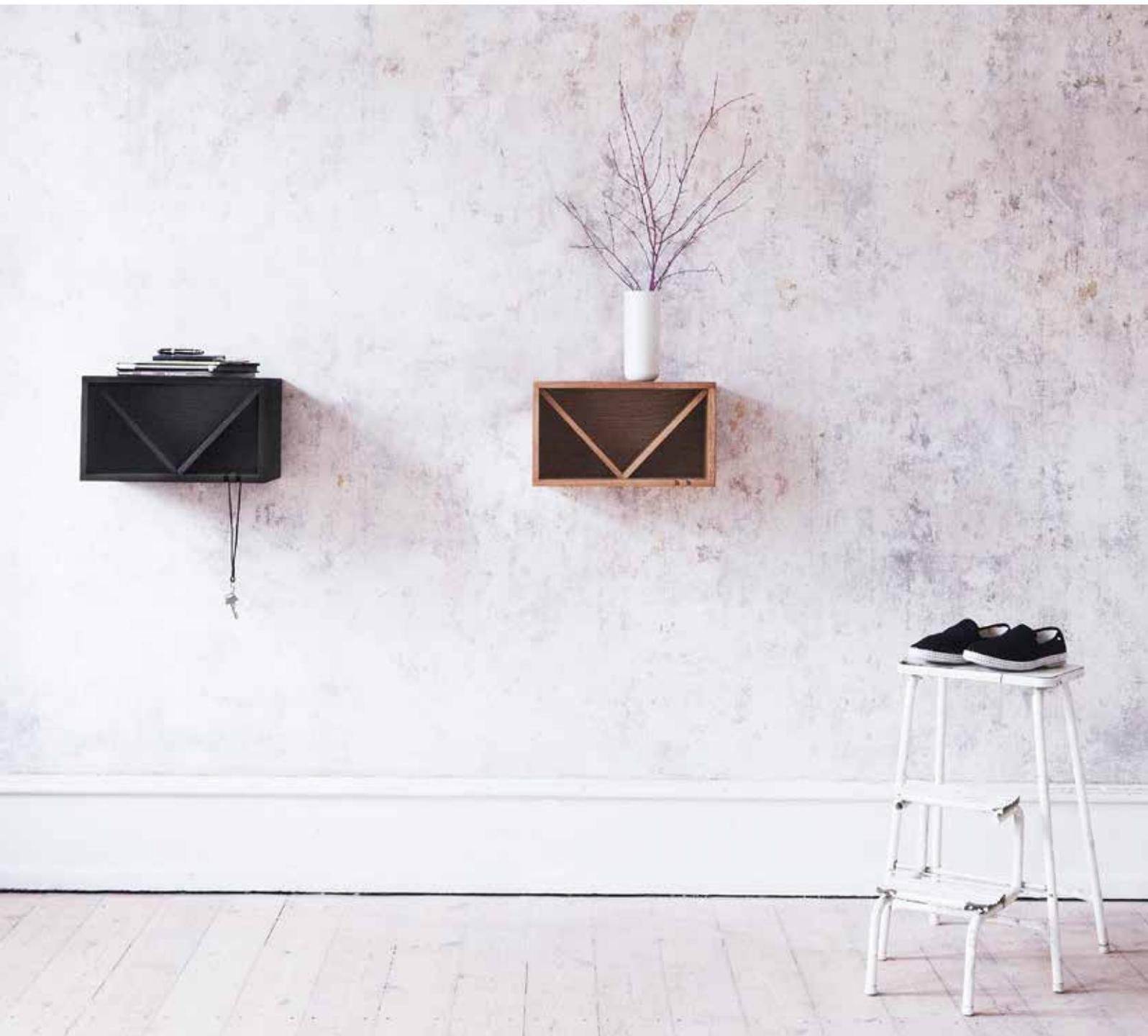

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TRENDS 2017



E-BOOK

A person is sitting on a rocky cliff overlooking a fjord. The text is overlaid on the top left of the image.

THESE ARE THE NEW TRENDS OF DESIGN THAT WILL DOMINATE 2017

Trends are constantly developing and changing.

Some trends are hot for years. We call them mega trends. Some trends are only around for a short period, which is why we call them micro trends. The Scandinavian style is definitively a mega trend – it has been for years. Modern and timeless with a clean, simple and minimalistic look. Actually, everyone seems to have a thing for Scandinavia these years. Whether it's design, fashion, cuisine, management, healthcare, you name it, people from all over the world want some New Nordic inspiration. It is a movement!

The Scandinavian style has become part of our DNA. We love it and feel comfortable in it. It's here to stay! The Scandinavian style of design is not stagnant. It is an ever-evolving organism, adapting to the needs and desires of everyday-life. Constantly moving forward. This article will reveal the trends, that will dominate 2017.

The Scandinavian trends of 2017 are good quality, warm and dark colors, proper design, artisanal goods and heavy textiles. Made in a proper way by proper designers and craftsmen.

The consumers are getting more and more conscious of our world and the way we consume and live our lives. We want to take care of our planet as well as each other. We don't want mass production. We want honesty and dedication and we are ready to make an effort.

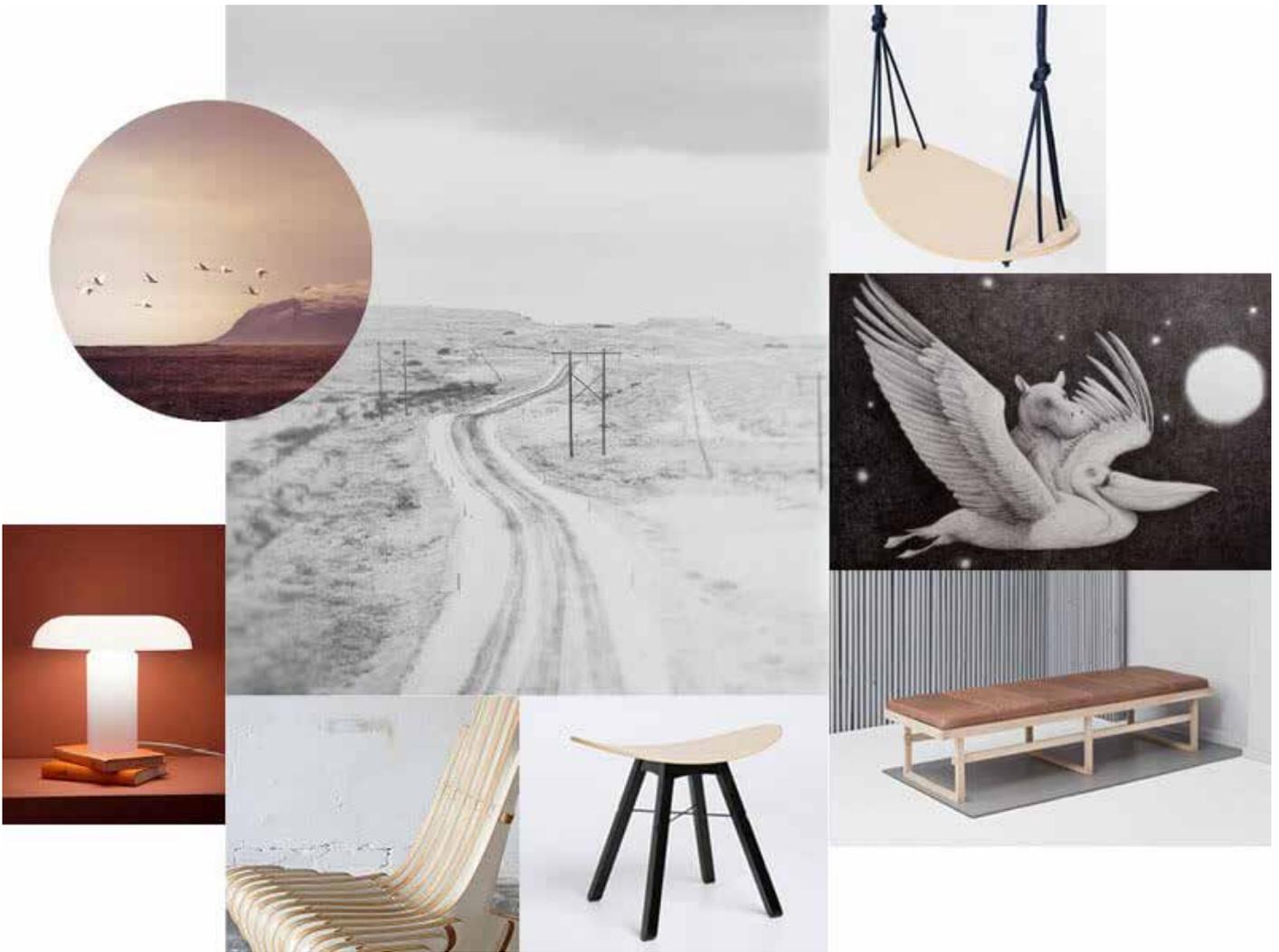
At eniito.com we believe in exactly that. The right (and need) to stand out, surrounded by quality and sustainability.

escapism



The quiet life is becoming modern and being offline has become a new luxury. Being so busy in our everyday life, always having our smartphone and computer within reach and with a work life often melting together with our private life, we need to make escapes. We simply need to turn off our gadgets and unplug. We need to create small scenes for escapism in our homes, places where we can chill out and just be. Alone or with each other. A corner to relax in, a soft sofa that hugs you, a quiet place where you can dream and meditate. Escapism is hot when it comes to interior design.

We will see lots of thick bedspreads to cover and hide behind and heavy velvet curtains to pull for our windows as shelter from the outside world.



Set up cosy milieus in your home to escape the grueling stress of modern day life, using furniture, lighting and art to create a calming atmosphere.

Let these designs serve as an inspiration and ***check out eniito.com*** to have a closer look.

colors



We will see richer and darker colors. Jewel tones are becoming hot and adds elegance and mystery to your interior. Dark shades of green will become a trendy interior color, bringing in colors from the outdoors into our homes. We will also see lots of blue, mustard yellow and warm red tones like rust, cinnamon, ochre and burgundy. All mixed with the light and classic Scandinavian colors like blue, grey and raw white.



Color trends 2017: Here's a few examples of the colors that will dominate 2017. Whether it's fashion or interior decorating these colors will be used heavily.

Let these designs serve as an inspiration and ***check out eniito.com*** to have a closer look.

botanics



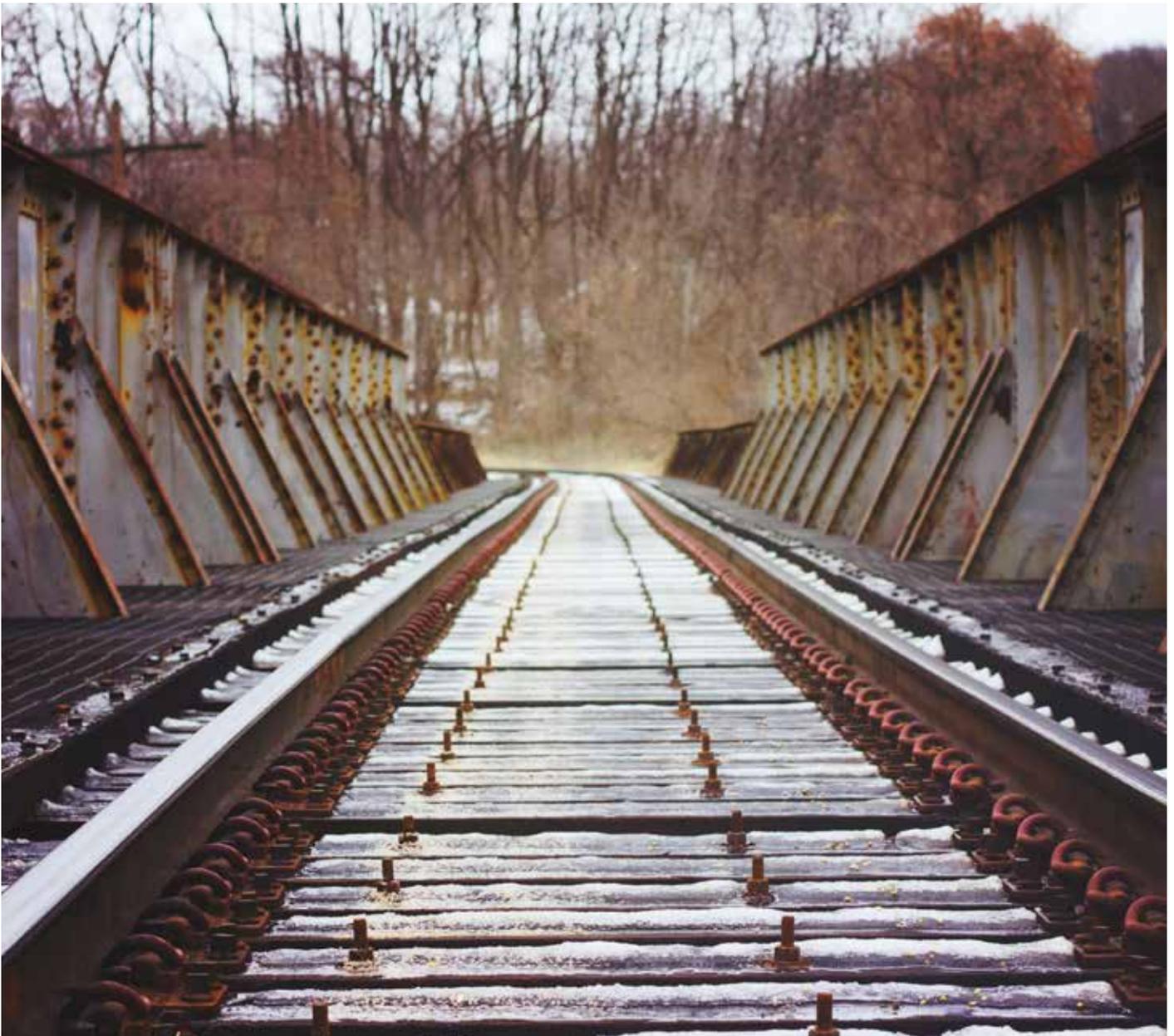
We will continue to integrate nature in our homes. For years, green plants, succulents and cactuses has been part of our interior. That trend will continue and grow even bigger. The next thing is to bring trees into our homes, just as we have them in our garden. Flowerpots and containers to plant, hold and cover botanics in are still popular. Same goes for posters and other interior designs with botanical prints. It seems we are so caught with work and distracting technology, that in order to enjoy nature we have to bring it into our homes. We need nature – we long for it, which is why this will be a big trend. It's nowhere close to the real thing, but it is an acceptable alternative.



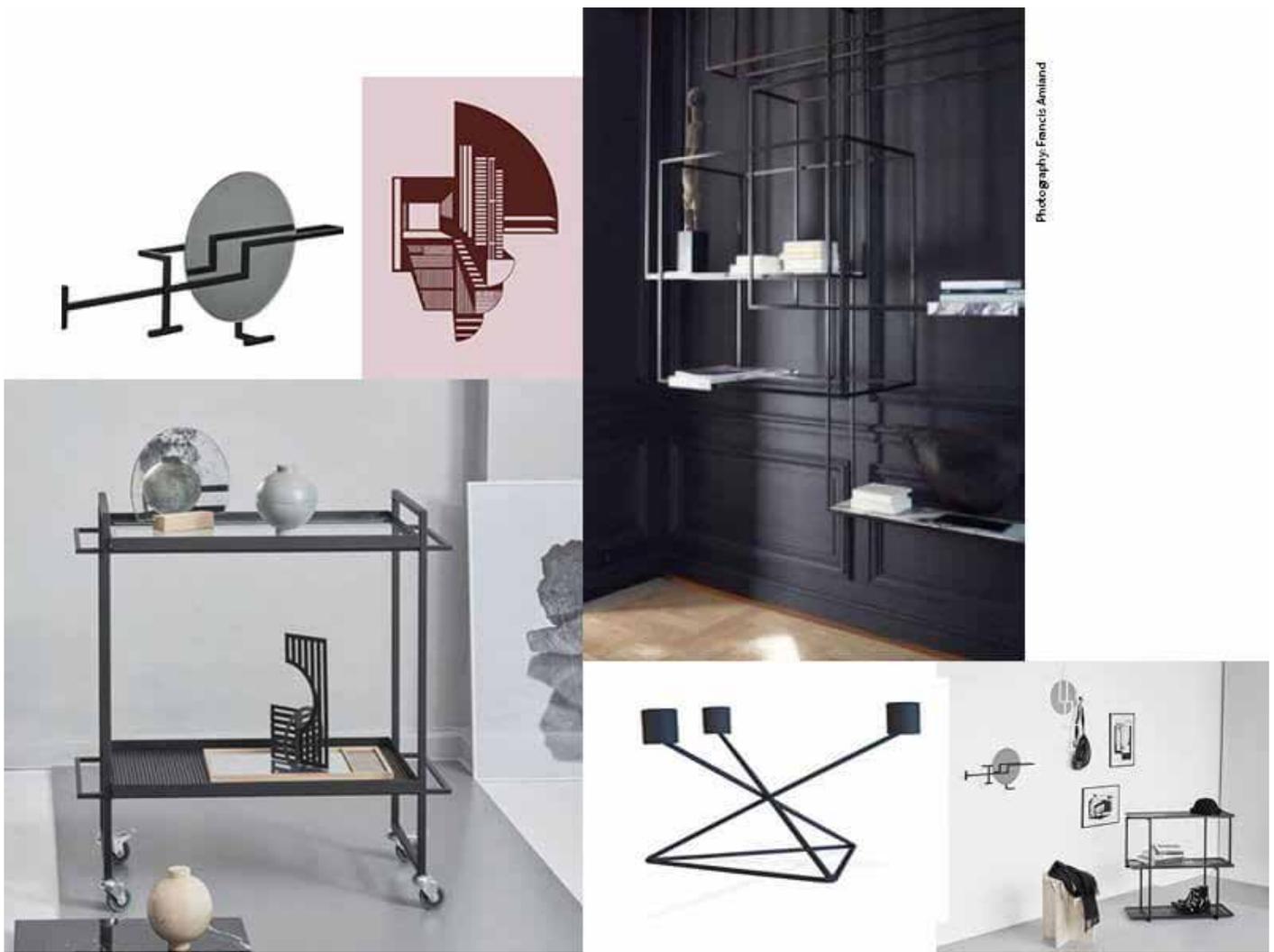
2017 is big on botanics. Here's some inspiration on how to integrate botanics and the beauty of nature into your home.

Let these designs serve as an inspiration and ***check out eniito.com*** to have a closer look.

graphic and industrial



Black and graphic pieces of furniture, inspired by the Bauhaus architects continues to be trendy. We will see more industrial and raw aesthetics. And we will see a mix of materials and textures.



Photography: Francis Amalind

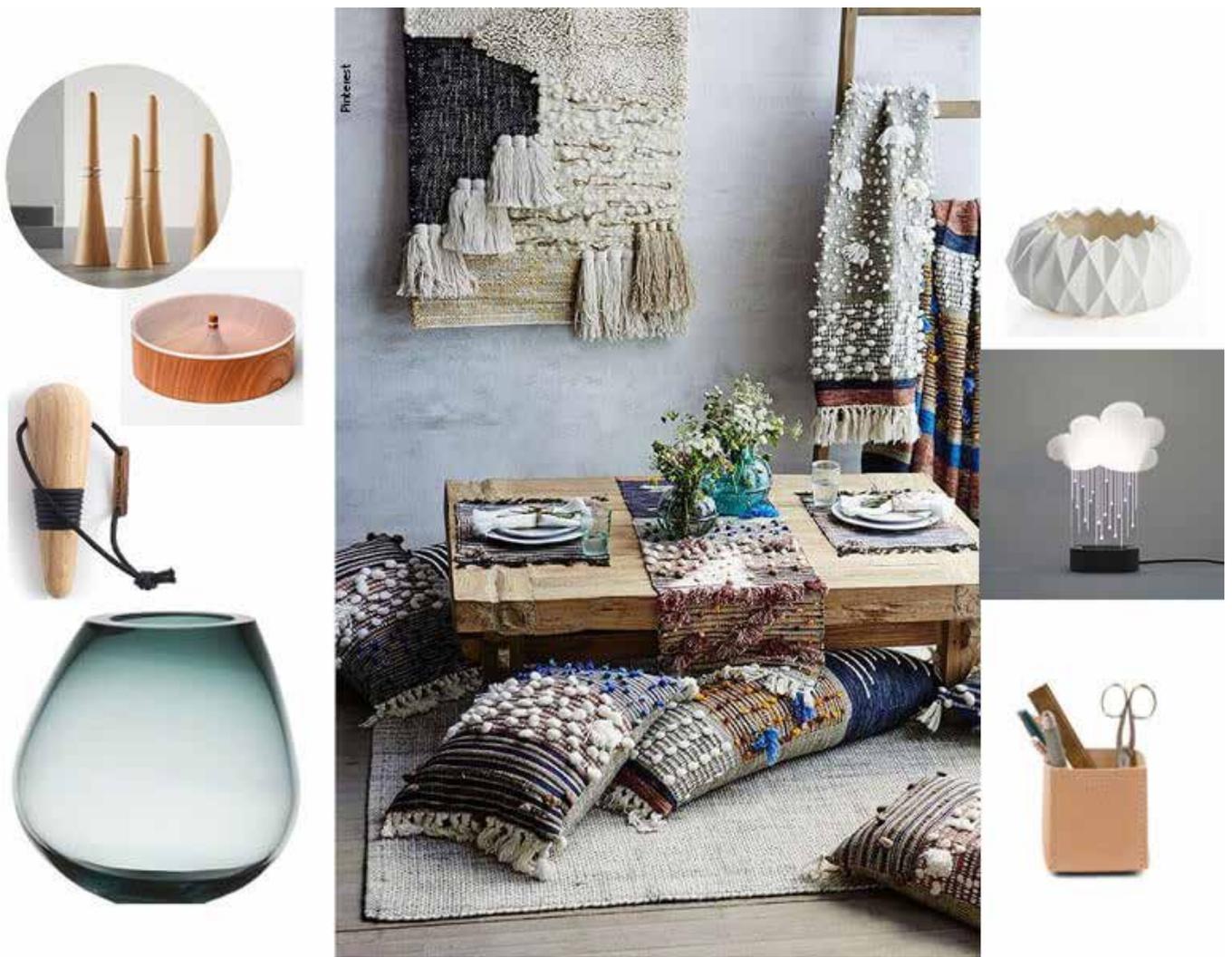
Graphic and industrial design. Clean cut, raw and we will see a lot more of it in 2017.

Let these designs serve as an inspiration and ***check out eniito.com*** to have a closer look.

artisanal design



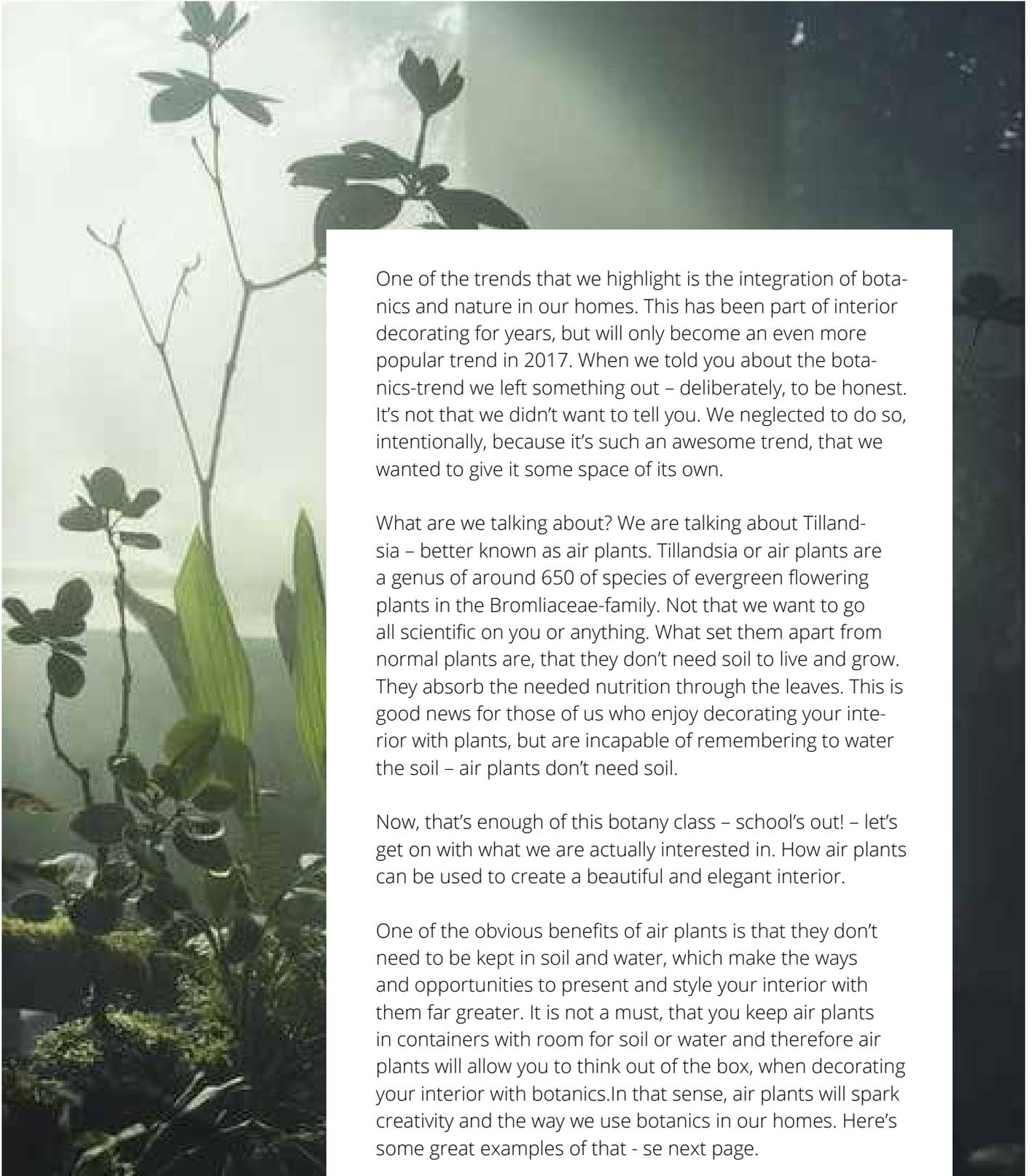
Handmade items, one-off products, unique artisanal items, such as embroidery, pottery, knitting will be a hit. We want the real stuff – handmade and in small numbers. No mass production. We want good quality and honesty.



Handmade and unique design is what we want. Look for handcrafted knitwear, embroidery and pottery to fill homes all over.

Let these designs serve as an inspiration and ***check out enito.com*** to have a closer look.

air plants



One of the trends that we highlight is the integration of botanics and nature in our homes. This has been part of interior decorating for years, but will only become an even more popular trend in 2017. When we told you about the botanics-trend we left something out – deliberately, to be honest. It's not that we didn't want to tell you. We neglected to do so, intentionally, because it's such an awesome trend, that we wanted to give it some space of its own.

What are we talking about? We are talking about Tillandsia – better known as air plants. Tillandsia or air plants are a genus of around 650 of species of evergreen flowering plants in the Bromeliaceae-family. Not that we want to go all scientific on you or anything. What set them apart from normal plants are, that they don't need soil to live and grow. They absorb the needed nutrition through the leaves. This is good news for those of us who enjoy decorating your interior with plants, but are incapable of remembering to water the soil – air plants don't need soil.

Now, that's enough of this botany class – school's out! – let's get on with what we are actually interested in. How air plants can be used to create a beautiful and elegant interior.

One of the obvious benefits of air plants is that they don't need to be kept in soil and water, which make the ways and opportunities to present and style your interior with them far greater. It is not a must, that you keep air plants in containers with room for soil or water and therefore air plants will allow you to think out of the box, when decorating your interior with botanics. In that sense, air plants will spark creativity and the way we use botanics in our homes. Here's some great examples of that - see next page.



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