

# 2021 trends in the ceramic industry



From a holistic fashion  
perspective

**DUNE**  
UNIQUE MATTERS



# OUR APPROACH



It is now a reality: society has changed, as have the ways we consume and inhabit spaces.

Given the new social context shaped by the effects of Covid-19, for this new season, **the ceramic industry is undergoing a shift, with the (immediate) need to adapt to people's new way of life.**

The lockdown that has altered our daily rhythms and habits, the need to carry out many activities in the home that used to take place elsewhere and the quest to find outdoor spaces have been the great leitmotiv that **has changed the approach to designing spaces this year.**



# HAND-IN-HAND: CERAMICS + FASHION

Basic, lifeless designs are now a thing of the past. In the ceramic industry, we now thrive on the exchange of ideas, connecting concepts, inquisitiveness, predictive talent and **the blend of artistic perspectives from different sectors.**

This is why industries like fashion are becoming a true reflection of what we want as a society. And sometimes, even of what we are becoming. Our desire

for comfort - with comfy fabrics like cotton and French terry, bright colours that cheer us up so that we can face the crisis with a smile on our faces and jeans with a far more relaxed or slouchy fit - has revealed some of these needs. People have changed. And trends have changed with them.





At DUNE we are approaching this change by promoting collaborative inspiration and the building of shared values to create a synergy between the fashion and ceramic industries, to guide distributors, stores and interior designers towards discovering new opportunities for the design industry.

In **DUNE CERÁMICA** we are continuously researching and we have converted our head office into a trend observatory.



Want to find  
out what's  
coming this  
season?

# INSIGHTS

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# 1. Cozy Interiors

Mainly driven by the lockdown, this trend is turning the home into a comfortable safe haven where you can work remotely, relax and even do sports.



Neutral colours ranging from beige to earth tones, open spaces = loose clothes, smooth textures and a design that **puts comfort first, but without forgetting about style**. These are some of the most characteristic maxims of this trend.



UGG

Plant Power



In the world of fashion, this trend is standing out with versatile clothing that you can wear when staying in and going out. Say goodbye to impractical accessories and layers and say hello to fashion that is **halfway between casual**

**and sporty**, which opts for the warmth of the home through soft fabrics (tricot, fleece, French terry and cashmere) and a **calming array of colours**: beige, camel, grey, etc.





Jacquemus

SPRING 2021





MANGO  
Comfy Collection





# INTERIOR DESIGN

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Vincent Van Duysen

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In terms of the world of interior design, Cosy Interiors move away from dramatic interiors, from wallpaper and garish colours, opting for a homeware look, in which **comfort and delicate shapes** come to the forefront.

It returns to decorative elements with crafted materials like marble and clay, soft textiles in neutral colours, nature-inspired flooring and wall coverings in neutral colours that blend in with the overall design. Turning **homes into temples of comfort** is the aim of this trend.



ELLE Decoration UK



DUNE

Chicago Collection









RUG'SOCIETY



ELLE Decoration UK



ELLE Decoration UK





DUNE

Diurne Collection



## 2. Vitamin Spaces

Featuring vibrant colours, traditional textures, graphic patterns and a wet-look finish (gloss) to enhance the natural brightness of spaces, this new trend emerged to create **cheerful settings that bring out the positive side in people**. A new form of resilience through design, promoted to combat the negative impact that the Coronavirus health crisis has had on everyone's collective psyche.



Suitable for both commercial (fashion outlets, restaurants or hotels) and residential settings, Vitamin Spaces seek to reflect the '**new normal**' and lifestyle, from an empowered perspective that looks to the future with optimism and hope.



VERSACE

Summer Daze Collection



*“ I wanted to create something disruptive,  
something that could be in tune with what  
has changed inside all of us. To me that meant  
dreaming of a new world. A world made of  
popping colours and fantastic creatures and a  
world in which we can all coexist peacefully ”*

- Donatella Versace -



VERSACE

Versacepolis Collection



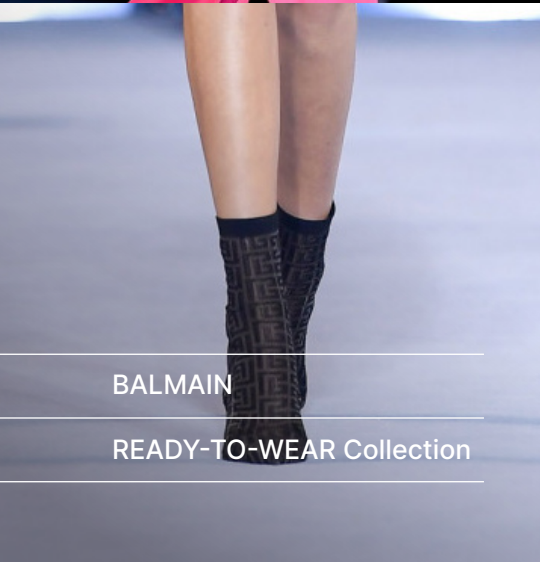
On the world's most famous catwalks, this trend has been reflected in looser clothes that are creative and disruptive and have an **optimistic spirit**. A trend in which they opt for crop tops, short skirts, oversized blazers and sheer fabric clothing that make people feel empowered to **face the new reality with a 'full of vitamins' attitude**.







Fashion shows have confirmed that red, green, pink, **Illuminating** (yellow) and **Ultimate Grey** (the Pantone Color Institute's colours of the year) will be the tones that colour the most iconic looks.



BALMAIN

READY-TO-WEAR Collection





# INTERIOR DESIGN

Miriam Alía

When applied to interior design, Vitamin Spaces draw on full-colour textiles and minimalist furniture with simple shapes that give you the chance to showcase your **sophistication, energy and joy.**

The standout materials include ceramics with a slightly more artisan touch, in which

the **imperfect textures and bright colours** like jungle green, aquamarine and dark blues that bring to mind the islands in the Mediterranean and southern Greece are given special prominence when forming the spaces.









DUNE

Tabarca Collection



COLECCIÓN ALEXANDRA



The Rug Company





DUNE

Chicago Collection



### 3.

## Iridescent Mix

This trend seeks to create a wow effect through transparencies, flexible fabrics and iridescent shades that recreate a visual fantasy that veers between bluish and pink hues and **is reminiscent of a rainbow effect**. Fun, extravagance and happy moods are some of the defining characteristics of the Iridescent Mix trend, **a style packed full of creativity with a touch of pop** which brings the lively nightlives of cities like Tokyo, Shanghai and Hong Kong to any place on the planet. And all without having to leave your home.



Inspired by neon lights, this new trend is popular among Generation Z and a wide range of sectors, resulting in **modern and futuristic spaces** in which bright, colourful lighting is the standout feature.

The bottom third of the image features a vibrant, horizontal rainbow gradient background. The colors transition smoothly from blue on the left, through green, yellow, orange, and red, to purple and blue on the right.

# FASHION



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BALENCIAGA

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Track Sneaker

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MATCHESFASHION

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Christian Louboutin

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It is not just about standing out, the holographic culture that has been shaped in fashion through brightly shaded reflective materials (which makes them virtually impossible to miss) has come to take the street style by storm and become the perfect wardrobe essential to complement more plain clothing by giving it a very special touch.

No sequins or fluorescent colours, metallic iridescent fabrics are a **throwback material that is bringing back the 90s look** and becoming a form of expression for people who want to show the world that they are bold, that they love extravagance and that they are here to shine.



BIMBA Y LOLA




KARL LAGERFELD



CALVIN KLEIN







# INTERIOR DESIGN

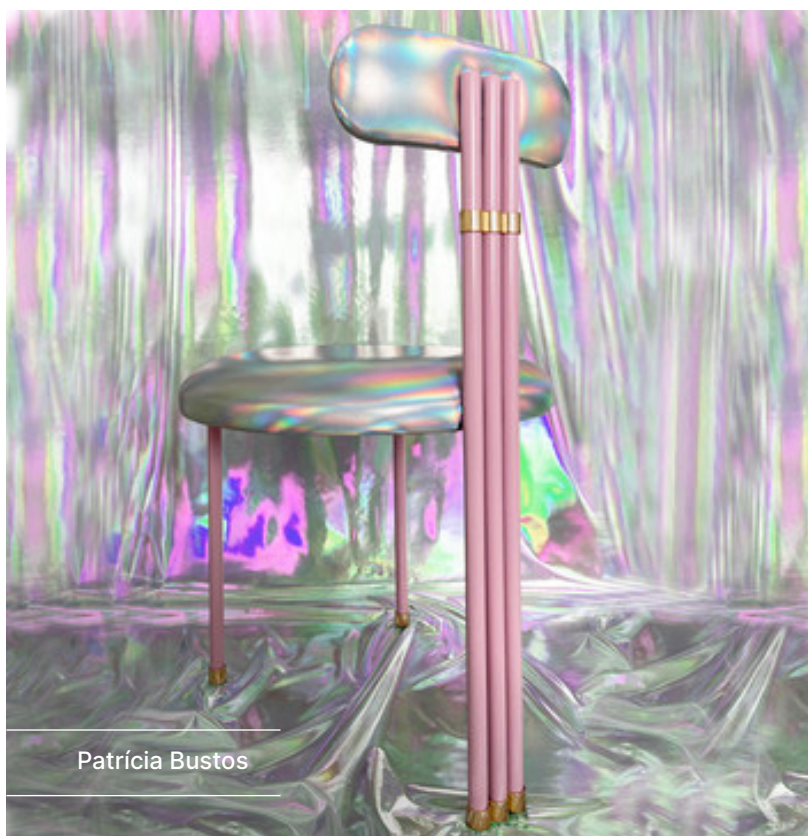
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SIX N. FIVE

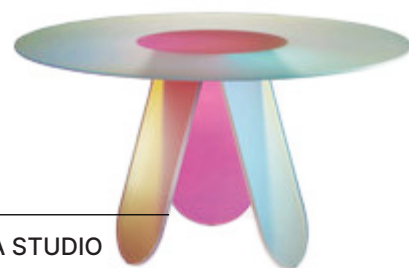
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Iridescent Mix spaces have a new way of understanding colour and textures. Its aesthetic, which looks like it has come straight out of a futuristic Ridley Scott film, requires you to break the mould, take risks and get outside your comfort zone to explore very trendy interior design in which the curved contours, materials such as

vinyl, plexiglass and translucent glass and an array of colours with shades of orange, turquoise and mauve (which veer towards cool tones) are the common thread in this trend.



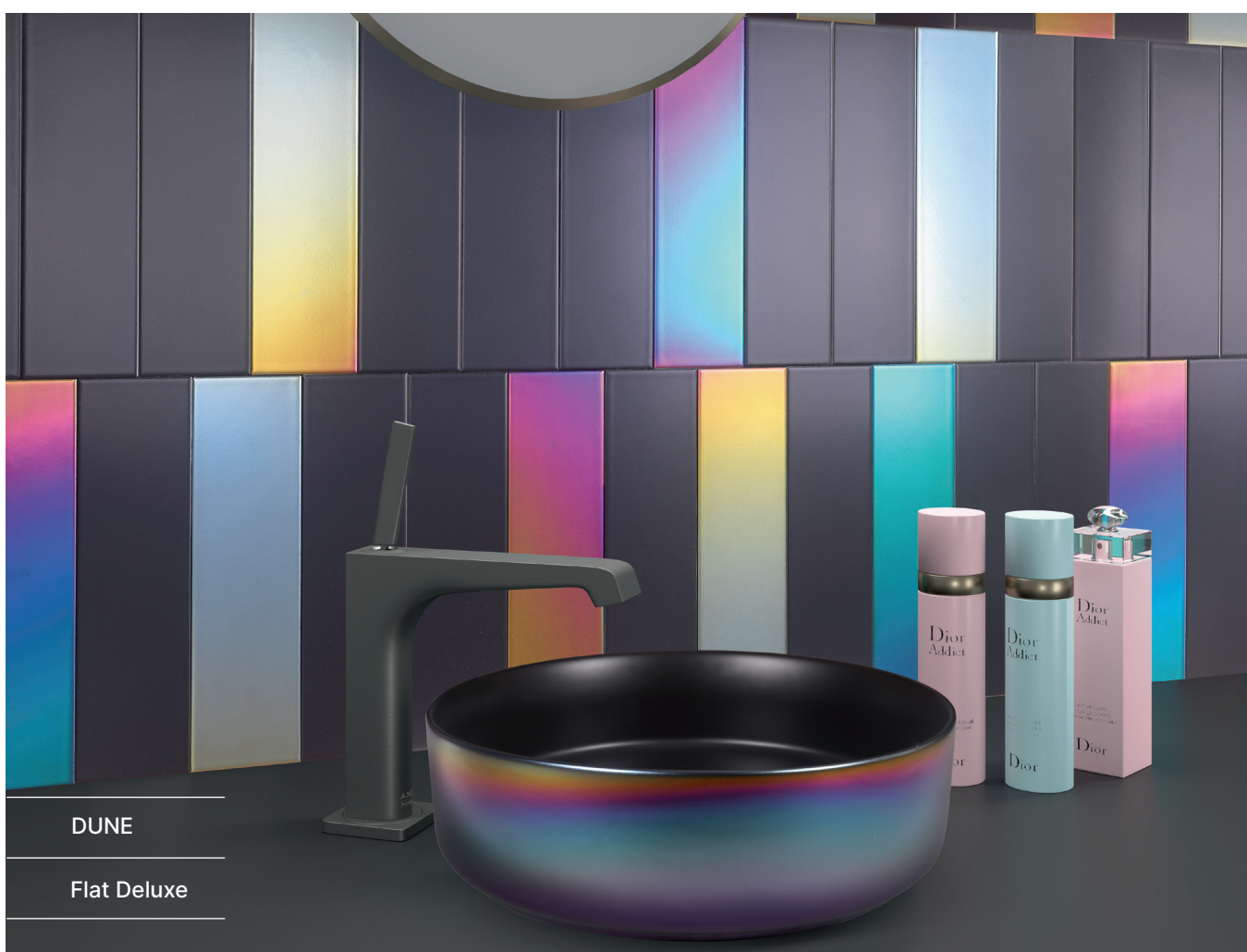
Patrícia Bustos



LA STUDIO

Patricia Urquiola

This design also uses **rectangular-shaped ceramic pieces that combine iridescent and matte textures together** to create a decorative canvas with a futuristic look to decorate spaces that are more modern and bolder.



DUNE

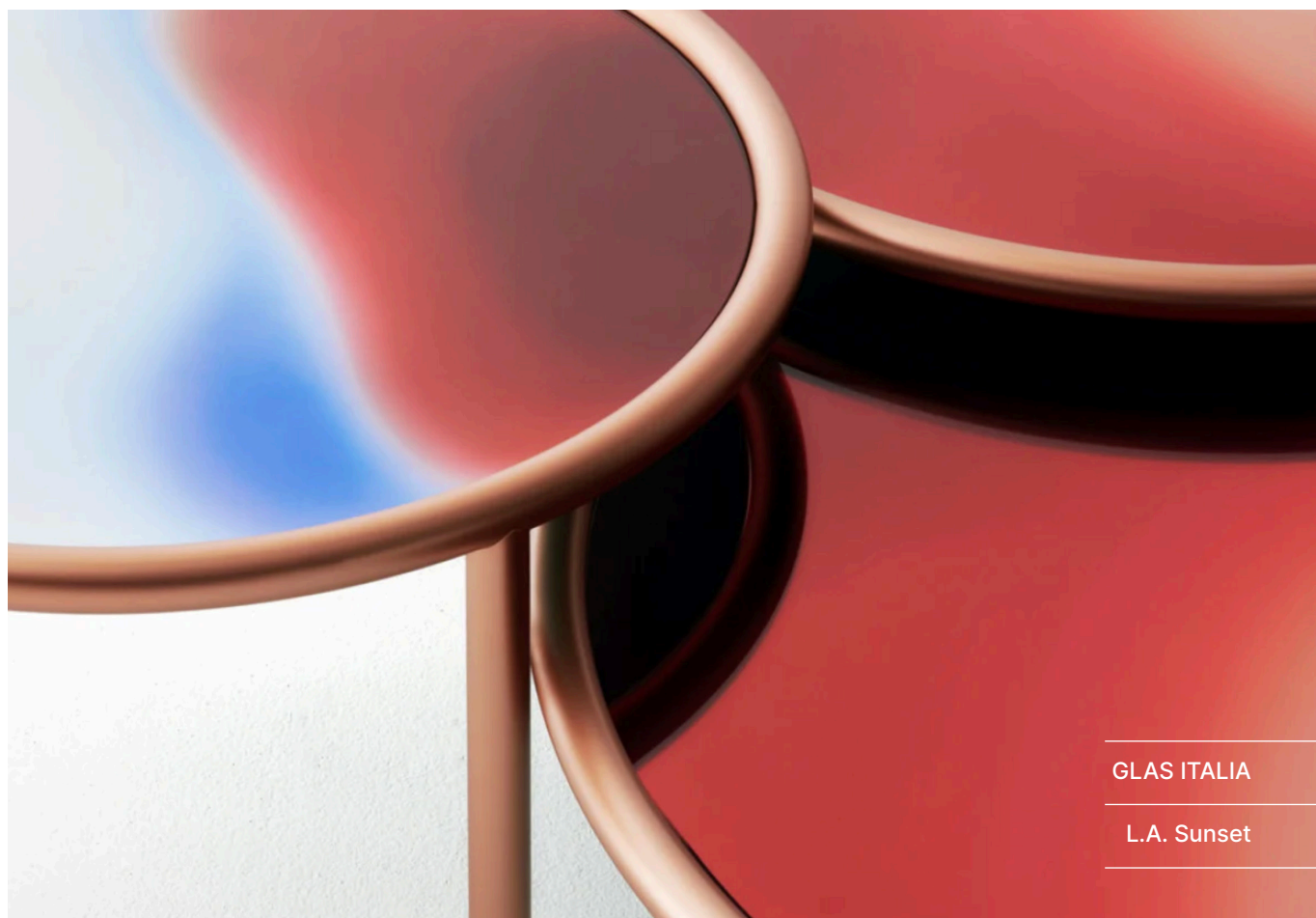
Flat Deluxe





DUNE

Flat Deluxe



GLAS ITALIA

L.A. Sunset



STUDIO ROSO



4.

## Modern Glam

Represented by neutral colours that add warmth, metal decorative details in which gold reigns supreme and highly glamorous materials including silk, velvet and Calacatta marble, the Classic Glam style has been redefined this season to embody sophistication from a more contemporary perspective. Modern Glam includes elements that are more modern and timeless, with a minimalist style and including cosmopolitan and artistic touches to create **a perfect blend between modernity and style.**



Bright spaces with large picture windows, high ceilings and arched shapes and pieces with high-quality finishes that have been chosen with great attention to detail, are some of the secret ingredients used to create spaces that look like that have come straight out of a real-life art gallery.

A woman with dark skin and short hair, wearing a long, flowing orange dress and a long necklace, stands in a desert landscape with sand dunes. The word "FASHION" is overlaid in large white letters.

FASHION







Looking beyond its rowdy origins in the Roaring 20s, when the Glam style was a symbol of freedom for women, this trend is imbued with sophistication, with strong garments like blazers, hats, maxi sunglasses, waist belts and palazzo jumpsuits that make anyone who wears them give off an air of invincibility and mystery.



**Pure lines, balanced shapes, harmonious colours** like camel, black and beige, high-quality essentials and accessories in shades of gold on necklaces and earrings set this style apart.



FENDI





# INTERIOR DESIGN

DUNE

Majestic Decor & Calacatta

Modern Glam interiors are inspired by other styles, like the classic Mid-Century style, the intricate Art Deco and the New York industrial style from the 1950s, taking the best bits from each of them and turning them into a unique style that is capable of imbuing spaces with class and finesse.

This trend brings back elements like chandeliers, Chesterfield sofas, wavy-

shaped armchairs, carved marble coffee tables, large vintage-effect mirrors and console tables that combine metal shades with glass. **An original style that recalls times gone by**, which has had to adapt to the needs of modern society.









Tom Dixon Studio







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