

VITOR RAMOS

Crafting tomorrow's strategies



The rising of brown



In recent years, the color brown has made a significant comeback in interior design, furniture, and fashion.

Once overshadowed by cooler, more neutral tones like gray and white, brown is now being embraced for its warmth, versatility, and natural appeal.

This trend reflects a broader movement towards creating cozy, grounded, and nature-inspired spaces and wardrobes.

NOUVEAU STANDARD STUDIO



ARCHITECTURE AND DESIGN



1. LILOU HOTEL
2.. FOREST MARSEILLE
3. AESOP
4. HUMBERT & POYET



For some time, brown was considered an unattractive color, often associated with antiquated items, museums, and outdated furniture. Its reputation as an "ugly" color led to its decline in popularity.

However, the pandemic has shifted people's desires towards being surrounded by nature and its elements. This change has slowly brought brown back into prominence, appearing on walls, furniture, and even in clothing and accessories.

AUDO COPENHAGEN
PALAIS M. BY DEVOL KITCHENS



Brown has long been associated with the earth and nature, symbolizing stability, reliability, and warmth. In the 1970s, brown was a dominant color in home decor and fashion, often paired with other earth tones like orange, yellow, and green. However, in the late 20th and early 21st centuries, minimalism and cooler neutrals took center stage, pushing brown into the background.

Now, as design and fashion trends shift towards more sustainable and comforting choices, brown is experiencing a revival



SOHO HOUSE AMSTERDAM
HAY DESIGN

FASHION



- 1. ZARA
- 2. MR PORTER
- 3. LOEWE
- 4. ZEGNA

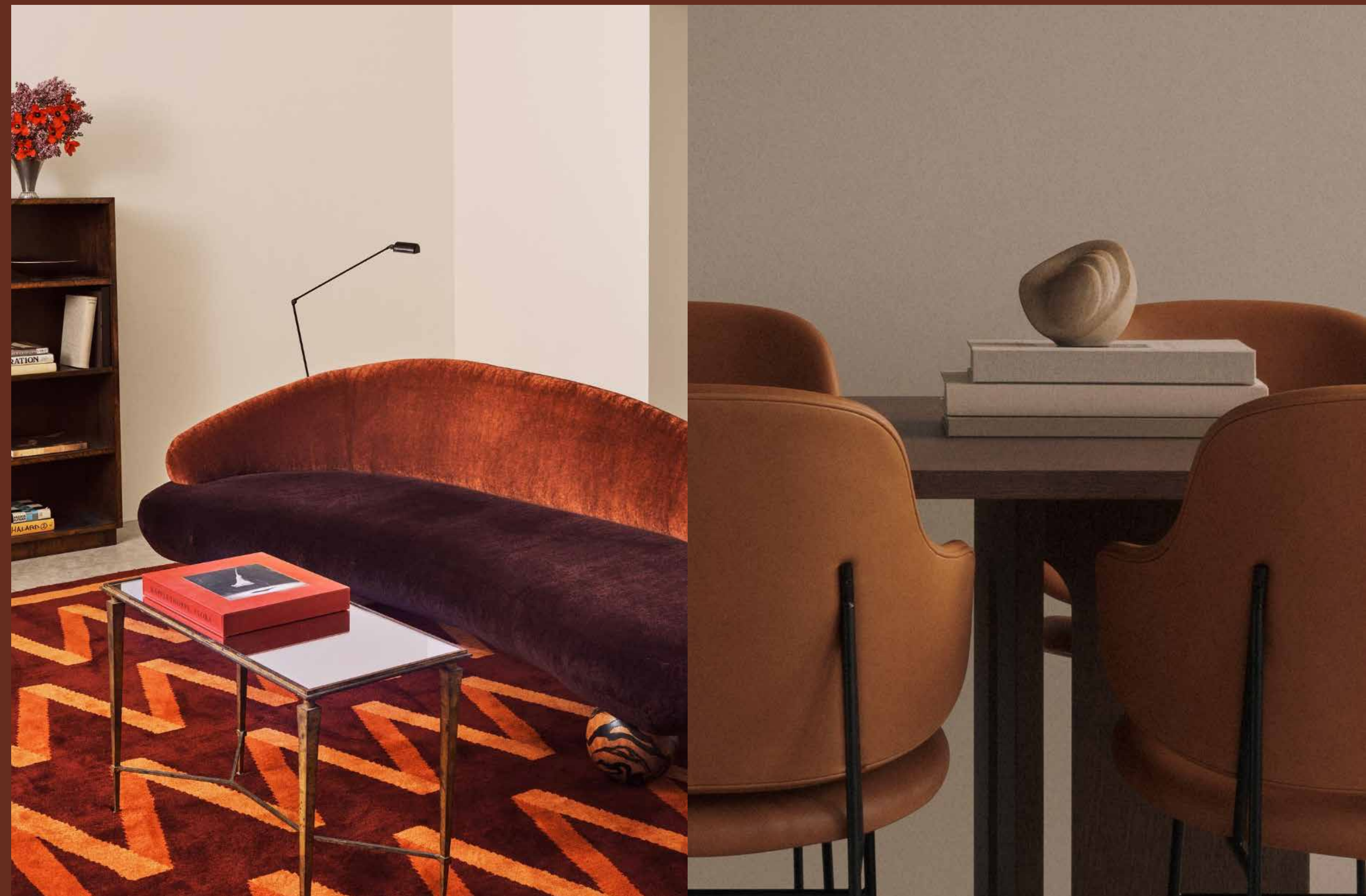


Key drivers of the trend



Furniture: Wooden furniture, often left in its natural brown hues, has become a staple in modern homes. From rustic oak tables to sleek walnut chairs, brown furniture pieces add warmth and depth to interiors. Upholstered furniture in shades of brown, such as leather sofas and velvet armchairs, is also gaining popularity for its timeless appeal and durability.

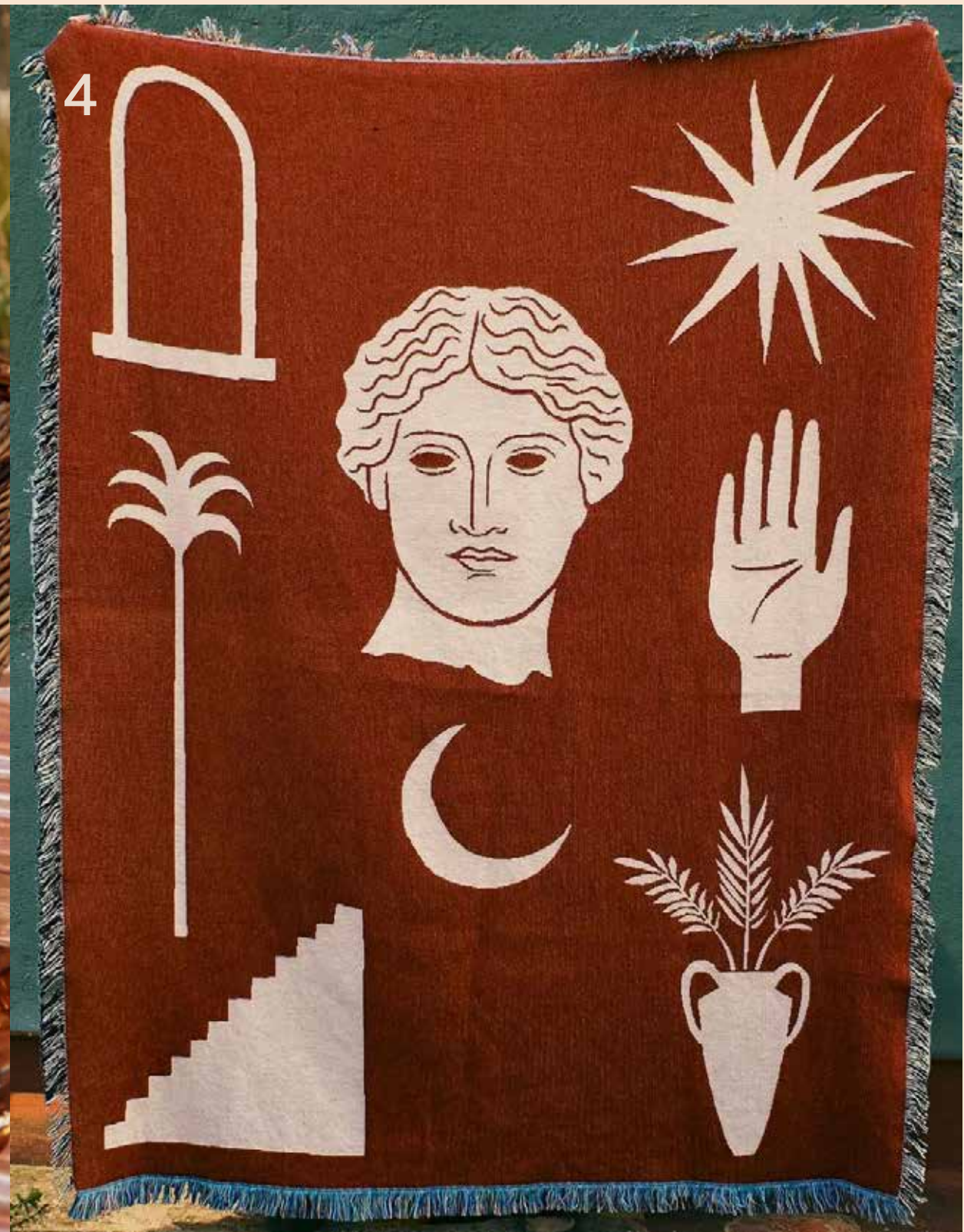
Home accessories: Brown is being used extensively in home accessories like rugs, cushions, and throws. These items add layers of texture and warmth to living spaces. Brown ceramics, vases, and picture frames are also making a comeback, providing subtle yet impactful design elements.



Leather sofas and velvet armchairs are also gaining popularity for their timeless appeal and durability.

NORDIC KNOTS
AUDO COPENHAGEN

LIFESTYLE



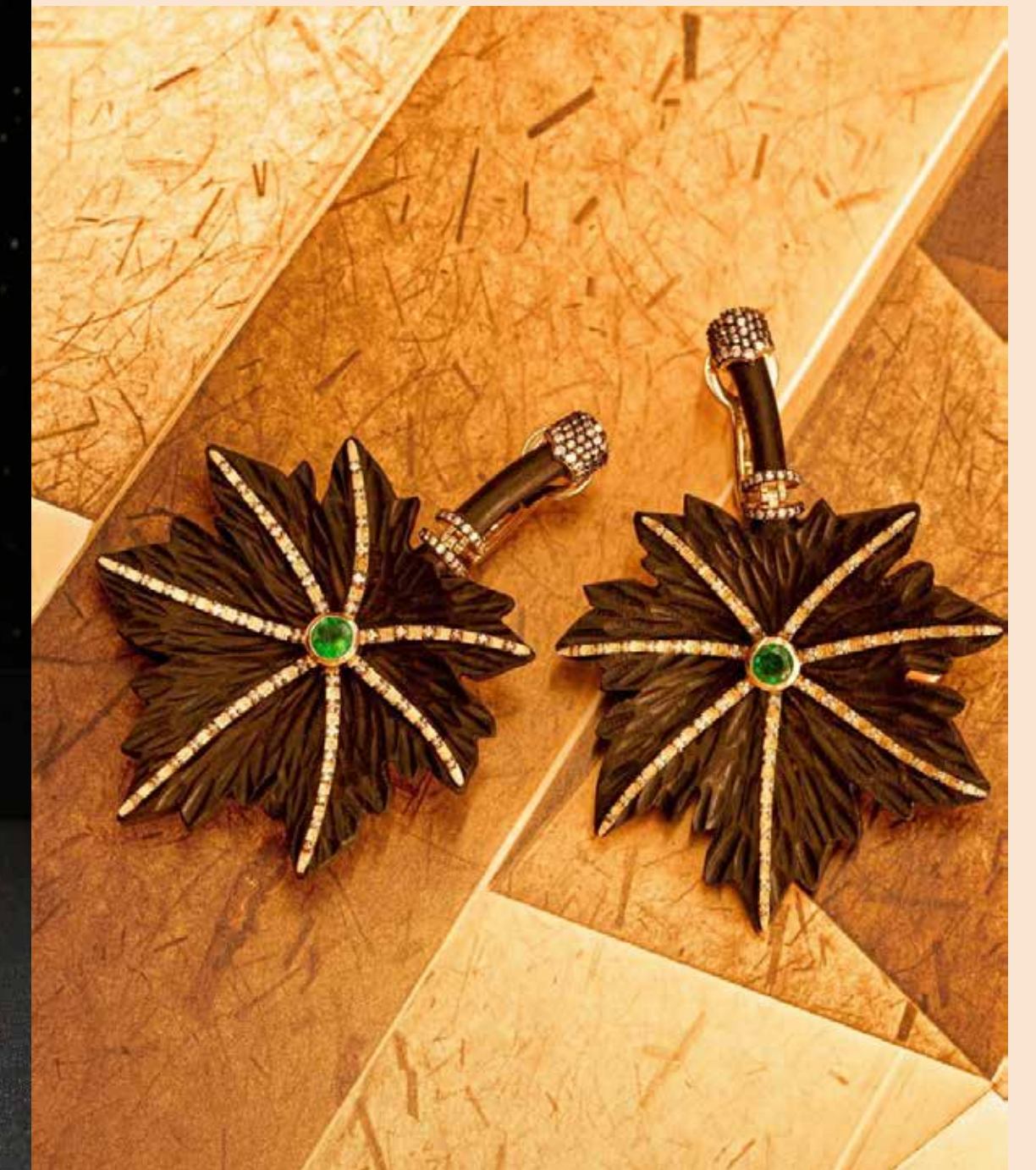
- 1. RANGE ROVER
- 2. SOHO SKIN
- 3. ABASK
- 4. PRINTED GOODS



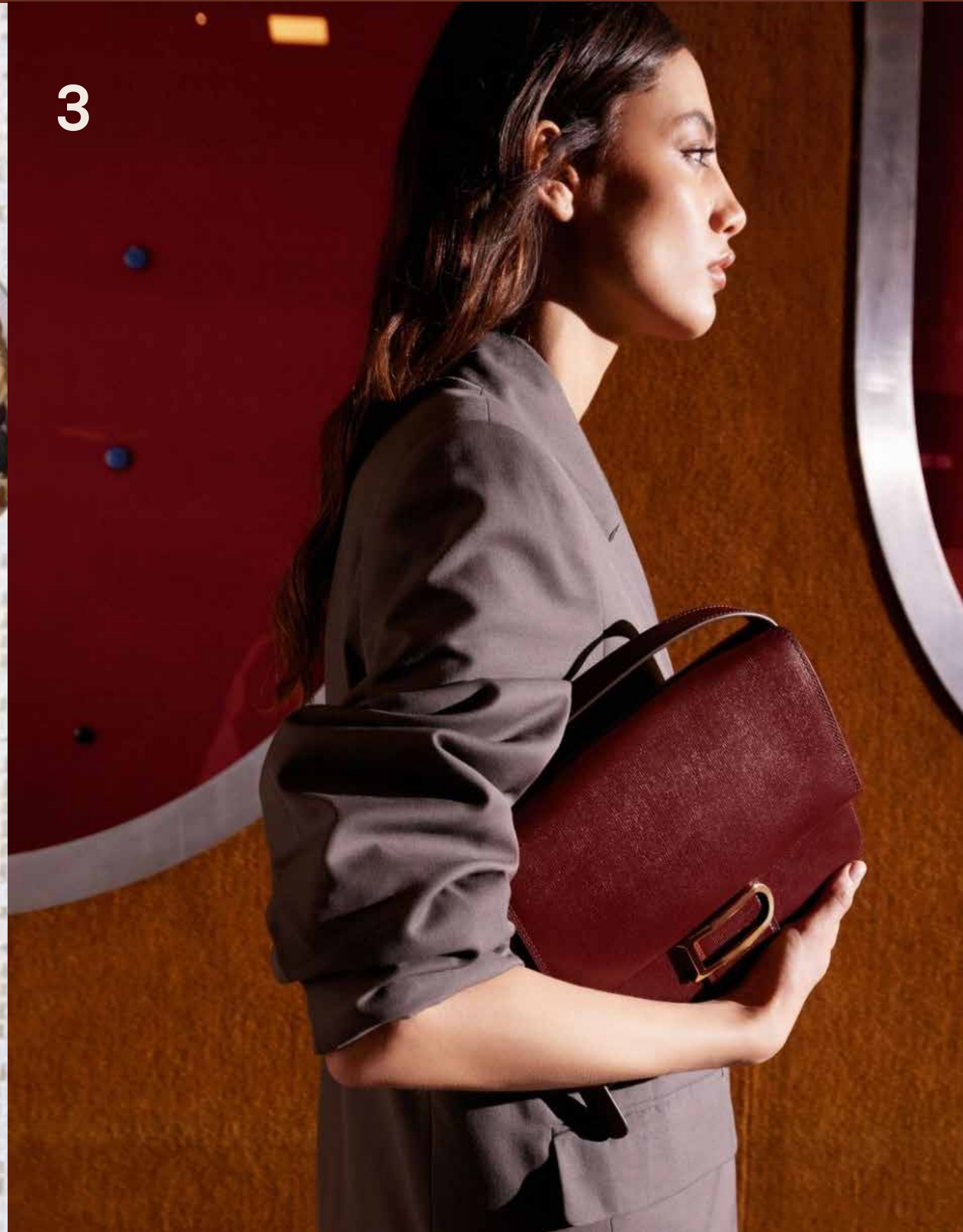
Clothing: Designers are showcasing camel coats, chocolate-hued dresses, tan trousers, and sepia sweaters. Brown's versatility allows it to be worn in both casual and formal settings.

Accessories: Leather goods, including handbags, belts, and shoes in various shades of brown, are sought after for their classic and sophisticated look. Brown jewelry, featuring wooden or amber elements, complements the earthy tones of the clothing.

Seasonal Appeal: While brown is popular in fall and winter collections due to its warm tones, it is also incorporated into spring and summer fashion. Lighter shades of brown, such as beige and tan, provide a fresh look for warmer weather.



HERMÈS
SILVIA FURMANOVICH



- 1. GUBI
- 2. VALSA HOME
- 3. DELVAUX
- 4. NET-A-PORTER



The resurgence of brown in homes, furniture, and fashion signifies a broader cultural shift towards comfort, nature, and sustainability.

This trend highlights brown's timeless appeal, its ability to create inviting and versatile spaces, and its enduring presence in fashion. As people continue to seek warmth and stability, the popularity of brown is likely to endure, reflecting our ongoing connection to the natural world.

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