



**SIMON
MYERS**



KBIS 2023 TREND REPORT

FEBRUARY



INTRO

About KBIS

The Kitchen & Bath Industry Show (KBIS) is North America's largest trade show dedicated strictly to kitchen and bath design. This year's event was located in Las Vegas, Nevada, where five members of the Simon/Myers team discovered a wealth of new trends to share.

About Simon/Myers

We are one of the premier marketing agencies in the home improvement industry, working with both established and rising brands. Our process, isn't for most — we are rigorous in our research, media-agnostic in our creative approach, and relentless in our efforts to make our clients' brands stand out.

Show Overview

KBIS 2023 extended certain themes of KBIS 2022, yet in others, broke new ground. There were still plenty of earthy and softer colors on display, plus a continued focus on customization to accommodate personal expression. The idea of the kitchen and bath as luxury destinations is also alive and well.

But other trends have evolved. For example, while digital technology and global sustainability messaging are both still relevant, their volume has been turned down.

We found that this year, the big idea is creative empowerment, with the goal of feeding the mind, body, and soul. Also, all five senses are being engaged, with manufacturers expanding customer minds by expanding their experiences.

But it's not all serious. The lighter side of this new soulfulness includes having fun with colors, celebrating creativity, and a simple rolling up of sleeves to craft transformative everyday moments.

EMPOWERMENT
SOULFUL
CREATION
EXPERIENCES



THEME OVERVIEW

01 Color & Creation

We saw playful colors and softer saturations used throughout the show, which seemed to inspire plenty of creativity. Expanded product offerings also allowed for more design freedom and creative empowerment.

02 Larger Sensory Experiences

Wellness in the bathroom has expanded, in the form of more sensory experiences and transformative moments. More of the senses are being employed, especially touch. Textured and three-dimensional surfaces are showing up in stone, bringing organic luxury to the space.

03 Bringing Order to Chaos

With the chaos of modern life, there's a desire for organization, structure, and efficient spaces. This includes product innovations that make chores easier and cleaner designs (linear simplicity) that go easy on the eyes.



COLOR & CREATION

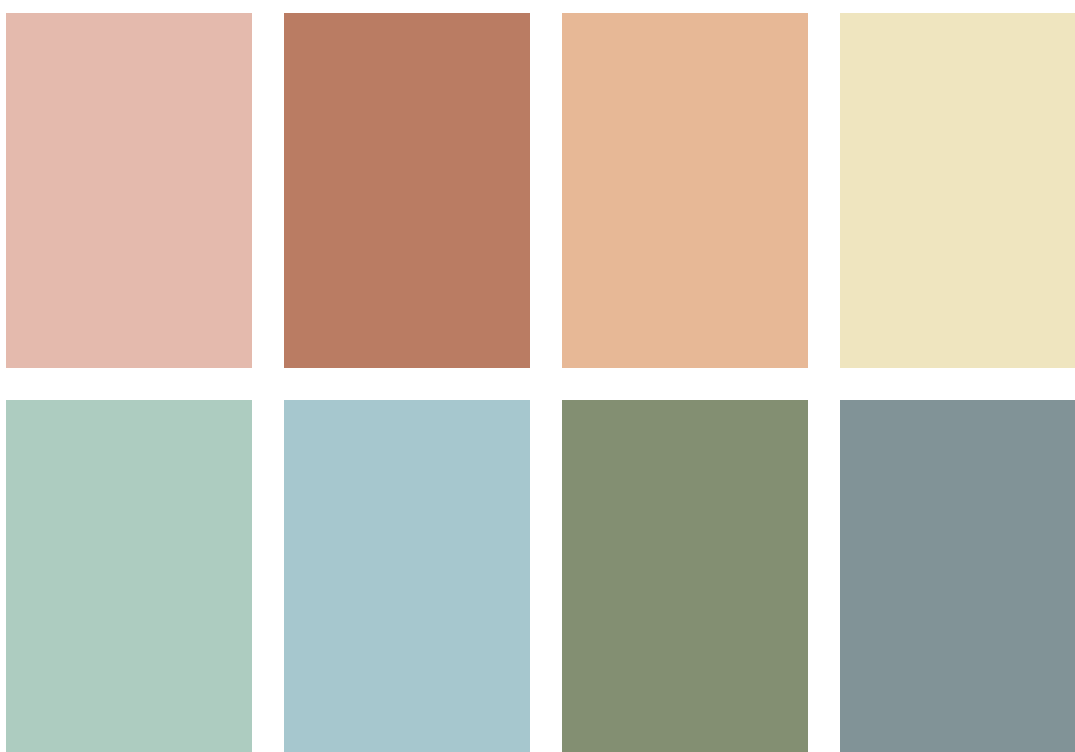
Passion for Color

A rainbow of softer saturations are currently being featured both in products and in color-filled spaces. While soothing greens and blues continue, one family of hues is standing apart: warm shades of red. From blush-tone reds to earthy clay reds to lively berry reds, this color invigorated the entire show floor.

Creative Empowerment

A celebration of creativity is in the air. Brands are leading with strong design stories and laying out expanded product offerings. Creative empowerment and design freedom is taking personalization to the next level.

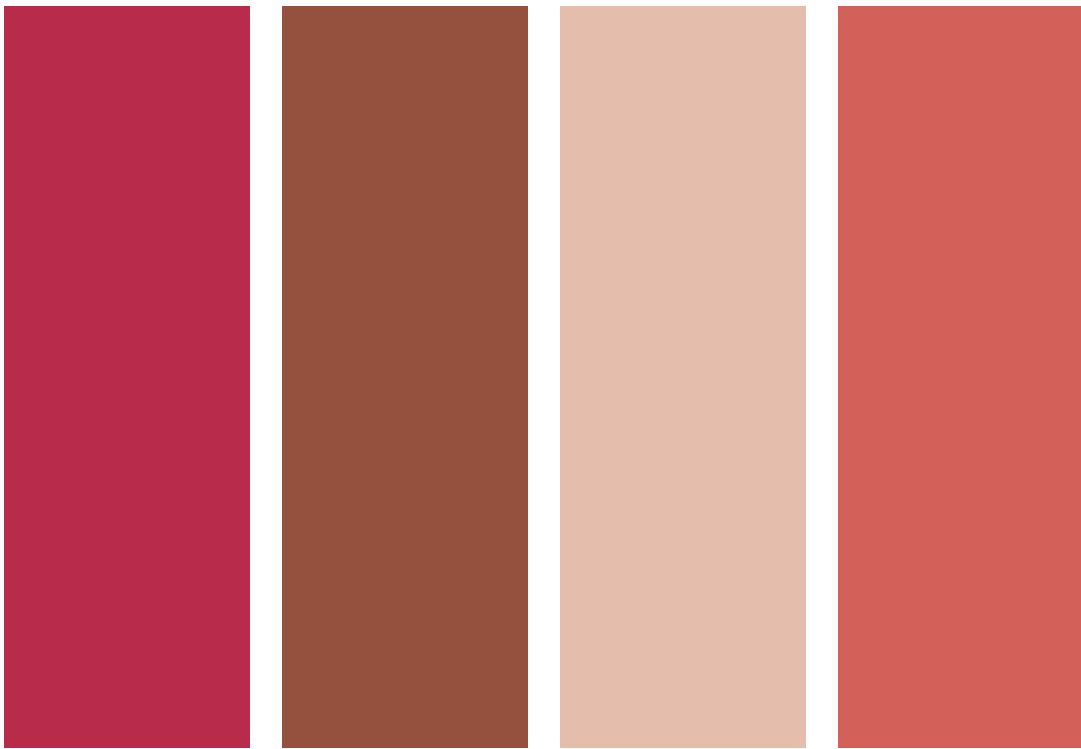
SOFTER SATURATIONS



- Soft & Soulful
- Restorative & Playful
- *“Banish the Beige!”*



WARM & REVITALIZING REDS



- Earthy reds bring comfort and warmth.
- Berry hues bring revitalizing vigor.
- Aligns to colors of the year: Pantone's Viva Magenta, Benjamin Moore's Raspberry Blush, and Sherwin-Williams' Redend Point.

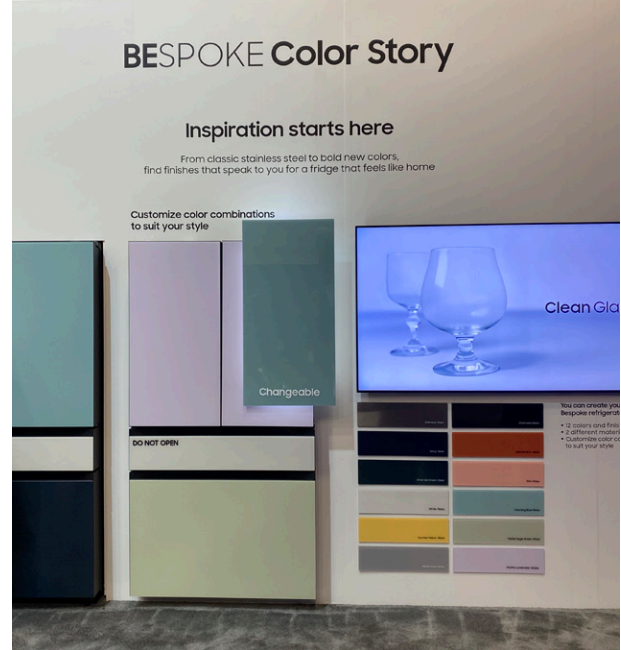


CREATIVE EMPOWERMENT PT.1

Customer as Designer

From the breadth of colors, finishes, materials, and textures offered to a wider range of mixing and matching possibilities, newer products are designed to be played with, or “designed to be designed.”

Even after projects are completed, customers have the opportunity to change things up, creating different moods and moments.



CREATIVE EMPOWERMENT PT.2

Strong Design Stories

Brands are leading with strong design stories. For instance, they're showcasing artist partnerships and collaborations, highlighting product- and interior designers, and celebrating craftsmanship. Many are also paying tribute to their design heritage.



MAXIMALISM

Personal Expression Continues

The pendulum continues to swing away from pure minimalism toward spaces layered with details and personality. These include bold colors, patterns, artwork, and the blending of styles with borrowed elements...



01

Traditional Touches

The symmetrical layouts, architectural details, natural materials, and detailed patterns of neoclassical still bring a luxurious warmth to any space.

02

Hollywood Glamour

Gold or brass accents and details provide modern sophistication, while adding drama and opulence.

03

Art Deco

Unique shapes, rounded forms, arches, and geometric patterns continue to trend, kept fresh with an infusion of modern opulence.

04

Nostalgic Style

The comforting nostalgia of the 1970s continues with the use of bold patterns and colors, opulent stone, and polished metals.



TRAVEL-INSPIRED STYLES

Also on the increase since 2020 are travel-inspired styles. From vacation-influenced color palettes to infusions of island getaways, escapism is lending both tranquility and fun to spaces.



Image courtesy of Victoria + Albert

WALLPAPER



FLORAL PRINTS



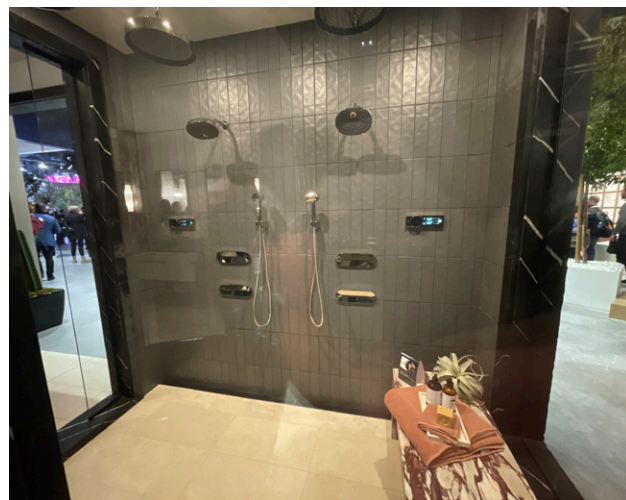


LARGER SENSORY EXPERIENCES

The Wellness Appeal

Larger showers and highly-elevated sensory experiences are trending. So is the creation of customized moments to match your mood, for more immersive self-care. All five senses are engaged, and the sense of touch is heightened with textured surfaces throughout the bath space. Stone materials and handmade qualities provide an organic warmth, feeding the mind, body, and soul.

A BATHROOM EXPERIENCE





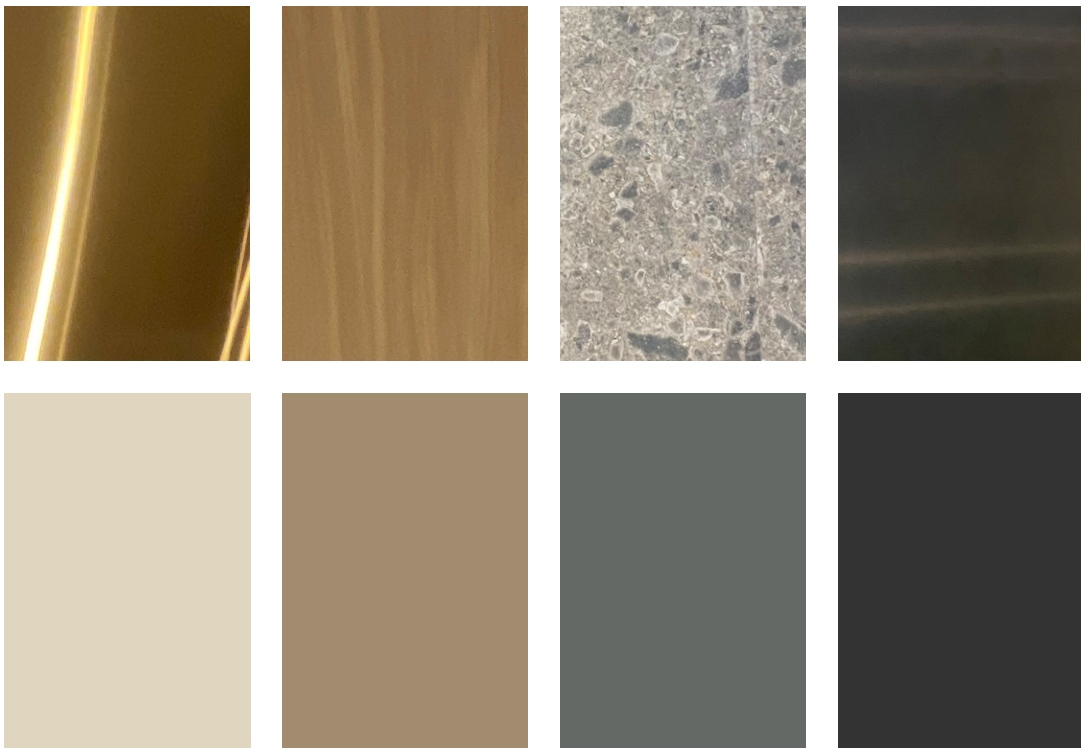
Kohler Stillness Infinity Experience Bath

THE FEELING OF WELLNESS

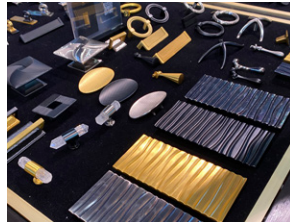
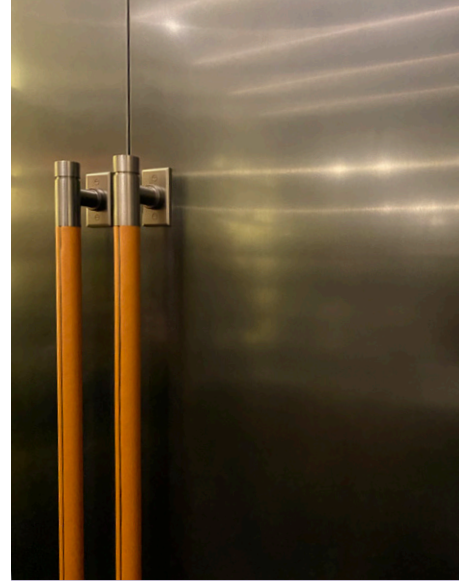




GROUNDING PALETTE



- Brass metal finishes
- Neutral and honey toned wood
- Blue-gray terrazzo effect stone
- Dark-charcoal metal finishes and stones



BRINGING THE INSIDE OUT

Not a new trend, but they've continued to gain momentum since 2020. Outdoor product offerings and weatherproof surface options are increasing. An outdoor kitchen is almost a must for the luxury-minded.





BRINGING ORDER TO CHAOS

Clean & Simple

In addition to convenience-focused product innovations, clutter-free order is being created with simpler lines, geometric shapes, grid structures and color blocking patterns.

INNOVATIONS



Retractable Ceiling Mounted Faucet



Quick Connect Detachable Shower Heads



Laundry Sink



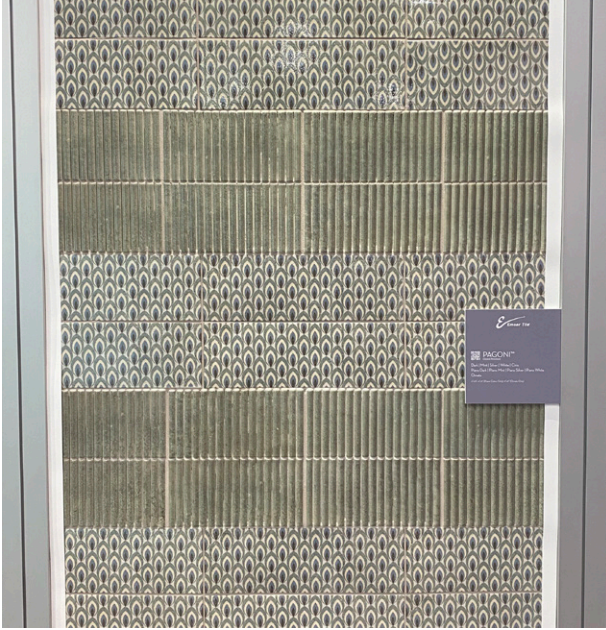
Easy Hose Hook-Up

CLEAN LINES

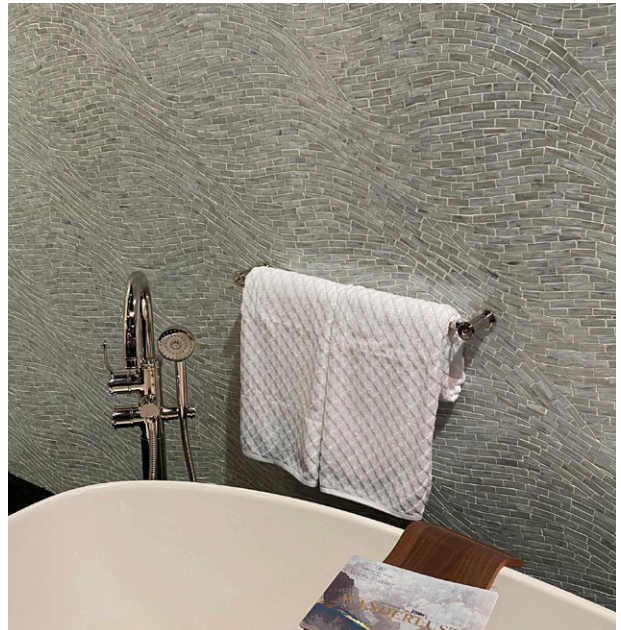


- Clean, linear lines. Vertical stack and square grid layouts.
- Colorful tiles with natural color variations or handmade textures.

PATTERN PLAY



MOSAICS





THANK YOU

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