

**SIMON
MYERS**



KBIS 2024 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 everyone — 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 2024 showcased a departure from last year's vibrancy and innovation, with fewer colorful displays, product unveilings, and immersive booth encounters.

Instead, this year's show appeared as an extension of designs from a couple of years ago: relaxing, wellness-oriented oases, characterized by calming neutrals and earthy color palettes. The enduring trend of arches, rounded forms, and linear textures with reeding and fluting continued to dominate the scene.

Notably, there was a significant update to the narrative this year, centering on reintroducing timeless classics and fostering luxury with longevity, prioritizing sustainability over fleeting trends through the use of authentically natural materials and design styles authentic to you. In addition, technological narratives took a backseat to allow brand stories to shine through partnerships with the art & design community.

As for why this year's showcase wasn't as bold as last year's, the emphasis on luxury and longevity likely influenced the more understated and sophisticated approach. However, color still made an appearance. Brands offered colorful options for fixtures and appliances, providing personalized focal points amidst the subtlety.

LUXURY
AUTHENTICITY
TIMELESS
PARTNERSHIP



THEME OVERVIEW

01 Quiet Luxury (*and even quieter technology*)

A prevailing theme at the show was a quieter and more refined showcasing of design with messaging centered around luxury. Color schemes evolved into tonal studies in soft neutrals, while design styles embraced timeless elegance, prioritizing longevity over passing trends. Technology narratives were likewise understated, seamlessly integrated into products with a preference for simplicity in storytelling, if at all present.

02 Authenticity

Authenticity permeated the show through various avenues: from the use of authentic materials in their purest form to manufacturing methods that prioritized safety and sustainability, as well as authenticity in remaining true to one's personal design style.

03 Putting the Community on a Pedestal

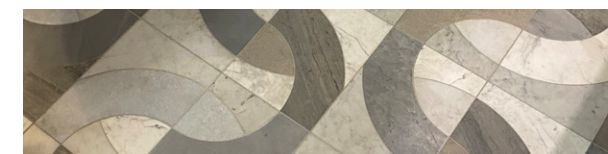
Strategic partnerships with artists and designers were prominently showcased through artwork in museum-like displays, product collaborations, and high-quality design vignettes, all aimed at spotlighting and celebrating the talents of the creative individuals behind the work.

TREND 1

REFINED ELEGANCE



Refined palettes that can stand the test of time. Tone-on-tone warm whites, tonal studies of soft grays, calming golden hues, and sophisticated contrasting neutrals.



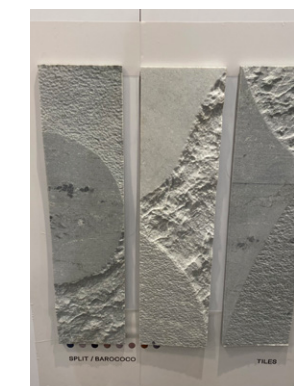
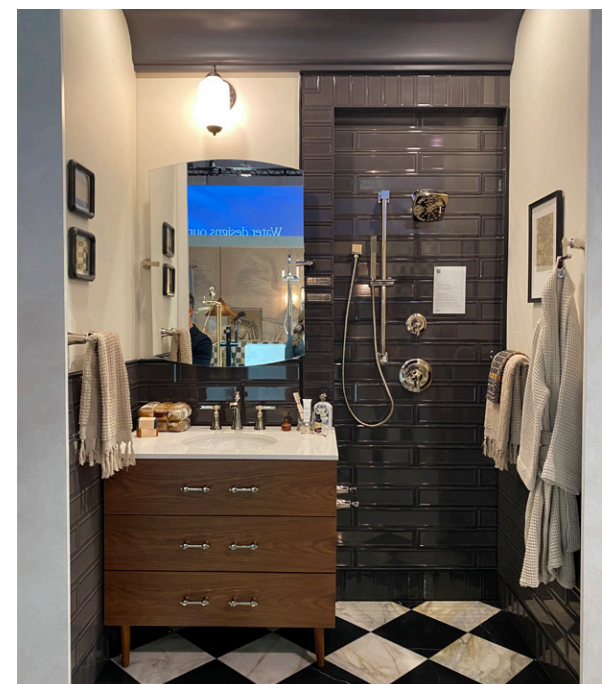
TREND 2

DEFYING TIME

Luxury Meets Longevity

Old-world design meets new-age technology through a harmonious fusion of past and future. Classic and vintage styles were revitalized with a contemporary update, and traditional craftsmanship was revitalized with modern technology. Design elements include the use of terracotta finishes, vintage details, and weathered stone to show the passage of time.

“Each of the designs is expertly cut with squared corners, the edges slightly distressed as if worn with the passage of time, adding to the vintage charm of this exclusive collection.” - Kohler x Studio McGee

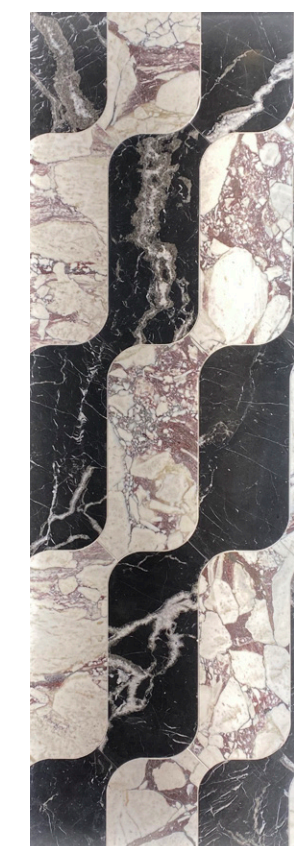
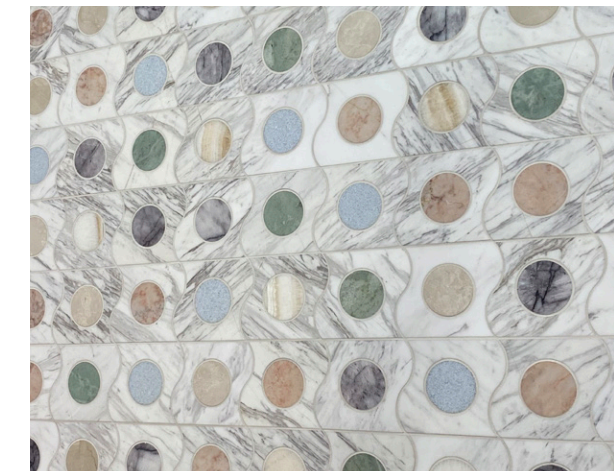


TREND 3

PLAYFUL TWIST ON
CLASSIC SHAPES

Continuing from the previous year's theme of arches and rounded forms, classic geometric shapes reappeared in patterns and product silhouettes. However, far from being ordinary, these shapes exuded a playful boldness, offering a contemporary twist infused with a sense of fun in design.

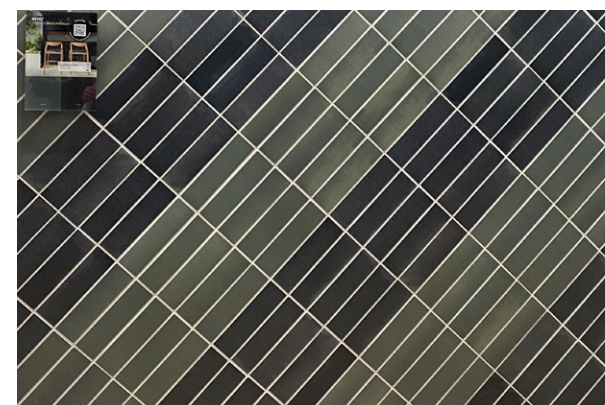
"Enter Game On - a bold return to basic shapes with just the right amount of the unexpected - a collection that is inherently Michelle Gerson." - Artistic Tile



TREND 4

SOPHISTICATED
& SOFT GREENS

- Calming blue-green hues ranging from soft sage to deep forest green
- Including Kohler's limited-edition Heritage Colors collection (3 green shades)
- Applied across styles and product categories



TREND 5

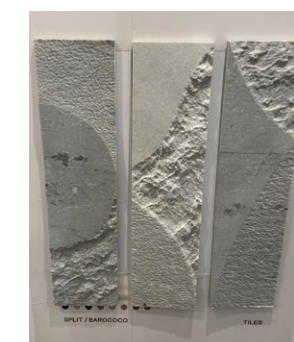
SCULPTED STONE

Innovation & Beauty

High-tech stone blends innovation and beauty by seamlessly merging advanced robotic manufacturing with the rustic charm of low-tech, hand-carved aesthetics, transforming natural materials into architectural masterpieces with organic, sculpted, and layered dimensions.

While many creations evoke the charm of traditional craftsmanship, Ann Sacks indeed used traditional hand-carving techniques to showcase product in their vignette.

“Walls in Ann Sacks’ new Rosa Lagoa, Veccia, and Verde Serpa slabs are paired with its new Curated Bath Collection including the Evelyn console, Ander console, and Ophelia freestanding bathtub, each hand-carved from the same Portuguese marble of the surrounding walls.” - Kohler



TREND 6

AUTHENTIC
EXPRESSION

Building on last year's theme of creative empowerment, this year's show continued its celebration of color and creativity. Emphasizing longevity over fleeting trends, the event showcased a vibrant spectrum of color choices, encouraging authentic design expression.

The kitchen emerged as a focal point, with appliances expanding their color options. While kitchen appliances have traditionally offered a limited range of colors, this year's show elevated the excitement with a myriad of bold choices. Brands unveiled designs that pushed boundaries, presenting expanded color palettes in expressive displays. Notably, Jenn Air unveiled a limited edition leather panel collection, adding a touch of sophistication to kitchen aesthetics.



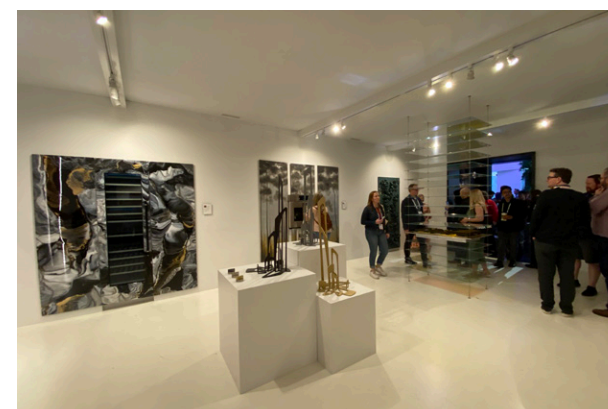
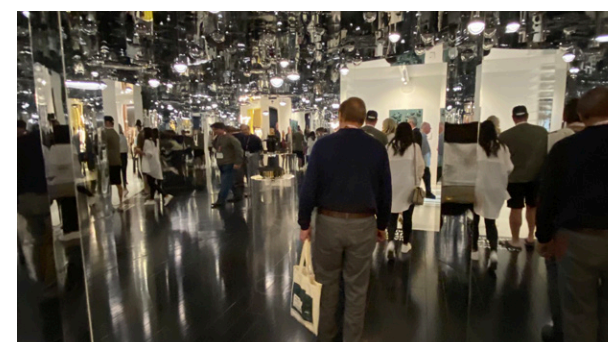
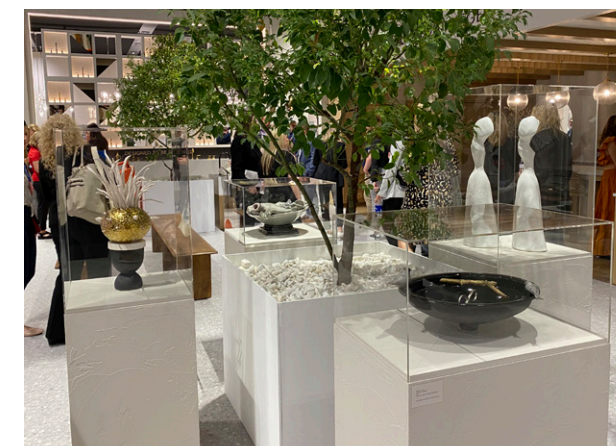
TREND 7

A SPOTLIGHT ON
ART & DESIGN(ERS)

Part I: Art

Throughout the show, strategic partnerships with artists and designers took center stage, showcasing artwork in museum-like displays and immersive art installation experiential booths. This coordinated effort aimed to spotlight and celebrate the talents of the creative individuals behind the work, adding a unique artistic touch to the overall experience.

“To offer a glimpse at how the brand redefines personal luxury, Monogram will guide guests through the Monogram Gallery to showcase artwork in different mediums by renowned artists to capture the thematic elements, like flexibility, seamlessness and performance, behind Monogram appliances.” - Monogram



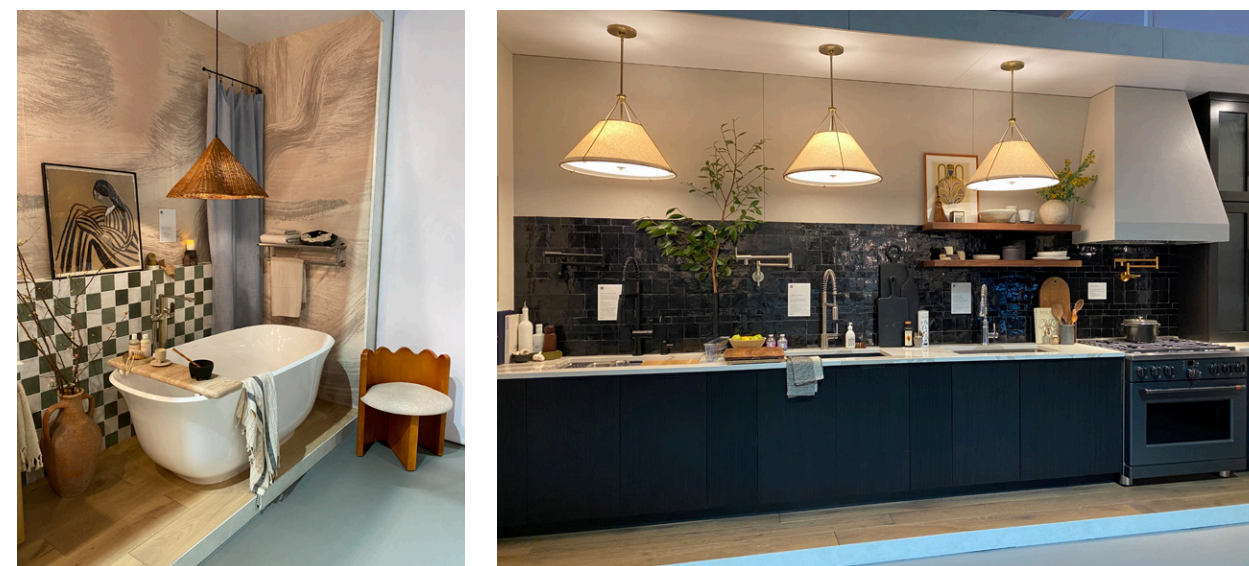
TREND 7

A SPOTLIGHT ON
ART & DESIGN(ERS)

Part 2: Design

Whether it was collaborating on product collections, featuring interior designers who designed the vignettes, utilizing interior designers to design booths, or showcasing high-quality design vignettes that were exciting to explore, celebrations of design and those behind the work were plentiful.

“At the show, CAFÉ is announcing a partnership with interior ‘maximalist’ designer Isabel Ladd. Her unique style, dubbed ‘Curated Maximalism’ is an intelligent yet intuitive layering of colorful elements that combine and build upon another, making her the perfect design partner for CAFÉ. Ladd’s creations showcase what’s possible when you dare to bring your unique sense of style into the kitchen.” - GE Cafe



TREND 8

AUTHENTIC SUSTAINABILITY

This year, sustainability efforts extended beyond the health of users and the planet to also prioritize the well-being of the workers crafting these products. Harmful materials and manufacturing methods endangering workers are being phased out, exemplified by Sproos' elimination of chrome finishes.

“Sustainability incorporates so much more than safe materials and renewable resources. It encompasses the entire product lifestyle - including the hands that made it.” - Caesarstone



TREND 9

INCLUSIVE LUXURY

Continuing the trend of prioritizing the well-being of workers who produce the product, luxury is extending to a wider audience with consideration given to those who may face barriers to participation. Whether due to affordability, rental restrictions, language barriers, or different hair types, this inclusive approach makes luxury more accessible and inclusive.

“We want your space - no matter how big or small, how long-term or short, to feel like home. That’s why we are making home improvement approachable and fun, starting with the sproos! shower.” - sproos!

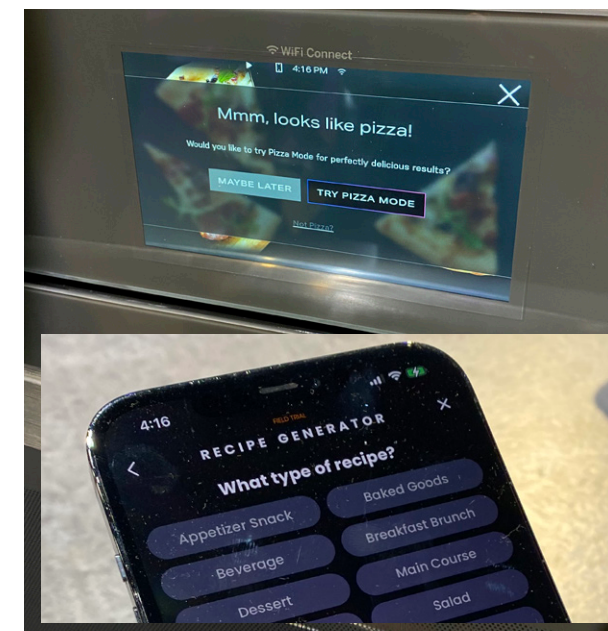


TREND 10

QUIET TECHNOLOGY

Continuing this noticeable trend towards refined design showcases, product technology stories were also quiet this year, with minimal showcasing displayed and product technology seamlessly integrated. This absence of elaborate narratives was apparent, with a preference for simplicity in storytelling whenever stories were shared at the event.

“Debuting at KBIS 2024 and nominated for three “Best of” KBIS awards, the wireless charging pioneer is offering an elegant and seamless solution that designers, architects, builders, and fabricators can embed into their countertop designs.” - Freepower



TREND WATCH: UP OR OUT?



Arches and Rounded Forms

The resurgence of rounded forms in product design and the use of arches in architectural elements has been going strong for the last few years. This year we continued to see circular forms in product design and plenty of arches and archways in the booth design and vignettes.

Trend Watch: Simple geometric forms like rounded corners in product design is timeless and not going anywhere anytime soon. Arches, as a classic architectural element, have stood the test of time for centuries. A fresh take on these curves, featuring playful interpretations such as waves and scalloped edges, is gaining traction. However, arches may be past their apex, as their repetitive use in this year's KBIS show booth designs suggests. Careful consideration and moderation may be necessary to prevent burnout and maintain the trend's longevity.



Vertical Textures

Linear and vertical textures, such as reeding and fluting, have been a staple in design for centuries, but in recent years, they've experienced a resurgence in popularity. Whether integrated into furniture, cabinetry, or architectural elements, these clean lines and geometric precision impart a sense of sophistication and refinement to interior spaces, effortlessly complementing a range of design styles from modern to traditional.

Trend Watch: This trend continues to gain momentum, having recently transitioned into mainstream popularity. While it's expected to remain relevant for some time, it may not be as timeless as its origins. Like the arches trend, it's essential to exercise caution and intention in its application to avoid overuse and its potential demise.

TREND WATCH: UP OR OUT?



Terracotta

This sophisticated and grounded evolution from last year's palette of softer saturations and energetic reds was seen at this year's show, but in a more luxurious and old-world interpretation. This sun-baked hue mirrors natural materials, serving as a versatile neutral that infuses spaces with timeless warmth and a hint of old-world charm.

***Trend Watch:** Although this wasn't the most-used color at KBIS this year, terracotta, along with earthy clay pigments and warmer tones is a continuing trend that's here to stay. This old-world terracotta seems to be a rising star for 2024's trending colors.*



The Family Companion

At KBIS this year, the affection for pets was evident with the introduction of new innovations in washer and dryer appliances designed specifically to tackle pet hair, showcased by GE Profile and Maytag. Pfister went a step further by featuring a vignette named "The Mutt Room" in their booth, highlighting a washing and feeding station tailored for the family dog. In addition, LG unveiled their robotic voice assistant companion, designed to assist with daily chores around the home.

***Trend Watch:** This trend, which emerged several years ago, continues to gain traction. It includes features such as pot-fillers for pet water bowls integrated into feeding stations, as well as washing stations in mud rooms. With the rising number of pet owners since 2020 and a growing emphasis on creativity and personalization in design, coupled with ongoing product innovations aimed at simplifying daily tasks, the trend of catering to the needs of the family companion appears to be firmly established.*

PHOTO REFERENCES

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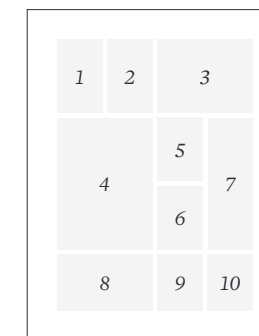
Page 33: From left to right: Pfister, Maytag



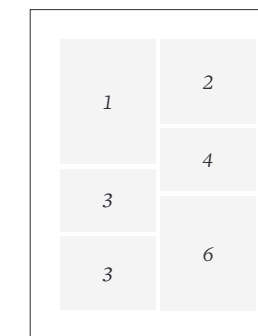
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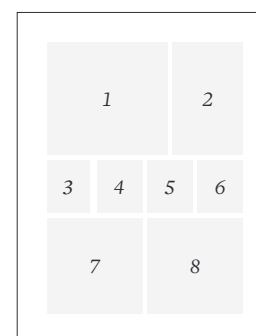
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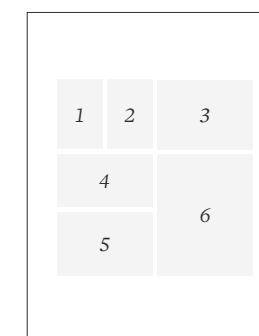
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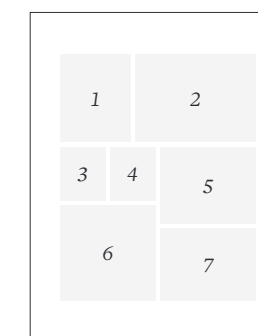
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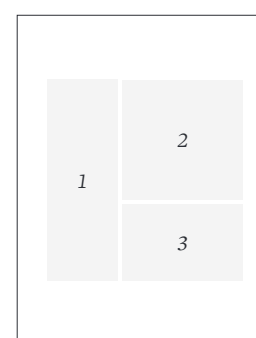
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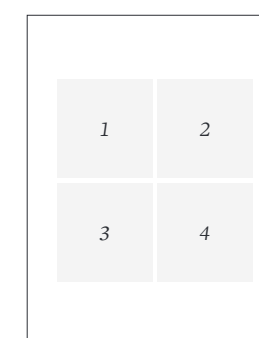
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YOUR RIGHT BRAIN IS SMILING.

Thank you for taking in the latest and greatest trends from KBIS 2024. We hope we've given you lots to think about.

And while you're thinking, we hope you'll think of Simon/Myers as an agency partner. From market research, digital marketing and branding to tackling the tactile and tangible with our SMX experiential unit, we're here to elevate your brand to new heights in the kitchen and bath space.

GET IN TOUCH

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