

# Trends from GlobalShop

## Materials and finishes reflect societal movements

By Montaha Hidefi

**G**lobalShop exhibitors usually showcase their finest products with little consideration to material, finish, and color trends. After all, many store designs reference signature brand colors. But exploiting popular trends in store elements and fixtures can help brands connect with shoppers. And this year, GlobalShop exhibits reflected three societal trends.

### Urban industrial look

The most predominant trend, the urban industrial look was seen in hardwood and other wooden material. Popular in the market for over a year, this trend's use in retail provides a casual shopping experience featuring materials shoppers see on city streets. As they enter the store, the environment becomes an extension of the street.

Wood, both real and faux, dominated displays of flooring products, fixtures, and assemblies. All types of wood—including hardwoods and barn, reclaimed, stained, raw, and treated woods—were represented.

The properties of wood have had an essential role in its long-lasting use for floorings. The strength and durability of hardwood makes it resilient and

serviceable for high-traffic areas. Its varied grains and multifaceted appearance with knots, streaks, and wormholes exude warmth and comfort.



*Morgan Li displayed fixtures resembling scaffolding atop floors that also evoked a construction site.*

Showcasing its versatility for retail interior decor, exhibitors used materials with various grains, finishes, and colors, from woody, earthy tones to vibrant colorful hues. Wood was often combined

with powdercoated metal elements, plastic enclosures, and solid surfaces.

Morgan Li displayed flooring using ACX plywood sheets with black inlays and visible black industrial nails. Its shelving units made of untreated wood planks and powdercoated bars suggested building scaffolding, creating a warm urban environment with impressions from a construction site.

While OPTO International exhibited shelving units using wood, faux wood, and plastic mounted on powdercoated metal frames, Tarkett flooring company confirmed noticing an upward trend for natural materials with woodgrain and stone looks.

Wall Theory featured faux concrete, faux brick tiles, and BarnWOOD, a polyurethane-based material with a wood aspect to achieve the industrial look. Crossville displayed glass tiles with digitally printed woodgrain.

Armstrong Flooring highlighted that the passion for wood derives from the past. "Connectivity to wood is natural,

soothing and non-institutional," the company noted. "It brings the outdoors to the indoors. It merges the residential with the commercial and makes a retail store feel like home, where shoppers