

2025-2026 CMF DESIGN TREND REPORT - Full ver.

# CMF Design Trend <sup>2025-2026</sup>



# Contents

**2025-2026 CMF Design Trend Report - Full ver.**  
Development of a CMF Design System and Process Framework  
to Support SMEs in Manufacturing Industry Innovation

Copyright©KIDP 2024 All rights reserved



Project developed by  
Chris Lefteri **Design**<sup>™</sup>

<b>INTRODUCTION</b>	05
Trends map	06
Megatrends	08
Macrotrends	10
<b>MACROTRENDS</b>	
Anthropocene	14
Cost of Living Crisis	22
Balanced Lifestyle	30
AI Utopia	38
Holistic Ethics	46
Re-writing the Norm	52
<b>INDUSTRIES</b>	
Fashion	64
Food&Drink Packaging	74
Consumer Tech	84
Interior	94
Beauty Packaging	104
Automotive	114
<b>SUMMARY</b>	126
Ethically Minded	
Phygital 2.0	
Emotional Centric Design	
Materials are Heroes	



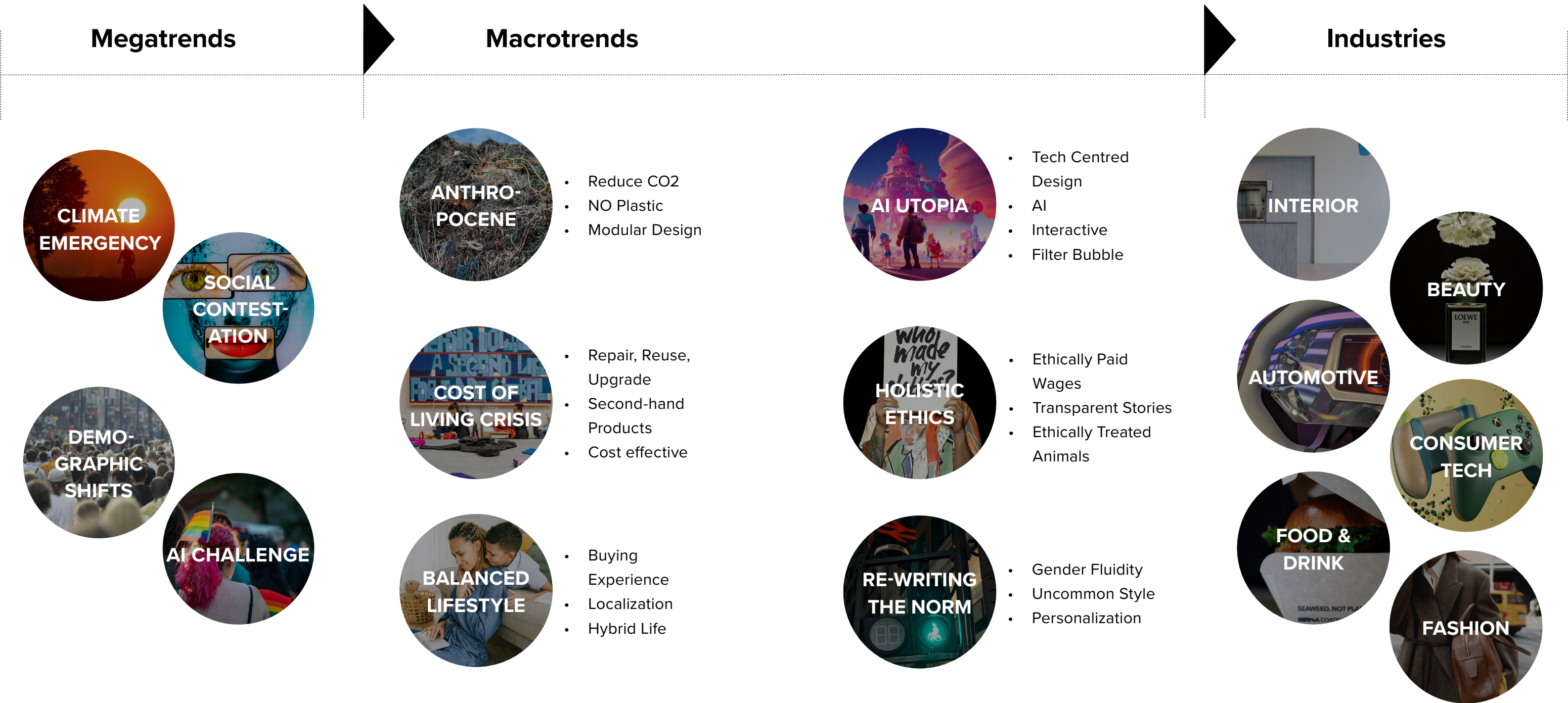
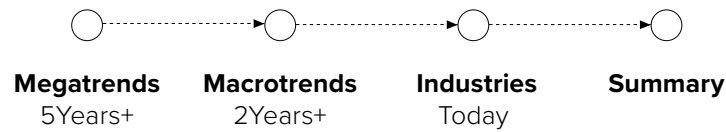
# Introduction

This report is designed to help tune and develop the design industry’s CMF strategy to adapt to rapidly changing markets and consumer expectations. With a focus on the latest developments in design and an in-depth analysis of the potential of materials and finishes, this report brings a fresh perspective to the latest design trends. To this end, it starts by investigating and analyzing the recent pan-social environment and trends, and cover a wide range of case studies and insights. Based on this, the report derive CMF keywords and predict the direction of design to discover the innovative potential of new materials and processes. It aims to strengthen the manufacturing competitiveness of the design industry by broadening the spectrum of color, material and finish (CMF).



# Trends map

This report analyzes and derives keywords through the trends map.





# Megatrends 05 YEARS+

This report observes global pan-social environments and megatrends, focusing on shifts shaping the future.

## CLIMATE EMERGENCY

**17.16°c** July 22, 2024,  
Global Average Temperature  
on the Hottest Day on Record <sup>[1]</sup>


**2026** Year Set for Full Implementation of  
the EU's Carbon Border Adjustment  
Mechanism, Introduced in 2023 <sup>[2]</sup>

**37Gt** The Amount of CO2 Emissions in  
2023, Marking the Highest Recorded  
Level <sup>[3]</sup>

On July 22nd, the Earth reached its highest recorded average temperature, highlighting the urgent need for global climate change risk management. In response, the EU introduced the Carbon Border Adjustment Mechanism in 2023, set for full implementation by 2026. This shift, coupled with the expansion of carbon emissions trading markets, signals a move toward making climate crisis mitigation central to global trade.

Due to this structural transformation, the design industry is following suit, with sustainable design evolving. The possibilities for innovation within this space are expanding its scope infinitely.

## DEMOGRAPHIC SHIFTS

 **India** The Most Populous Country in the  
World, Surpassing China in 2023 <sup>[4]</sup>

**▲16%** The 65+ Population Share is Rapidly  
Increasing, from 10% in 2022 to 16%  
in 2050 <sup>[6]</sup>

**\$1.8t** The Global Health Market Grows  
5-10% Annually, Projected to Exceed  
\$1.8 Trillion <sup>[5]</sup>


This trend, characterized by slowed population growth and regional disparities, brings critical population issues, such as gender inequality, to the forefront. In early 2023, India surpassed China as the world's most populous country, shifting the center of global demographics and population patterns. While Asia and Africa are poised to drive future growth, Europe's population is projected to decline.

This shift is fueled by various factors, including declining birth rates, rising life expectancy, and an aging population. As the population grows, addressing social inequalities across different demographic groups becomes increasingly urgent.

## AI CHALLENGE

**▲900%** AI Market Projected to Grow from  
\$200 Billion in 2023 to Over \$1.8  
Trillion by 2030 <sup>[2]</sup>

**2022** ChatGPT-3 Launch in Late 2022  
Sparks Rapid Entry of Major Com-  
panies Like Google, Microsoft <sup>[2]</sup>

 **7/10** 7 in 10 People Unsure About  
Distinguishing Between Real and  
Cloned Voices <sup>[3]</sup>

At CES 2024, one of the most prominent themes was Artificial Intelligence, which has become a driving force in consumer-focused design. The rise of ChatGPT is not only pushing the boundaries of AI development but also accelerating the competition among advanced industries.

This trend challenges our trust in digital platforms and prompts deeper exploration into how values like responsibility, environmental consciousness, and empathy are shaping the role of cutting-edge technologies in design.

## SOCIAL CONTESTATION

**43%** 43% of Gen Z, vs. 33% of Others, Say  
Protesting Governments That Clash  
with Personal Beliefs Is Important <sup>[4]</sup>

**Trust** Growing Trust Issues with Organizations  
Failing to Address Economic Turmoil,  
Technological, and Societal Changes <sup>[5]</sup>

The mounting pressure from social and economic polarization, coupled with demographic shifts, is leading to a more unstable society. As a result, people are increasingly gravitating toward familiar groups with shared interests and values, seeking comfort and stability within these communities.

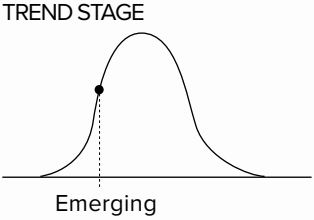
However, this heightened sense of cohesion is also giving rise to deeper divides and tensions between polarized communities. The growing divide in consumer culture and services reflects this societal trend, broadening its scope.

[1][National Geographic](#) [2][PwC](#) [3][statista](#) [4][Leverhulme Centre for Demographic Science](#) [5][UN](#) [6][Mckinsey&Company](#)

[1][McKinsey&Company](#) [2][statista](#) [3][McAfee](#) [4][National Centre for Social Research](#) [5][Nature](#)



# Macrotrends 02 YEARS+



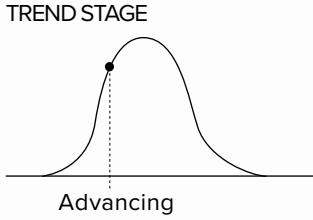
TREND STAGE

Emerging

1

ANTHROPOCENE





TREND STAGE

Advancing

3

BALANCED LIFESTYLE





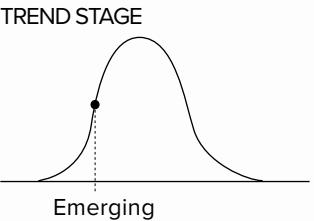
TREND STAGE

Emerging

2

COST OF LIVING CRISIS



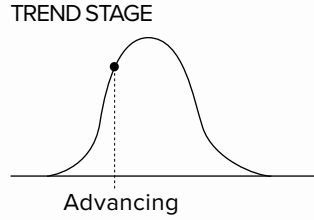


TREND STAGE

Emerging

4

AI UTOPIA

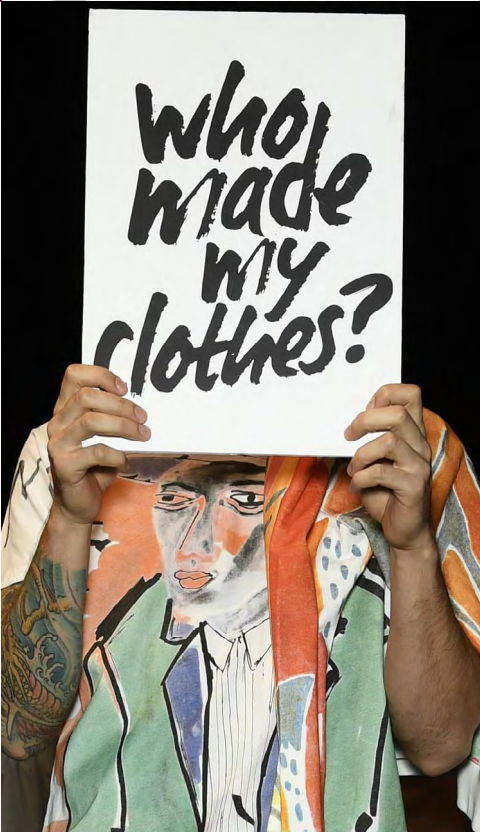


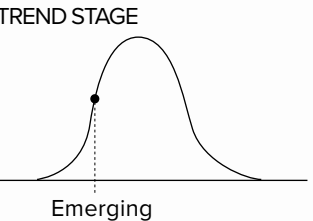
TREND STAGE

Advancing

5

HOLISTIC ETHICS





TREND STAGE

Emerging

6

RE-WRITING THE NORM

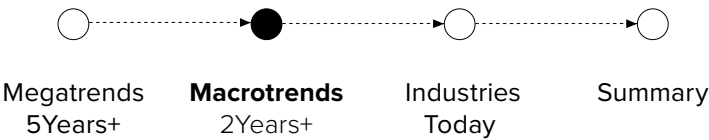




Draga & Aurel

# Macrotrends 02 YEARS+

## - 6 Key Trends and CMF Analysis



- Anthropocene
- Cost of Living Crisis
- Balanced Lifestyle
- AI Utopia
- Holistic Ethics
- Re-writing the Norm

Macrotrends, derived from megatrends, refer to new attitudes, behaviors and value changes that emerge as consumers respond to global shifts. These evolving issues are categorized and analyzed based on consumer culture and lifestyle perspectives. This report explores and suggests CMF design directions, examining related design case studies and CMF stories in six categories.



# Anthropocene

Lionel Jadot at Maison&Objet 2024

As the climate emergency is increasingly impacting all aspects of our lives, the massive efforts that humanity is undertaking to mitigate and adapt to climate change are likely to have significant reconfigure almost everything we do – how we move around, feed ourselves, and produce – continuous research on this issue is being applied in the design industry without exception, prominently through experiments that reuse waste into design. In particular, the intersection between consumers experiencing fatigue from prolonged sustainability efforts and brands striving for energy reduction has led to the evolution of “ugly design”, embracing imperfection and unconventional aesthetics.

For example, at the Maison&Objet in 2024, Belgian designer Lionel Jadot showcased vibrant works reflecting sustainable design ethos, creating durable objects entirely from repurposed and reused materials.



- 1** The DOL LOW chair by AE Office is made from cork, one of the sustainable materials, and finished with wood oil and wax, representing sustainable design through its natural-rough volcanic rock visual language.
- 2** Organic gin brand Ada collaborated with SeriesNemo(Spain) to launch packaging made from PCR glass. The micro bubbles and fine scratches of the material create a tactile experience, offering a unique craft aesthetic.



STORY CASE STUDY



NEXT-GEN PREMIUM

Concept car City Pod from GAC (Guangzhou Automobile Group) applied a recycled material to the wheels featuring subtle speckles, achieving both sustainable and premium design.



RESTORED SHAPE

The Salvage Collection by Seattle-based designer Jay Sae Jung Oh reimagines discarded objects with a unique artistic approach. By layering and binding them with leather cords, the collection simultaneously restores existing shapes and creates entirely new sculptural designs.



INTENTIONAL IMPERFECTION

La Bürsch vases are made of regenerated silicone and unfold the story of regeneration and manipulation of the scraps through the imperfect shape and landscape layers.



UPCYCLED MATERIAL

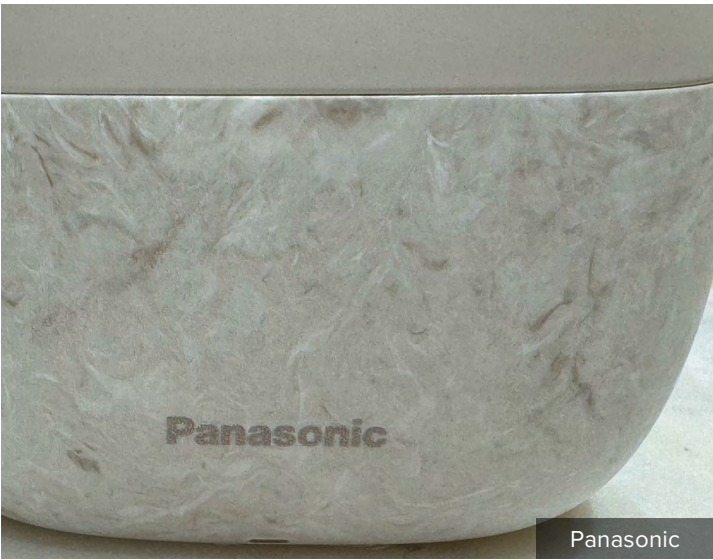
Made with recycled polyester, modular shoes from Camper enhance practicality while showcasing sustainability through its aesthetic element.



CMF STORIES

NATURAL FLOWS

Natural flows from Magis chair are achieved recycled polyolefins obtained from the recycling of polylamines and single-use food packaging.



PREMIUM IMPERFECTION

Instead of applying a smooth and clean surface to the shaver housing, NAGORI® material made from sea minerals is used to create a natural marble effect.

REMNANTS MARBLING

The collection is made from second-hand books set to be throw away, having structural integrity from its marbled spine look.



PROCESSING TRACE

Traces from molding processes such as metal casting and plastic injection molding, also called 'Flash', are elevated into a decorative feature rather than being discarded.

SOFT MARBLES

By slicing parallel to the layers of fabric, a unique pattern appears on the surface, which looks like a marble or plain-sawn timber.



SUPER RAW

By pouring molten aluminum onto sand, the material features unique flowing movement, creating a bold material surface that blends smoothness with the raw texture of unrefined sand.



SPECKLES OF SEASONS

Using bio-based materials from waste such as apple residues, this bio textile represents the characteristics of natural speckles that are influenced by the seasons and the nature.








COLOR

The colors of this theme are based on the natural hues of metal and stone, emphasizing rough and bold textures. The color spectrum includes dark black like carbon, cool grays from metal, warm grays and oatmeal hues from stone.

These colors are matched in soft tone-on-tone shades on the product, helping to encourage deeper contemplation about the essence and meaning of the product.



COLOR SUGGESTION

	Pantone 19-4203 TPG Moonless night
	Pantone 17-5102 TPG Basalt
	Pantone 14-1108 TPG Blond Wood
	Pantone 14-1208 TPG Oat Milk
	Pantone 10101-C Silver



# Cost of Living Crisis

London Fashion Week 2024, eBay 'Endless Runway' used second-hand clothes

As the cost of living is increasing considerably, it changes how people find pleasure and experience, affecting design and CMF. The growing popularity of DIY, creative crafting and repair, along with the collaboration between eBay and the British Fashion Council at the 2024 London Fashion Week using second-hand clothing on the runway, stems from the possibility of saving money. In this sense it is clear that more consumers are looking at second-hand or refurbished products to save on living costs. International Data Corporation (IDC) estimates worldwide shipments of used smartphones, including officially refurbished and used smartphones, will reach 309.4 million units in 2023. The unit growth represents a 9.5% increase over the 282.6 million units shipped in 2022. In addition, IDC projects that used smartphone shipments will reach 431.1 million units in 2027, with a compound annual growth rate (CAGR) of 8.8% from 2022 to 2027.



1

Lululemon



2

Nike

- 1** Lululemon offers a program that allows customers to exchange their used products for an e-gift card or new products. More customers are looking at second hand refurbished products such as Patagonia, ZARA and COS.
- 2** Social platforms like YouTube, Tiktok and Instagram facilitate this frugal lifestyle offering a huge variety of how-to videos to help people learn new skills. According to ComfyLiving, 78% of those planning to take on DIY projects do research online first. Brands such as Nike are embracing the movement through product care tutorials that show consumers how to take good care their products.

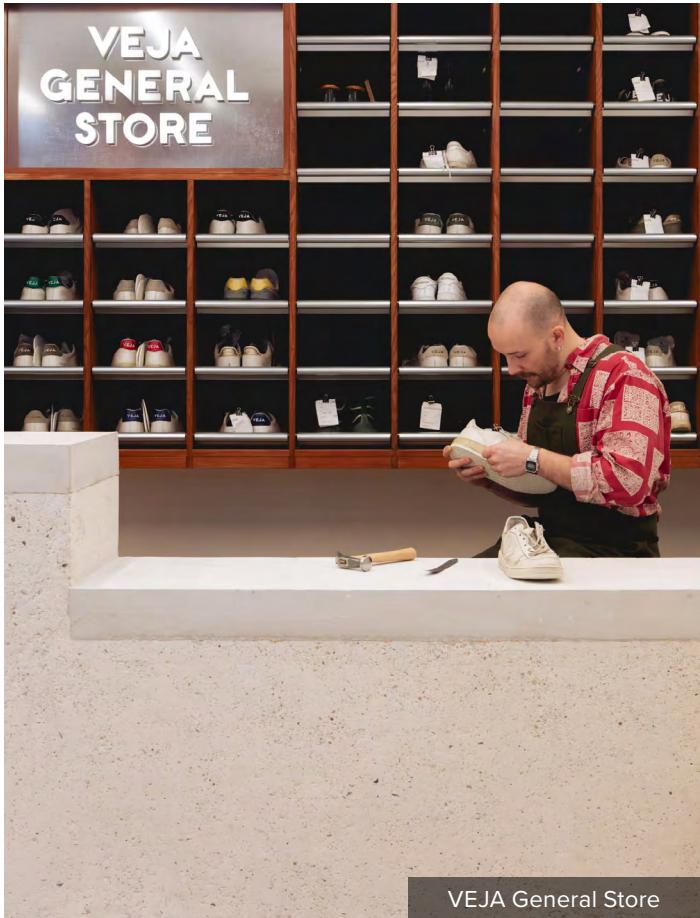


STORY CASE STUDY



REPAIR, RESELL, DONATE

ZARA's second-hand product platform, “Pre-Owned,” which operates in 16 countries across Europe, was launched in the U.S. in October 2024. The platform is built around three key pillars: repair, resell and donate. It encourages consumers to extend the lifespan of the products in various ways and to join the circularity of fashion.



FIX SHOWCASE

VEJA ‘General Store’, introducing to recraft products through repairs, not only provide service their current customers but also raise awareness of alternative way to shop, encouraging people to keep products longer and give them a new life, rather than replace them.



ADORED REPAIRS

The exhibition shows diverse creative ideas for repairing broken items that can no longer be used, encouraging a richer repair culture. It explores new layers of identity while preserving the original meaning of objects.



FUTURISTIC REPAIR

The robot-augmented Repair system introduced by Nike Town London is a pilot programme of cleaning and repairing shoes, helping extend the lifespan of Nike products and meet the brand’s circularity and sustainability goals.



CMF STORIES

OFFCUTS

Woven from recovered leather, the bag offers artisanal craftsmanship while suggesting repair trends.



MODULAR FINISH

Finishing modular products with unrefined edges proposes confidently a new consumer culture.

JOYFUL REPAIRING

The unexpected deformation occurring in the repair process is reinterpreted as an element of enjoyment for consumers.



RE-GENERATED RESOURCES

Challenging the linear “use-and-throw-away” mentality, waste is viewed as a valuable resource, promoting a new paradigm where materials are reused continuously.

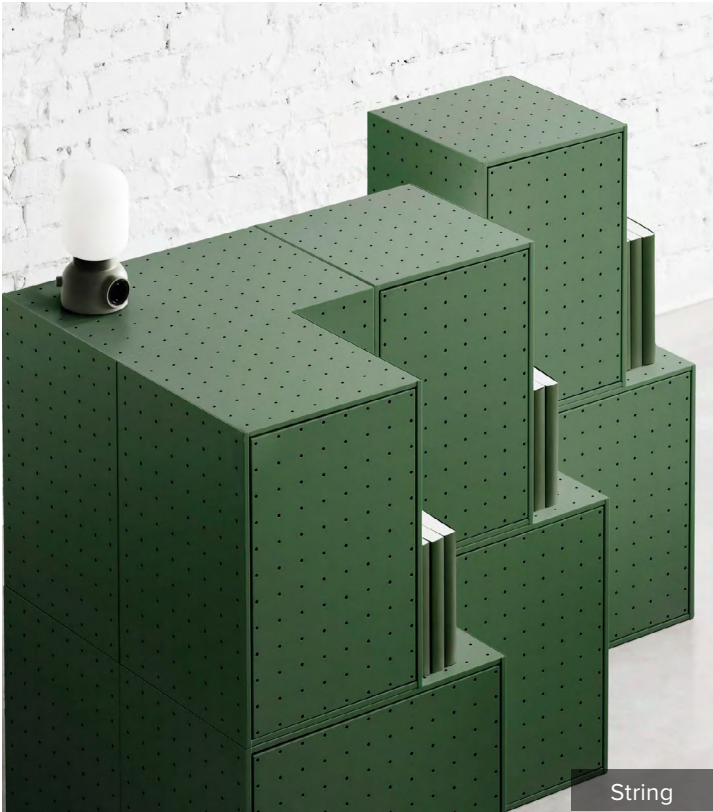
MENDING ARTWORK

The traces and patterns of stitches appeared during textile meding are reintroduced as artworks, exploring the extended lifespan of products.



BOLD PATCHES

Patagonia’s second hand brand Worn Wear proudly uses pop-up colours to showcase the brand identity and to differentiate products.



FLEXIBLE JOINT

Modular design, featuring efficient space use, product lifespan extension and ease of repair, incorporates CMF stories that enhance product adaptability.



COLOR

This theme’s colors present a dynamic CMF spectrum combined with various materials and colors based on ceramics and wood. Prioritizing practicality and sustainability, the colors offer engaging, captivating aesthetics shaped by continuous experimentation, rather than a traditional luxury image.

The colors, with a contrast between mid-tone vivid colors and neutral monotones, offer a sense of enjoyment through interweaving of color and texture.



COLOR SUGGESTION



Pantone 19-3936 TPG  
Future Dusk



Pantone 18-0529 TPG  
SeaKelp



Pantone 18-1163 TPG  
Ray Flower



Pantone 16-1144 TPG  
Tea Stain



Pantone 16-1451 TPG  
Neon Flare

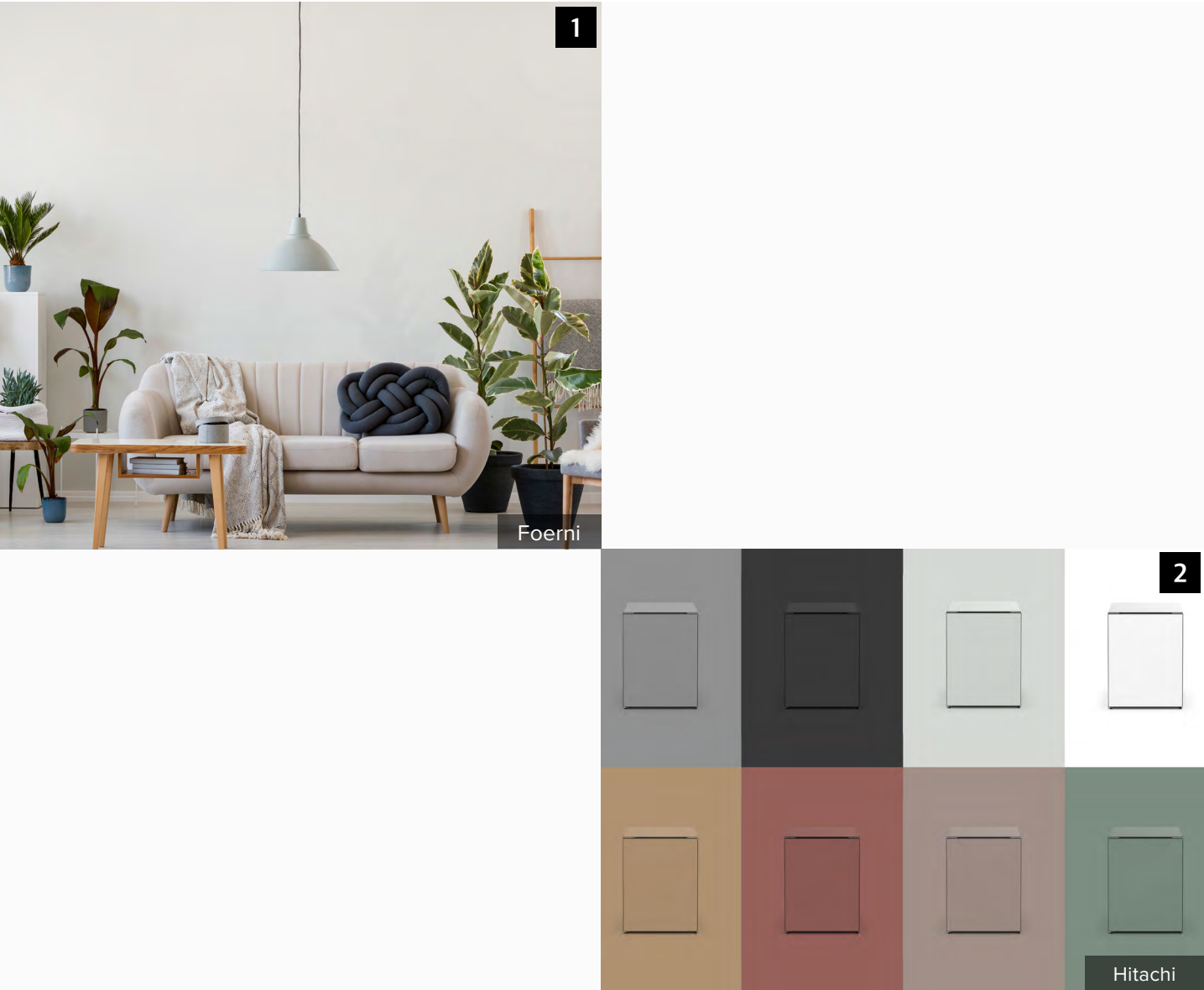


# Balanced Lifestyle

FORA flexible coworking space

Rapid changes in work and lifestyle since the COVID pandemic have prompted a re-evaluation of priorities and values. Confusion and uncertainty at the global level have sparked a desire for a flexible and balanced life, with a focus on mental health and well-being over professional success. Color, material and finish enhance the flexible lifestyle through timeless textures and colors, integrating seamlessly with the interior.

Shared office companies such as Fora provides spaces that allow users to work in the most suitable way, with flexibility and freedom in various environments. With a natural tone interior that seems to communicate with nature, the space offers an atmosphere where you can work while having a comfortable time in a welcoming atmosphere.



**1** It also comes in the form of prioritizing and consuming products that improve everyday life or meaningful experiences. Services such as online subscription platforms where you can purchase or rent furniture of various sizes from selected high-end and lifestyle brands, such as Foerni’s HAY, Muuto, and Vitra, enable consumers to take a more flexible approach to decorating their space and seeking fluid use.

**2** This mindfulness lifestyle has also become a centerpiece in product design. Hitachi’s combined unit refrigerator Chiiil introduced a design that naturally integrates into any space with a toned-down color matte finish and a height (75 cm) to fit modern furniture design.



STORY CASE STUDY



NoDe

EARTHY CALMNESS

Featured at 3 Days of Design in Copenhagen in June 2024, materials with raw finishes and earthy colors enhance organic and wellbeing atmosphere as well as simplicity and functionality into the space.



Continental

TRANQUIL SANCTUARY

Nature-friendly design builds an environment for recovery, reducing stress and enhancing the connection between people and nature. The interior design of autonomous mobility from Continental Space D creates a calming and natural journey that allows users to escape the daily hustle, transforming into a peaceful and immersive experience.



CISCO

THOUGHTFUL MATERIALS

The Cisco Home Hub is a modular cloud that supports more secure management of smart devices and data at home. The translucent, soft texture, and muted colors of product convey connectivity, security, and communication solutions, building trust with users through its design language.



Tides

THERAPEUTIC TACTILITY

Tides is a massager made of medical-grade silicone with a soft satin finish, giving a relaxing experience to the user through CMF.



CMF STORIES

EMOTIONAL WARMTH

An interweave of soft textures and light suggests a warm emotional experience.



TRUSTWORTHY FINISHES

A combination of frosted transparent plastic with satin-finished metal in the design offers a sense of trust and a calming experience through its CMF.

SUPER MATTE

Wood particles for 3D printing give beautifully textured parts with a warm, organic look and feel.



PREMIUM TOUCH

A suede-like textile is applied to give premium touch.

PEACEFUL LIGHT

The effect of indirect light, blended with the materials, creates a peaceful atmosphere.



SERENE NATURE

By replicating the natural feel of materials, such as stone, it delivers calmness through the texture.



NATURAL MATERIALITY

Adopting natural materials with technology creates emotional balance to users.



COLOR

This theme primarily consists of dusty pastel tones, including earth tones evolved from warm hues.

Warm tones create an emotionally comfortable and serene atmosphere, offering a sense of stability to people.

Featuring a more refined touch, paired with matte-textured natural materials and colors, various patterns and textures are applied to products.



COLOR SUGGESTION



Pantone 19-0516 TPG  
Dark Olive



Pantone 18-1163 TPG  
Rustic Carmel



Pantone 15-4451 TPG  
Retro Blue



Pantone 16-5808 TPG  
Sage Green



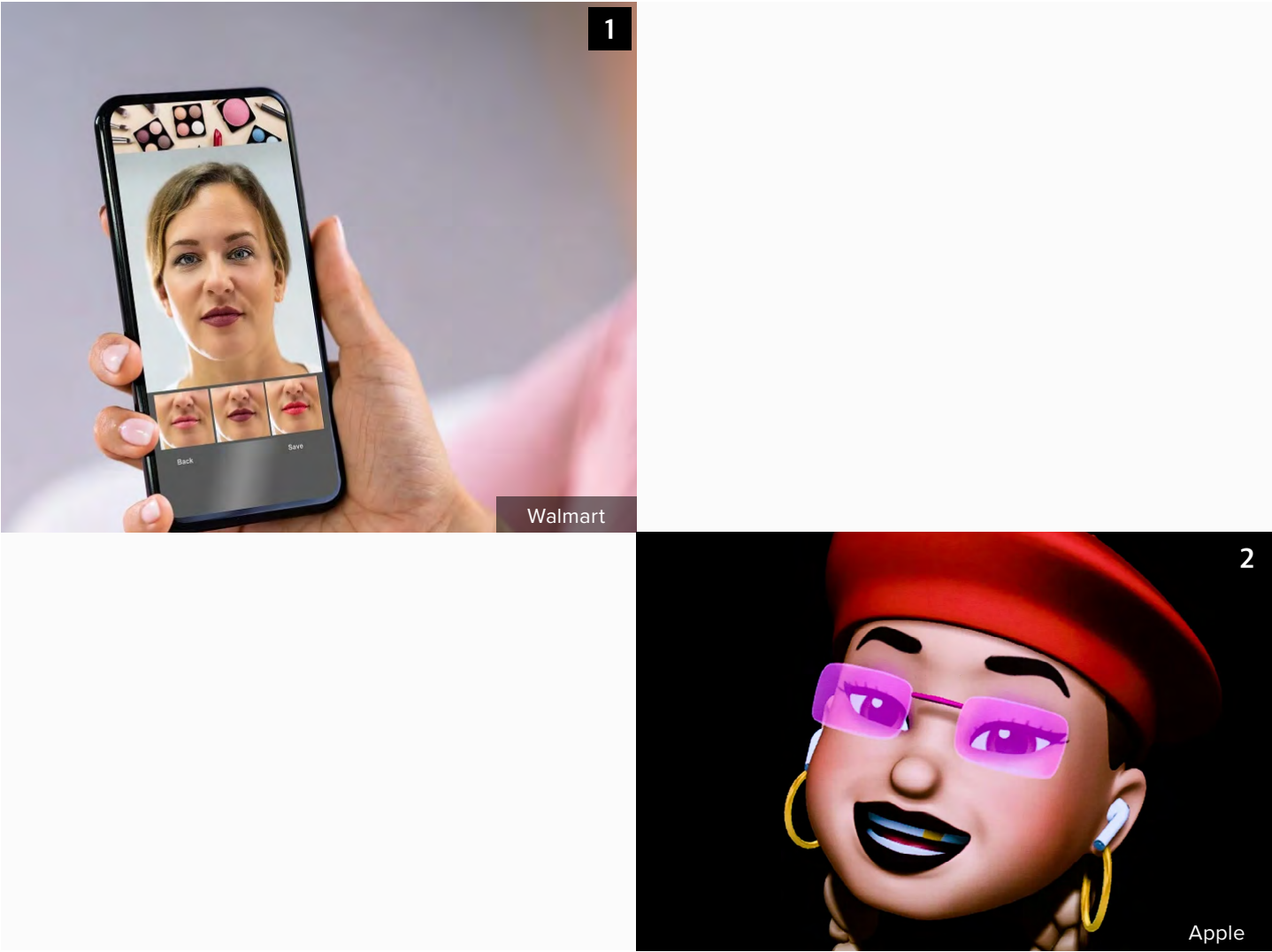
Pantone 19-1220 TPG  
Sepia



# AI Utopia

AI-generated image

Inspired by utopian visions of a future enhanced by technology, the trend explores the boundaries of real and digital aesthetics, offering playful color and hyper-realistic appeal. This CMF direction is designed with a delightful, fun, and engaging user experience in mind. It captivates the senses, aiming to create products, spaces, and interactions that radiate energy and instill confidence.



- 1 Platforms like Walmart and YouCam use augmented reality (AR) through experiential apps to allow users to virtually test makeup or hairstyles using AI deep learning technology. Platforms such as Apple, Samsung, and Snapchat give their customers the possibility to create avatars, on-line representation of themselves in the digital world, customizing its hairstyle, apparel, accessories, and much more.
- 2 This trend, significantly shaping consumer society by Gen Z through the internet, social media, and the Metaverse, is swiftly advancing in the market thanks to AI and connectivity products, meeting a growing demand for innovative “home-tech” solutions. These products, grounded in scientific research and utilizing cutting-edge technologies like infrared light, high-frequency ultrasound, and Intense Pulsed Light, harness an advanced Colour, Material, and Finish palette.



STORY CASE STUDY



ZAHA HADID x ArchAgenda

AUGMENTED ARCHITECTURE

Architect Zaha Hadid, in collaboration with ArchAgenda (Chicago), unveiled a dynamic and immersive architectural virtual exhibition titled ‘METROTOPIA’.



LG OLED x Suh Do Ho

IMMERSIVE LAYERS

The collaboration between artist Seo Do-ho and LG OLED at Frieze Seoul, reinterprets the artist’s work digitally and display on transparent screens, encouraging immersive engagement to the audience.



Shu Uemura

BLENDING DIGITAL

The integration of products and technology offers users an interactive and personalized experience. The beauty brand Shu Uemura collaborated with Rtfkt to introduce face stickers product equipped with an NFC chip.



Moncler x Adidas Original

AI COLLABORATION

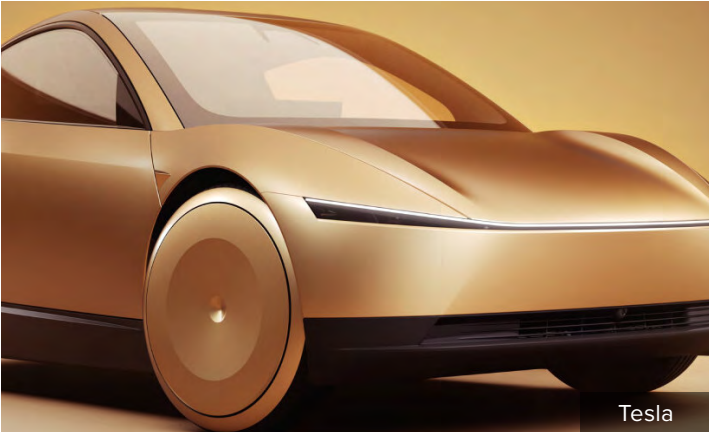
The innovative campaign titled ‘The Art of Explorers’, a collaboration between the Italian luxury brand Moncler and Adidas, combines AI-generated adventurers with unique mixed media sculptures, offering an immersive digital experience.



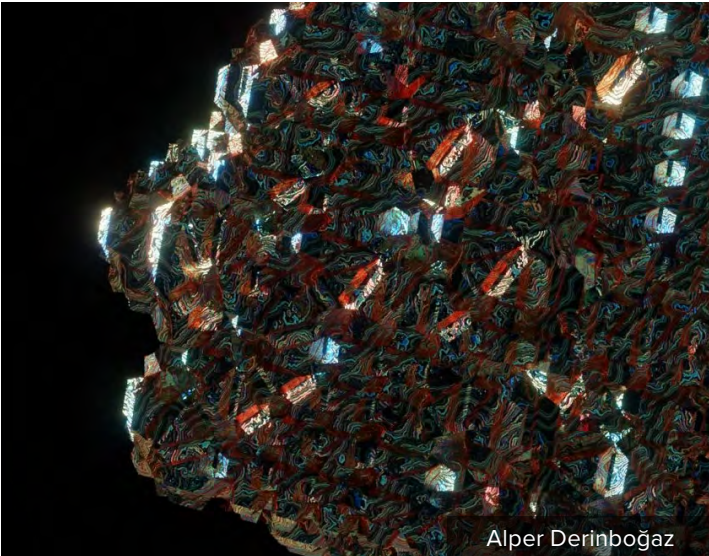
CMF STORIES

SLEEK, SEAMLESS

The seamless CMF enables to visualize the technology smoothly applied to the product.



Tesla



Alper Derinboğaz

3D ARTEFACTS FORMATION

Based on AI and data, CMF from a series of 3D artworks inspired by nature such as mineral bismuth showcases coexistence ambiguity and hyperrealism of virtual reality.

UNEXPECTED CONVERSION

Photochromic materials transform into colorful geometric patterns, creating an unexpected suprising user experience.



Anrealage



Hey Dealer X Amore Pacific

HYPER VISUALISATION

By applying high gloss and reflective surfaces, it provides users a delightful experience representing a virtual space.

BORROWING METAVERSE

Inspired by metaverse aesthetics, surreal shapes, materials, and colors are applied to various fields in real life such as products and furniture.



Mario Montesinos



Face Gym

VISUAL SMART

The light integrated into the product creates an emotional sensorial connection between products and customers, showcasing the advanced technological progress.



LG

DELIGHTFUL SECRET

A fusion of light and mirror finish enhances synergy of visions and artistic sensibilities.



COLOR

This dreamy and futuristic theme features various colors of lighting and effects. Bold and dark tones ranging from magenta and green to blue communicate information and create aesthetics through color changes, engaging with customers and delivering messages.

Products with matte or glossy black are prominently showcased and applied to a wide range of applications from products and spaces to cars.



COLOR SUGGESTION



Pantone 18-3949 TPG  
Electric Indigo



Pantone 18-2027 TPG  
Plum Berry



Pantone 19- 1718 TPG  
Cherry Lacquer



Pantone 15-5218 C TPG  
Aqua Awe



Pantone 19-5232 TPG  
Deep Emerald

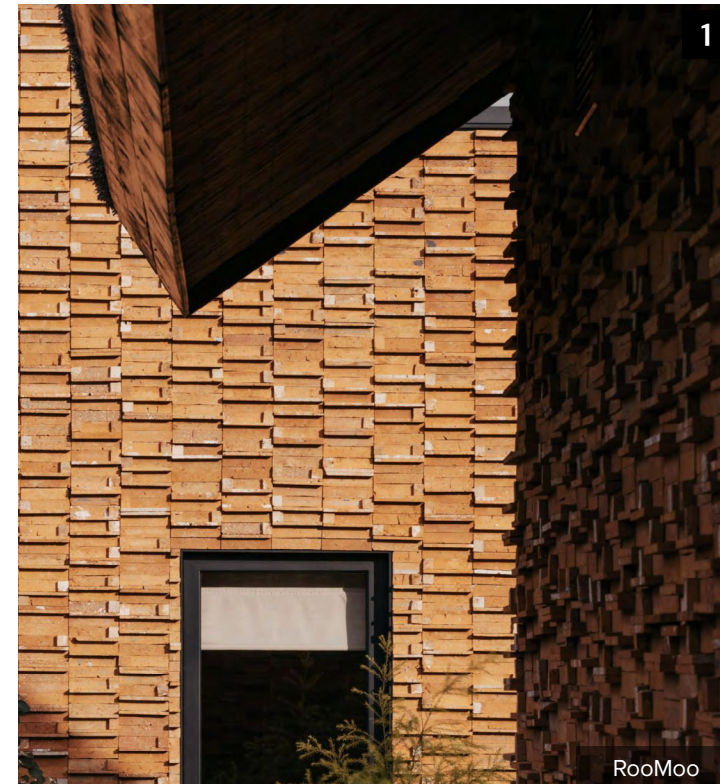


# Holistic Ethics

German pavillion in Venice Architecture Biennale 2023

As moral and ethical stories are emerging, transparency is also one of the key trends, which will cover ethical story across the entire aspect, not just the product itself, but also including packaging, materials, and more. This trend emphasizes a unique aesthetic based on hyper-local narratives around site specificity and how they contribute to existing ecologies and communities.

At the 2023 Venice Architecture Biennale, discarded materials collected from over 40 installations have been recycled, catalogued, and exhibited, intuitively showcasing the stories of materials.



**1** China-based studio RooMoo uses thatched roofs and recycled bricks to build a hostel in Shanghai, keeping the characteristics of materials. There is an increasing number of examples where sustainability, cultural heritage preservation, and various ethical aspects are integrated and interpreted in aesthetic design.

**2** Similarly, documentaries like Fashion Reimagined unfold the story of transparency in the fashion supply chain, providing consumers with valuable information.



STORY CASE STUDY



Alvaro Catalan de Ocon

LOCALISM STORIES

In the trend of increasing focus on ethical production, Alvaro Catalan de Ocon’s designs emphasize social and environmental responsibility. PET Lamp collection is not only about aesthetics but also empowers communities, tells stories of localism, and visually highlights ethical production and reuse of waste materials, leading the new design in society.



FORMAFANTASMA x Tacchini

NATURAL ROUGHNESS

Tacchini collaborated with FormaFantasma to showcase a new eco-friendly manufacturing process that uses local wool as a natural alternative to replace industrial foam in upholstery production. The natural and non-polluting sheep’s wool material that is usually considered a waste product is combined with natural latex to offer softness and warmth.



Studio TIP

TRANSPARENT SOURCING

The installation presented by Studio Tip at the London Design Festival displayed 2.5 tonnes of waste material from central London that was intended for downcycling. Visitors can select, reserve, and collect any materials they would like to reuse. The installation investigates creative value of materials in order to improve circularity.



Mother of Pearl

ETHICAL MATERIALS

In collaboration with MONICA VINADER, the jewellery collection designed by Amy Powney of Mother of Pearl is made from ethically sourced pearls and reused gold vermeil, telling ethical material stories incorporating into design inspired by the inherent beauty of nature.



CMF STORIES

CELEBRATING WASTE

Repurposed local waste by upcycling for kitchen interiors, materials are chosen and designed in modular ways to suggest smooth reusability.



Offcut Kitchen



British Pasture Leather

ORGANIC FINISH

The collaboration collection between New Balance and a UK-based ethical leather company features leather sourced from ethically treated animals, showcasing a natural appearance without artificial processing.

ETHICAL ENGRAVING

Triwa uses recycled plastics recovered from ocean environments and recycled metals recovered from destructed illegal firearms. Applying materials with stories not only highlights social issues but also stops them from going to landfill.



TRIWA x Humanium Metal



We+

CULTURAL TRACE

Made out of discarded and non-edible seaweed, the installation showcases the culture's history of conservation in times of limited resources.

TRANSPARENCY LABEL

Sharing valuable information of socially responsible and sustainable practices such as competitive salaries and gender equality employment through product labels enhances the brand reliability.



Nisolo



AI-generated image

RAW TEXTURES

Visualising ethical stories can be achieved through materials and finishes.



Polstar

MATERIAL MARKER

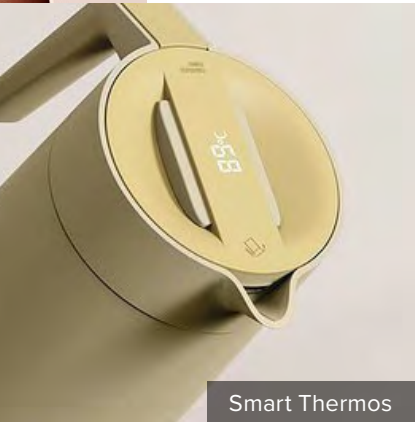
Adopting welfare-traced Nappa leather and welfare-certified wool for automotive interior upholstery, the brand shares ethical stories with consumers.



COLOR

This theme mainly features soft and smooth pastel colors, combining medium-toned pastels to create a calm and relaxed feel.

While the color saturation is not high, various colors and textures are layered to present new effects. Tone-in-tone combinations of similar brightness are mainly used.



COLOR SUGGESTION



Pantone 14-1310 TPG  
Transcendent Pink



Pantone 11-0618 TPG  
Celestial Yellow



Pantone 15-6114 TPG  
Surreal Green



Pantone 13-4304 TPG  
Blue Moon



Pantone 14-3907 TPG  
Galactic Lilac

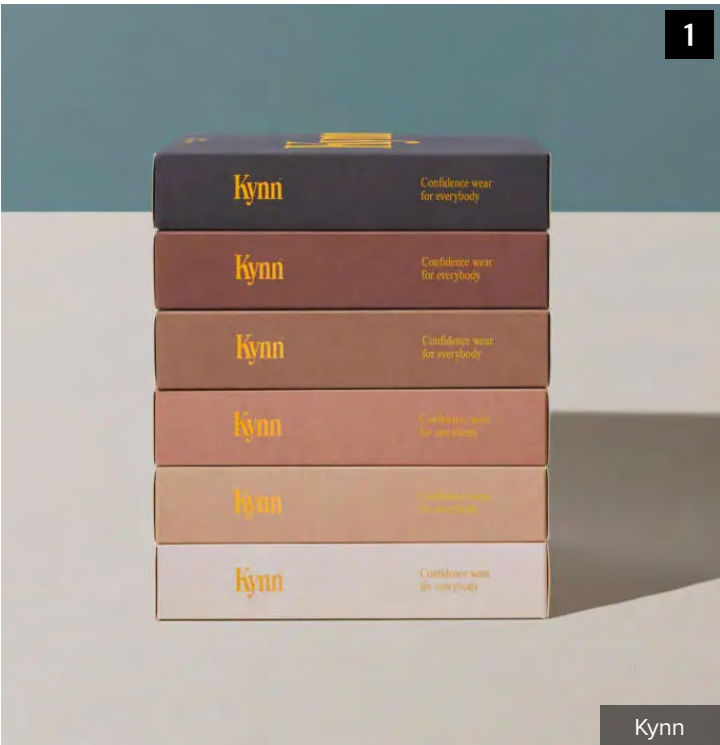


# Re-writing the Norm

Landor&Fitch toothbrush handles collection

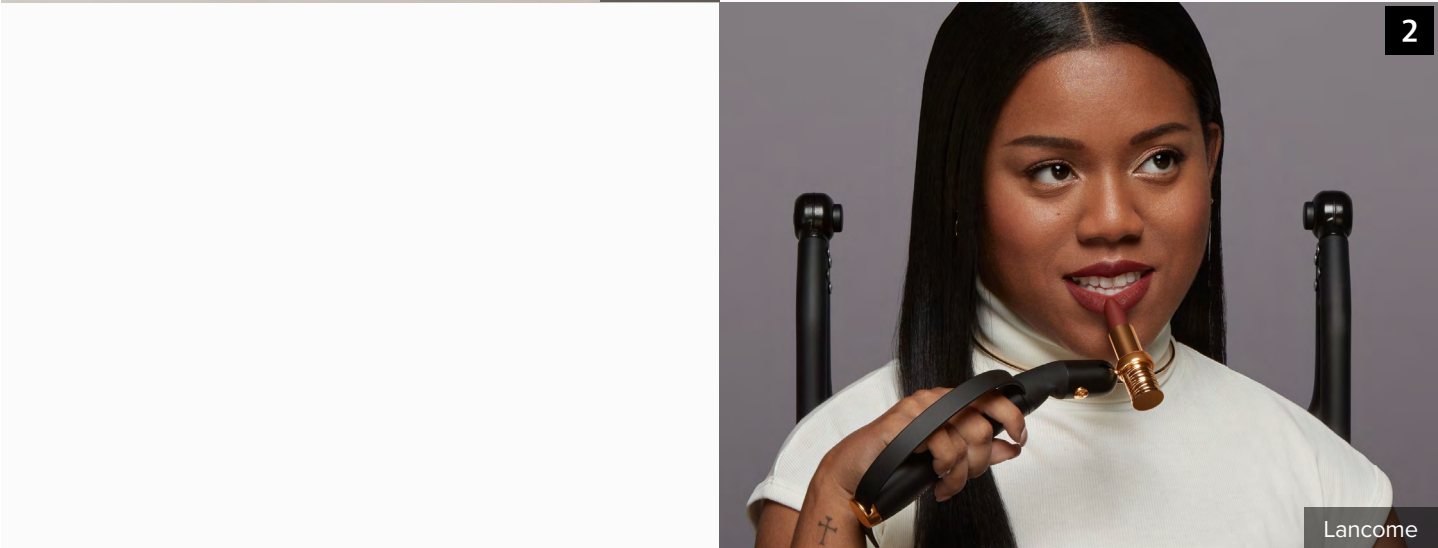
The increasing voices surrounding the polarization and marginalization of social groups due to age and wealth disparities are reflected in design trends. In this social flow, consumers express and reflect their identities by selecting more personalized designs rather than aligning with mass-produced products. As consumer trends shift towards gender affirmation, neutrality, customization, and personalization, design stories that break away from conventional ideas inspire not only consumers but also designers and manufacturers, leading to the advancement of design that breaks stereotypes.

Embracing this trend, Landor&Fitch designed toothbrush handles for people with dexterity challenges, offering a customized and accessible design tailored to the needs of diverse users.



1

Kynn



2

Lancôme

**1** The underwear packaging designed by Marx Design in collaboration with Kynn represents the brand's core value of inclusivity, offering a soft yet sophisticated visual design that incorporates a segmented skin tone palette.

**2** Lancôme's HAPTA electric lipstick applicators designed for people with hand-motion disorders reflect inclusivity, enhancing accessibility to makeup application.



STORY CASE STUDY



DIVERSITY SPACE

The LEGO exhibition in Paris emphasizes the role of play as a method for people to overcome differences and unite together. It aims to break down barriers of age, gender, background, and ability, encouraging diverse people to communicate with others in creative ways.



DESIGNED FOR ALL

The Universal UP Kit by LG is an accessory for all customers to use appliances easily, regardless of gender or other factors. It is designed to be detachable by analyzing user and product types. 'Easy Handle' attachable to the washing machine allows disabled customers who lack muscle strength to easily open and close the machine door.



ADAPTIVE PERSONALIZATION

Adaptive Joystick by Microsoft Xbox offers option for users to print thumbstick toppers using 3D printing which is one of the standout techniques, allowing them to modify the height, width, and overall feel of the joystick.



INFORMATIVE NEW NORM

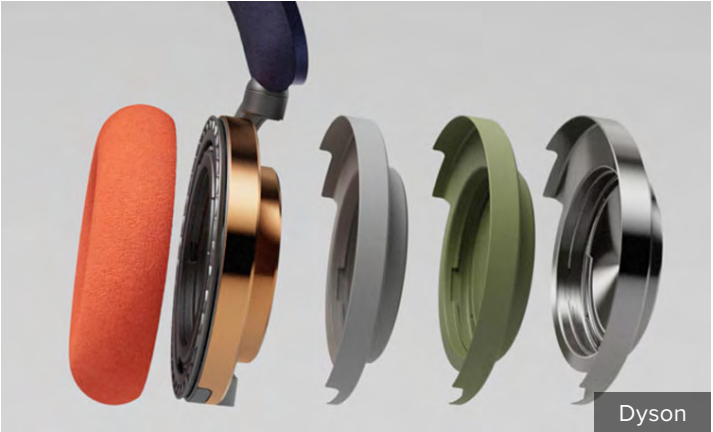
Nike aims to inspire through sport as an opportunity to celebrate the unique beauty and diversity of our bodies. Specifically, Real Talk provides guides to offer accurate information, addressing and improving the issue of girls leaving sport at twice the rate of boys due to physical limitations.



CMF STORIES

INDIVIDUAL FINISHES

It offers various color and finish options, allowing users to choose designs and express personality.



TIMELESS MATERIAL

Applying materials and colors that consider gender neutrality embraces a broader range of users.

LIFESTYLE LOOK AND FEEL

A collection of drug delivery devices designed as stylish accessories that patients feel proud to wear, drawing inspiration from the latest wearable trends.



TACTILE SHAPE

Playful tactile lids of Bycolour toothpaste features random shape with colourful matte finish, giving more tactile and fun experience.

BREAKING THE COMMON

Attentive and powerful CMF applied to men's skincare brand breaks conventional design and offers modern reinterpretation, meeting diverse needs of design.



MATERIAL CONTRAST

The metal panel and soft textile at the center console in MINI create a harmonious contrast, enhancing the premium experience.



CUSTOMISING TOUCH

The handles, customized differently for each user using 3D printing, feature unique textures with thick grips and ridges.



COLOR

This theme showcases a feast of various colors and materials, actively utilizing effects like vivid colors, bold metals, and gradients. In particular, bold gold centered on orange, pink, and red shows as the key color, enhancing confidence and bringing joy.

Additionally, a wide range of customizable color options is offered to help consumers to actively express personalities.



COLOR SUGGESTION



Pantone 19-4203 TPG  
Black



Pantone 16-1359 TPG  
Solar Orange



Pantone 16-1735 TPG  
Thrift Pink



Pantone 13-4304 TPG  
Moonstone Blue



Pantone 10126C  
Gold





Samsung's exhibition 'Newfound Equilibrium' at Milan Design Week 2024

# Industries TODAY

## - CMF Trends & Cases in 6 Industries



- Fashion
- Food & Drink Packaging
- Consumer Tech
- Interior
- Beauty Packaging
- Automotive

In this chapter, this report categorizes and investigates the changes of macrotrends derived from global-scale socio-cultural environmental shifts and phenomena in a broad perspective. Through in-depth research of brands in six industrial sectors, this report analyzes CMF stories and forecasts industry-specific design directions considering case studies of promising small and medium-sized enterprises.



# Fashion

The rapid expansion of fast fashion has made clothing more accessible and affordable, significantly influencing consumption trends. We now live in an era where people buy and discard clothes more frequently, leading to an increasing call from both brands and consumers to address the massive issue of textile waste.

Derived from ‘fast fashion’, ‘fast waste’ proposes new aesthetics repurposed from discarded textiles, embracing the unique surfaces of damaged or worn-out clothing.

There is ongoing growth in textile research focused on sustainability, like biofibers made from bio-based materials. Inspired by nature, a natural look and feel dealing with regenerative materials is applied to CMF.

The rising fatigue around waste

and clothing disposal, coupled with the increasing cost of living, is shifting the focus from flaunting wealth through well-known branded items to preferring quiet-luxury aesthetics through the quality of materials and timeless colors.

Fashion has always been a powerful tool for self-expression, allowing people to represent their identity, values, and personality. The rise of gender-neutral or genderless fashion amplifies the potential of expression by liberating people from defined gender roles, which is reflected in gender-neutral and blended CMF.

Meanwhile, brands are increasingly turning to AI beyond the physical world in the process of creating innovative experiences, visualizing ‘Revolutionary fiction’ CMF elements actively.



Etro

### REVOLUTIONARY FICTION

The Etro S/S 24 campaign features images created by generative AI, representing the brand’s envisioned imagination.

### BIO-FUTURE

As a sustainable option for the future fashion, this outdoor clothing features a translucency made from collagen.



Mimotype Technologies



Diesel

### FAST WASTE

Diesel covered the runway with 14 tons of discarded denim at the 2025 S/S Milan Fashion Week collection, visualizing the waste of material.



Charles Jeffrey Loverboy

### GENDER NEUTRALITY

Dynamic experiments with fabric, cuts, and silhouettes by Charles Jeffrey show designs that pushes the boundaries of gender.

### QUIET LUXURY

The Row is a great example of quiet luxury, featuring refined low-key, calm colors, natural organic materials.



The Row



Brand Deep Dive:

Nike

Nike has been a leader in materials innovation since its inception, introducing groundbreaking concepts like running on the air with the creation of Nike Air. Their dedication to innovation has transformed footwear design with milestones like Flyknit, which reimagined shoe construction, and Nike Grind, a program launched in 1992 to repurpose discarded shoes into new materials. Today, Nike continues to push the boundaries with AI-driven design, using advanced technology to optimize product development, reduce waste, and drive sustainable, forward-thinking solutions.

“The biggest area where we can have an impact in the amount of products we create is how we choose materials.”

Martin Lotti, Chief design officer at Nike

FAST WASTE

The Nike Re-Creation program locally collects second-hand and dead stock pieces, creating new locally designed and manufactured products.

REVOLUTIONARY FICTION

In the 2024 Paris Olympics, Nike designed sneakers using generative AI and visualized the shoes co-created with athletes, pioneering a smart future.

QUIET LUXURY

The collection in collaboration between Nike and JACQUEMUS features blending timeless minimalist design and colors

BIO-FUTURE

Nike’s ISPA Universal shows an experimental design that combines 3D printing, AI design, and sustainable materials, featuring modular structure and unique design for each product.

GENDER NEUTRALITY

The collection, created in collaboration with American basketball player Sabrina Ionescu and launched in March, was designed to offer comfort and style to all consumers with gender-neutral designs and sizing options.





SME Interview:

NOIDA



Hello, would you like to introduce the company?

Noida is a design company that pursues designs that customers can entrust. Diding service, one of Noida’s main projects, was created to solve various issues such as safety concerns for delivery workers, delivery quality decline, and lack of information that arose in the quick commerce market. This service is an IoT-based smart packaging platform, consisting of three types of upcycled packaging bags (H/W), a delivery worker app with short-range wireless communication, and a developer center (S/W). The Diding bag is an eco-friendly packaging product that encourages resource recirculation by upcycling used firesuits. It utilizes aramid fibers from discarded fire-resistant suits, and a smart tag featuring eco-friendly electronic paper technology is applied to collect and provide information on the delivery status and location of packages, maximizing connectivity with the app. In particular, the Diding bag was created as a result of combining both sustainability and functionality.



What are the biggest challenges or key concerns you face in the product design/manufacturing process?

The biggest challenge in the product design and manufacturing process is balancing the use of sustainable materials with cost-effectiveness. We aim to create distinctive designs using unique materials - discarded firesuits, but face several challenges in the process of turning them into products. Firstly, the fabric from used firesuits requires cutting, disassembling, and additional processes for reassembling. Due to this fact the processing cost gets several times higher than that of a general process, meaning cost management is a critical issue. To address this, we are maximizing the material utilization and adding elements like reflective fabrics to enhance the design. We also focus on process efficiency particularly in mass production where it directly affects competitiveness. We have introduced innovative solutions such as collaborating with Daejeon Prison to utilize prison labor, achieving social values and reducing production costs.

In relation to the question above, what challenges or difficulties do you face related to materials?

The upcycling process of used firesuits has challenges that are fundamentally different from working with general fabrics. First, the used firesuits textiles are consisted of high-strength composite materials, requiring special scissors designed for the materials. These scissors do not simply cut but require a sweeping motion, and need frequent replacements of blades that dull quickly. It also requires a special sewing machine and titanium needles in the sewing process. Needles often get stuck or break during the production process such as bag production where multiple layers are stacked, leading to decrease process efficiency. Despite these challenges, we have improved processes through years of experience and know-how gained during the project, allowing us to enhance efficiency, maintain quality, and continue producing sustainable products.

Is Noida targeting the Korean market or the global market? And why?

Noida is targeting the global market, with a particular focus on the European market. The reason is that



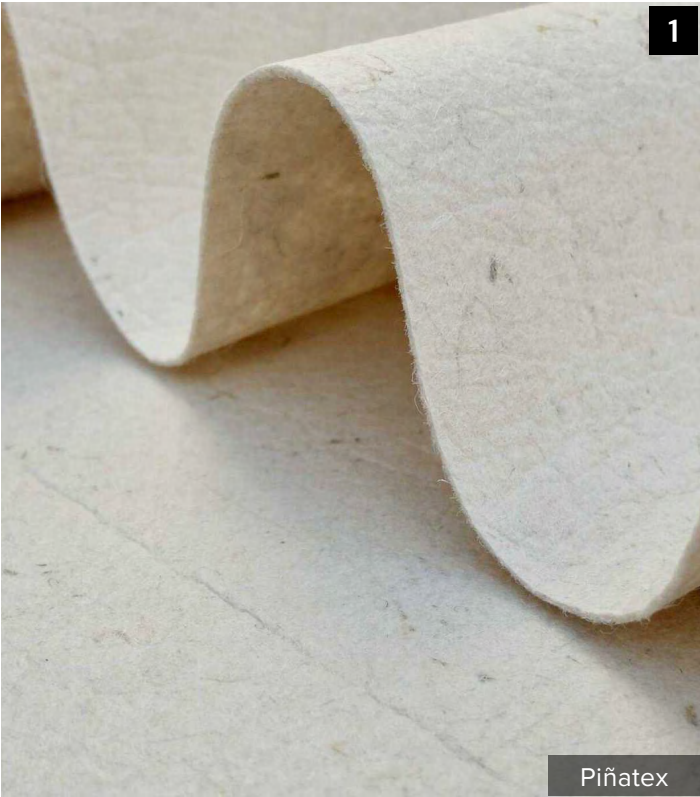
Europe has an active interest in upcycling and sustainability, with many companies and designers engaging in related activities. Established upcycling brands like Freitag have already successfully made their mark, and we believe our differentiated products can also gain a strong competitiveness. Since fire equipment used in Europe adopts aramid fabrics, like in Korea, we see an opportunity to diversify our product lineup and resonate with local consumers.

How important are sustainable materials to your company?

Noida’s ultimate goal is to establish itself as a comprehensive design company that solves social issues and expands positive impact. Sustainable materials are a core element in achieving this goal, and play a significant role in our product development and management philosophy. Used firesuits are incinerated or landfilled after a 3-year lifespan, burdening on the environment. By upcycling these suits that are still excellent in quality and functionality, it not only solves environmental problems but also addresses workers’ safety issues caused by the rapid growth of the delivery industry. We do not intend to remain just a design company, but rather strive to provide design solutions that bring positive social change and pioneer the industry. We are committed to practicing ESG management, making continuous investments and research and development, and contributing to the advancement of the design industry and sustainability.



# Materials Library



Piñatex



ChroMorphous fabric



Crafting Plastics! tudio



Pyratex®



Wastea



Apparition

- 1 Piñatex**  
Plant-based vegan leather fabric made from pineapple leaf fibers, suitable for a wide range of applications in the footwear, accessories, apparel, and interior industries  
[store.ananas-anam.com](https://store.ananas-anam.com)
- 2 ChroMorphous fabric**  
A color changing fabric that allows the user to choose from a variety of patterns and colors to suit their need using an app  
[chromorphous.com](https://chromorphous.com)
- 3 Wastea**  
Alternative leather made out of wasted tea, versatile enough to be used in fashion accessories and many others  
[wastea.com](https://wastea.com)
- 4 CRAFTING PLASTICS! STUDIO**  
UV reactive plastics using 3D printing technology and NUATAN material, applied in interior design and suitable for fashion accessories  
[craftingplastics.com](https://craftingplastics.com)
- 5 PYRATEX®**  
A range of knit fabrics created with vegetable fibres that give to the textiles unique natural properties such as softness and skin-friendly qualities  
[pyratex.com](https://pyratex.com)
- 6 APPARITION**  
Translucent leather with a ghost like appearance, can be applied in fashion and footwear, accessories  
[eccoleather.com/leather-in-lab/apparition](https://eccoleather.com/leather-in-lab/apparition)



# CMF tips

- **New Manufacturing Process:** Positive effects on waste management and material efficiency can be achieved by revising the process of manufacturing materials such as dyeing processes that reduce chemical use and wastewater discharge.
- **Integrated Virtual and Real CMF:** In industries where advanced digital design is actively adopted, combining digital interfaces with physical CMF leads to positive user responses, allowing consumers to experience it in real life.
- **Ethical Voice in CMF:** By visualizing CMF narratives through designs and labels, it shares brand values with consumers such as Gen Z who are motivated by values, suggesting a way to build long-term rapport between consumers and companies.





# Food & drink Packaging

Food and drink packaging is currently one of the main users of virgin materials with plastics and paper being commonly used in applications. With this in mind, designing for recyclability remains a focus, particularly when it comes to material ‘extras’ such as inks, coatings, and finishes. Efforts and plans to solve this challenge are actively increasing worldwide including in Europe and China.

To reduce the use of plastics that are considered major contributors to environmental pollution, continuous research is being conducted on material alternatives, such as regenerative materials or paper. Designs that simplify materials and avoid secondary processes such as coatings or inks, are embraced as a form of material

minimalism in CMF, reflecting environmental considerations.

Created with consumer interaction in mind, practical functions of active packaging—such as smart inks that respond to their surrounding environment—stimulate the senses and enhance product safety. Not just as simple containers but giving dynamic experience, CMF in packaging provides consumers unforgettable delight. Premium packaging with an artisanal touch enables art-cycling, where the packaging is kept and remembered after purchase, giving brand identities.

Innovative processes and smart CMF that challenge the traditional cycle of packaging disposal have potential in the future.



TIPA

## PLASTIC REDUCTION

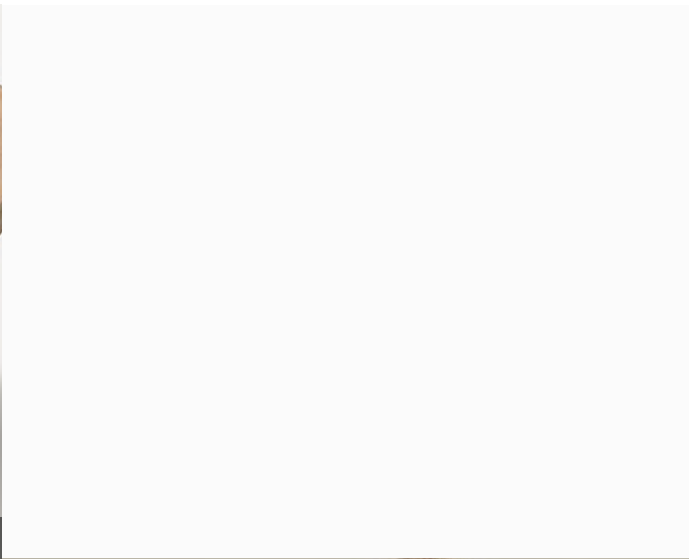
The tray developed by the packaging company TIPA is made from burning agricultural waste, making it compostable.

## INTERACTIVE EXPERIENCE

Based in Paris France, La Paperfactory’s origami-inspired packaging not only safely holds the bottle but also provides a visually stunning experience when placed with lighting.



La Paperfactory



Barajas

## ARTISANAL CARE

Inspired by traditional Mexican art, the tequila packaging is crafted by Mexican artisans, offering consumers a premium artisanal design.

## ACTIVE PACKAGING

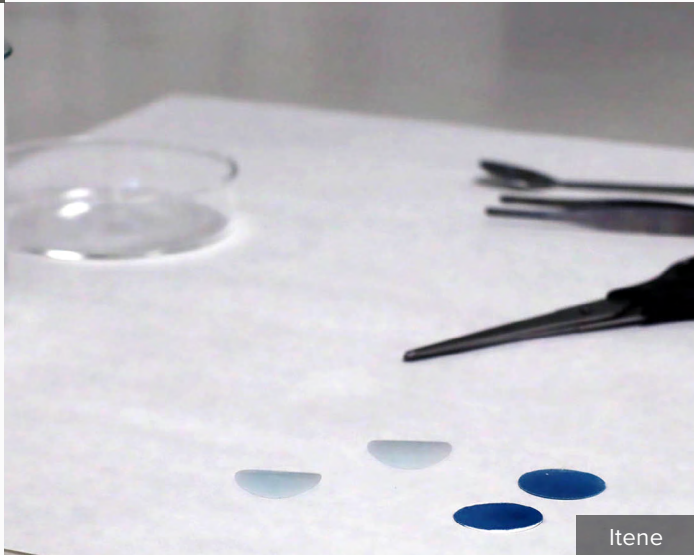
Using ink that turns transparent when exposed to CO2, the packaging features smart interactive design that detects damage and contamination caused by microbial growth.



Domaine des Hautes Glaces

## MATERIAL MINIMALISM

The whiskey bottle made from recycled glass showcases a minimal use of material by molding a mountain motif (on the bottom) and a logo (on the front) in the glass forming process.



Itene



Brand Deep Dive:

# Notpla

Notpla is a London-based startup that creates sustainable packaging solutions using natural materials like seaweed and plants. Their innovative products, such as edible liquid capsules and biodegradable food containers, are designed to replace single-use plastics. Notpla’s materials are entirely compostable, breaking down naturally without leaving harmful residues, making them an eco-friendly alternative to conventional plastics. The company gained significant recognition after winning the 2022 Earthshot Prize for their efforts in creating a “waste-free world” and has partnered with major brands like Just Eat and Lucozade to scale their sustainable packaging solutions globally.

“Companies are now pro-actively looking for true sustainable packaging solutions as a replacement to plastic. Big companies such as Just Eat and Takeaway.com have already taken this move.”

Pierre Paslier, Co-founder and co-CEO of Notpla

**PLASTIC REDUCTION**

The water-resistant coating applied to food packaging containers is a alternative to plastic.

**ARTISANAL CARE**

Notpla’s paper, made from the by-product of seaweed, showcases tactile and natural aesthetics to consumers.

**INTERACTIVE EXPERIENCE**

Notpla aims for packaging that is made from 100% natural materials, biodegradable, compostable at home, and disappears.

**MATERIAL MINIMALISM**

Packaging that dissolves in water not only provides a visually unexpected experience but also offers users an immersive experience.

**ACTIVE PACKAGING**

Just as active packaging improves food quality, ice cream spoons made from seaweed provide durability without microplastics, a smooth surface, and keep the original taste.





SME Interview:

STACKUP



Hello, would you like to introduce the company?

STACKUP is an eco-friendly foodware brand that covers from manufacturing to production in Korea, offering a range of signature products including Blockbottle, as well as recently developed eco-friendly plates, cutlery, and more. Established in 2018, STACKUP officially launched its first product in the second half of 2020 and has been showcasing its foodware products. While it was challenging for us to expand internationally in the early days due to the COVID-19 pandemic, we have been actively participating in overseas exhibitions such as Maison & Objet, gradually expanding into overseas markets since last year.

Is STACKUP targeting the Korean market or the global market? And why?

STACKUP products are aimed at B2C sales, but in the early days we focused more on B2B market due to



challenges in accessing the offline market and yield issues during the COVID-19. In a market already oversaturated with low-priced products from China, many corporate stakeholders responded positively to STACKUP's unique and sophisticated design, 100% domestic production, and high-quality materials, which allowed us to collaborate with various companies and organizations during the difficult times when approaching consumers offline was limited. Although there was an economic downturn after COVID-19, consumer interest in eco-friendly and ESG issues grew and we aligned with this trend, believing STACKUP had better potential in foreign markets. Since then, we have been collaborating with buyers in global markets.

What are the biggest challenges or key concerns you face in the product design/manufacturing process?

This is something that would likely apply to many startup companies in their early stages. I was a student when it first started, and had no experience or knowledge about manufacturing. There was no clear information, and there are still gaps today regarding production methods, manufacturers, or coordination. It was a big burden in terms of both cost and time for this reason.

In relation to the question above, what challenges or difficulties do you face related to materials?

STACKUP has been developing products using biodegradable materials since 2022. Eco-friendly materials are mainly divided into two categories: material recycling and bio-based materials. While recycling is a major industry, biodegradable materials are a relatively smaller sector. Composting facilities are still under development in Korea, leading to misunderstandings that biodegradable materials do not decompose. We've often seen cases where mixing petrochemical plastics with bio materials results in unrecyclable products, which is why we insist on using 100% biodegradable materials. Bio-based materials have significantly lower productivity and flow, resulting in higher reject rates. Also, there are few cases to refer to, as biodegradable materials are not widely used in the industries. So we have made many mold modifications and continue to improve the process step by step.



What trends are you interested in within the F&B sector?

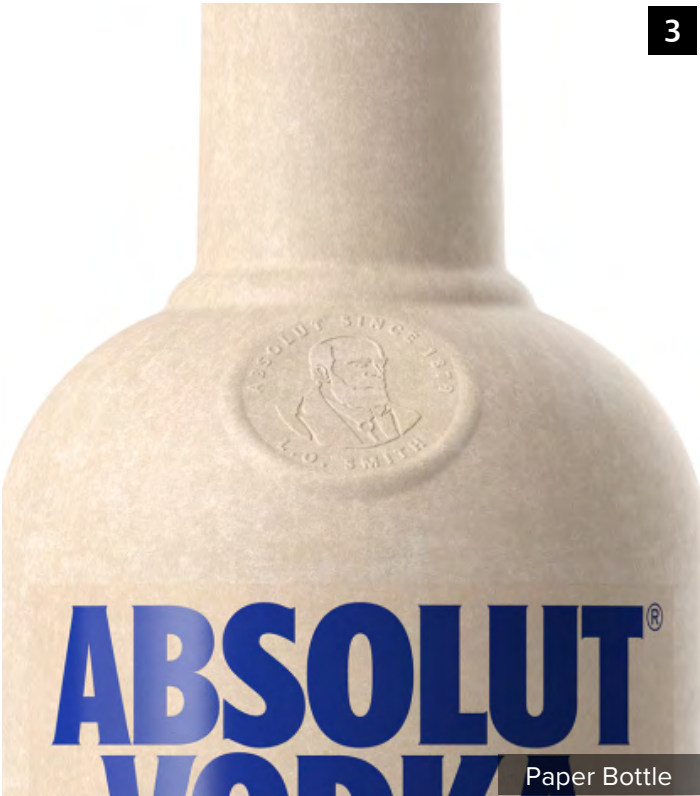
With the company name STACKUP, our brand name is Landly — 'Land' + 'Friendly' representing the idea of getting closer to the earth. Sustainability is a key trend that our company agrees on. It's not just something we value internally, but we also recognize it as a crucial value in society. Unfortunately, due to the recent economic downturn, interest in the environment seems to have reversed. However, considering the increasing environmental issues, we believe that moving toward sustainability is inevitable and the right thing to do.

Lastly, anything you want to add as a final thought?

Biodegradation is a process in which the polymer chains of materials are gradually broken down and degraded by microorganisms in the surrounding environment when the material is sent to a landfill, disappearing without a trace. In this way, it embodies 'circularity,' as it becomes compost and contributes to the soil, allowing plants like sugarcane or corn—raw materials for biodegradable products—to grow. I believe that the value of 'coming from the earth and returning to it without a trace' represents sustainability. We are heavily focused on the circularity of biodegradable materials and are investing in composting facilities. I hope that these efforts will continue to grow over time.



# Materials Library



**1 BUBBLE GLASS**  
An industrial process developed by the French glass supplier Saver Glass that mimics the bubbles that can appear in traditional blown glass  
[saverglass.com](http://saverglass.com)

**2 TIPA®**  
Compostable flexible plastic inspired by orange peels  
[tipa-corp.com](http://tipa-corp.com)

**3 PAPER BOTTLE**  
Paper-based bottle from Paboco, recyclable as paper packaging with superior quality and unique design possibilities  
[paboco.com](http://paboco.com)

**4 AIRX**  
Recycled coffee ground recycled and mixed with PP to produce sustainable cutlery and reusable cup  
[airxcarbon.com](http://airxcarbon.com)

**5 COMPOSTABLE RING**  
Saltwater Brewery's compostable six pack rings made with beer brewing by-products

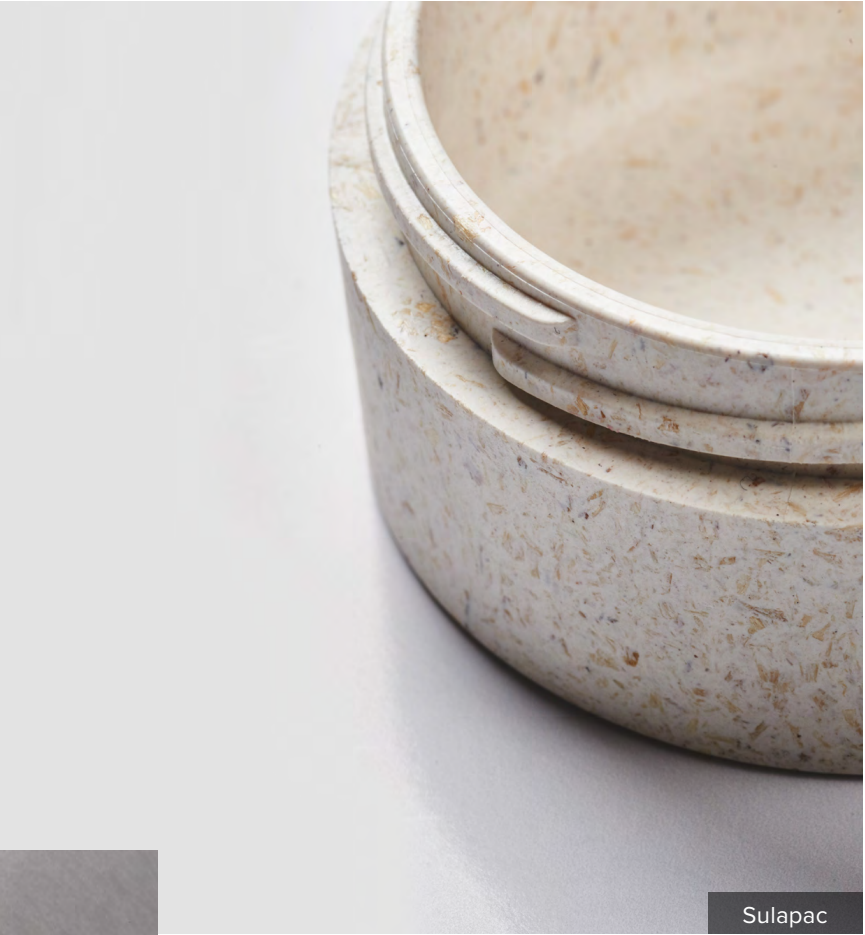
**6 INSIGNIA**  
Insignia technologies develop smart inks, films and pigments that change color over specified times and temperature variations, with the aim of reducing food waste and improving consumer safety  
[insigniatechnologies.com](http://insigniatechnologies.com)





# CMF tips

- **Choose Materials with Intent:** While it is possible to achieve luxury packaging using basic materials through advanced processes, consider materials that communicate the brand’s values along with a compelling story, instead of adopting high-performance materials that may not be sustainable.
- **Apply Materials Strategically:** Paper, the most commonly used sustainable material, is not always the solution. While paper may not be the most durable packaging option, it is highly suitable for packaging dry foods for example. Be strategic in your application to achieve the best results.
- **Explore Next-Generation Solutions:** Alternative materials and processes are being researched to reduce dependence on the forest industry and lower carbon emissions. From agricultural residues to waste cotton from clothing, new-age materials will contain raw materials from a multitude of alternative sources.





# Consumer Tech

One of the most important trends in the consumer tech industry is the integration of AI and sustainability. In these trends, introducing new raw materials often brings new challenges related to availability and quality.

The quiet and calm CMF aesthetics in a product’s housing help visualize a harmonious lifestyle for consumers. Additionally, high-performance materials and special finishing processes enhance the durability of portable products, enabling users to experience a high-quality lifestyle in any environment.

Adopting smart materials, combined with advanced technology, offers users a new level of interface, creating unexpected and delightful experiences. The growing demand for personalization in an integrated lifestyle is reflected in unique and customized CMF.

Amid all these trends, environmentally conscious materials are no longer an option but an easily expected aspect, leading to the evolution of CMF.

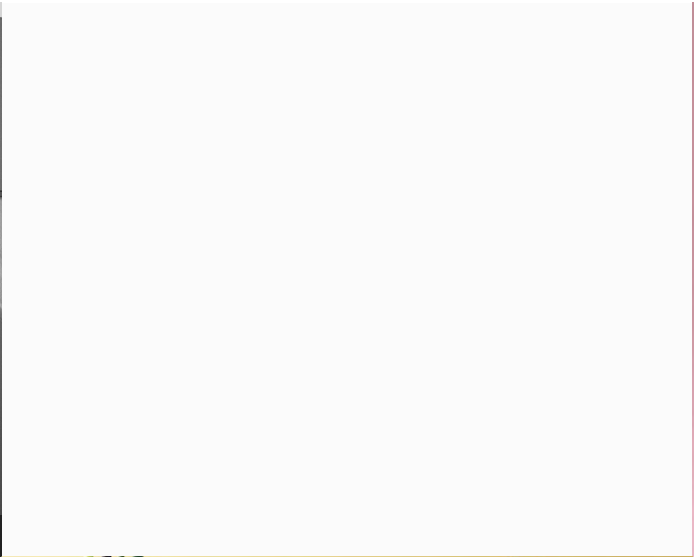


**QUIET AESTHETICS**  
Stainless steel panels used on the exterior of Panasonic washing machine are finished with a crystal effect similar to natural stone and mineral surfaces.

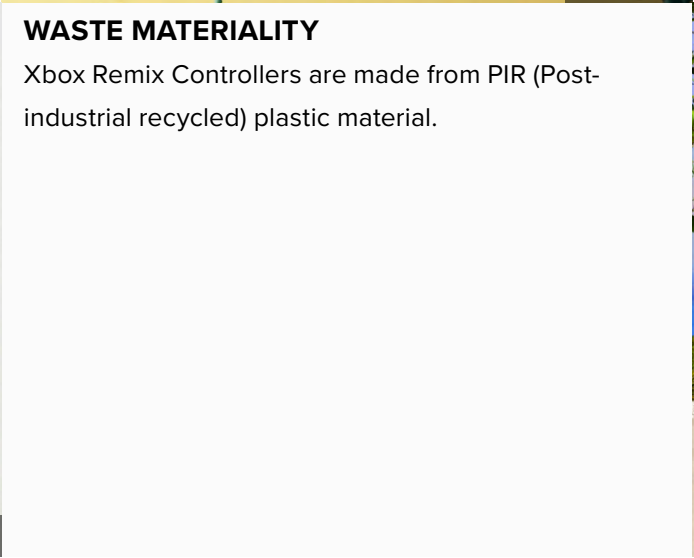
**INTEGRATED LIFE**  
Changing the speaker housings that are made from various materials such as wood and natural fibers, users experience different sounds influenced by the materials.



Tessa Spiering



**WASTE MATERIALITY**  
Xbox Remix Controllers are made from PIR (Post-industrial recycled) plastic material.



**ON-THE-GO DURABILITY**  
Anodized aluminum with scratch-resistant properties enhances durability, making it suitable for outdoor environments.

**FUTURISTIC EXPERIENCE**  
LG developed a smart material through Signature OLED T that switches between transparency and opacity, creating an interesting and unexpected user interaction.



LG



Brand Deep Dive:

# Samsung

Samsung is at the forefront of integrated customization in home appliances, transforming them into reflections of personal style. Products blend seamlessly into home environments with customizable designs, offering consumers the ability to match appliances with their decor. Samsung has pioneered the trend of making appliances a form of self-expression, where functionality meets design. This innovation turns everyday devices into aesthetic statements that harmonize with the home, making them an extension of personal taste and lifestyle.

“With our human-centered design philosophy, we aim to create a future that harmonizes with the lives of our customers through innovation with purpose.”

TM Roh, President and Head of Corporate Design Center at Samsung Electronics

INTEGRATED LIFE

Customizing design, materials, and finishes that users can choose provides an integrated product experience that blends seamlessly into the user’s life.

QUIET AESTHETIC

The Premiere Projector, finished with soft curves, warm white, and Kvadrat’s premium fabric, showcases minimal warmth, seamlessly harmonizing with interiors.

WASTE MATERIALITY

The housing for the portable charger, featuring fine speckles, contains at least 20% recycled waste, helping reduce carbon emissions, conserve resources, and give waste a second life.

ON-THE-GO DURABILITY

Using titanium material for premium design, Galaxy S24 Ultra enhances durability through the materials. Gorilla Glass from Corning, glass specialized company for displays, strengthens scratch resistance and sturdiness.

FUTURISTIC EXPERIENCE

Showcased in Milan in 2024, the exhibition ‘Newfound Equilibrium’ showcased displays combined with reflective materials to offer users an immersive and dreamlike space.





SME Interview:

# LIVINGCARE



**Hello, would you like to introduce the company?**

Livingcare, established in 2009 based on professional and unique expertise in thermoelectric semiconductors, has focused on thermoelectric semiconductors since its foundation. The company currently supplies semiconductor testing equipment to Samsung Electronics and SK Hynix, while gradually expanding its presence in the small home appliance market such as water purifiers.



**What are the most important aspects you consider in the product design process?**

It is about finding a balance between users who use the products and manufacturers (clients) who make them. We aim to provide an experience that differentiates the product through design in the existing market. We also believe that finding the right hardware and precise visualization in an economical way are key roles of our design team.

**In relation to the question above, what challenges or difficulties do you face related to materials?**

In order to propose and convince others of materials that have not been widely used, it is necessary to have a concrete alternative for visualization. Finding the right CMF is not easy, and there are few channels to acquire knowledge for reference to specific applications, which can sometimes be frustrating. Therefore, we often receive significant help from companies such as Conc, a materials company in Korea, which enables us to discover various new channels and archives, as well as to see and touch the materials.

**Is Livingcare targeting the Korean market or the global market? And why?**

Livingcare is targeting the global market with a focus on Singapore. This is due to the increasing consumer demand for healthy living and water quality improvement following the COVID-19 pandemic. Since 2019, the company has continuously participated in various exhibitions, such as CES, IFA, and Aquatech, confirming that the water purifier market is constantly evolving. Not only in Korea but also overseas, there is a growing demand for minimalistic and slim-designed water purifiers, like the company's own, due to the rise of one-person households and the use of various home appliances.



**Where do you mainly get consumer trends from?**

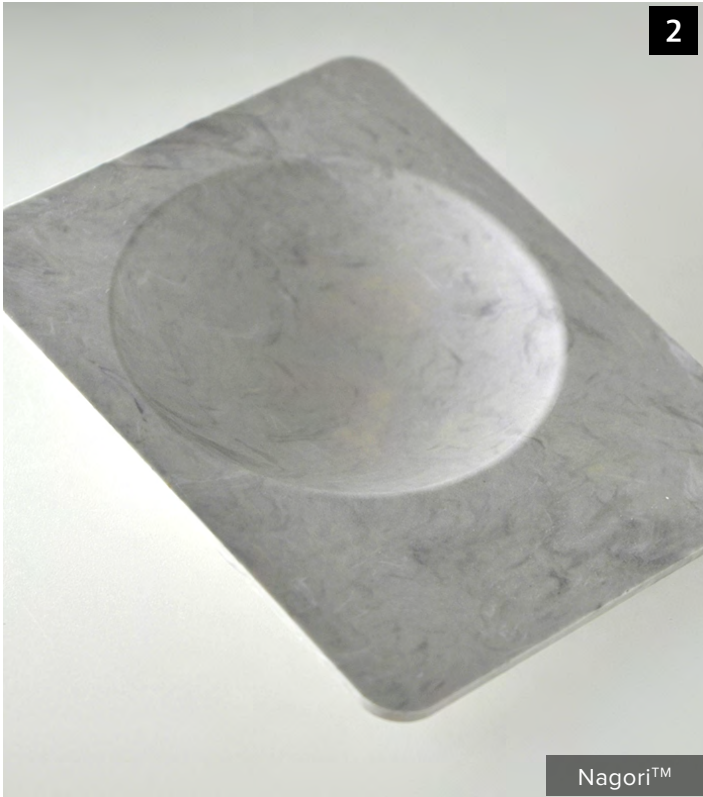
It seems easier to grasp trends in the field where products can be seen and touched. In these days, where most product distribution has shifted online, feedback from users encountered in person is more revealing. For example, at events like the 'Living Design Fair,' where users can see, touch, and even make purchases on-site, it's quite enjoyable to observe which booths attract the most people.

**What trends are you currently interested in within the consumer tech industry?**

The fact is that having no trend is the trend itself. It seems that we have entered a society where it is naturally accepted not to follow trends, but rather to stick to one's own lifestyle or preferences. We feel that an environment has been somewhat shaped where people can be respected for embracing new cultures, using expressions like 'hip' to describe them, and breaking the standardized lifestyle. Therefore, for those of us in the position to suggest new ideas, we expect that the spectrum of expression will be broader.



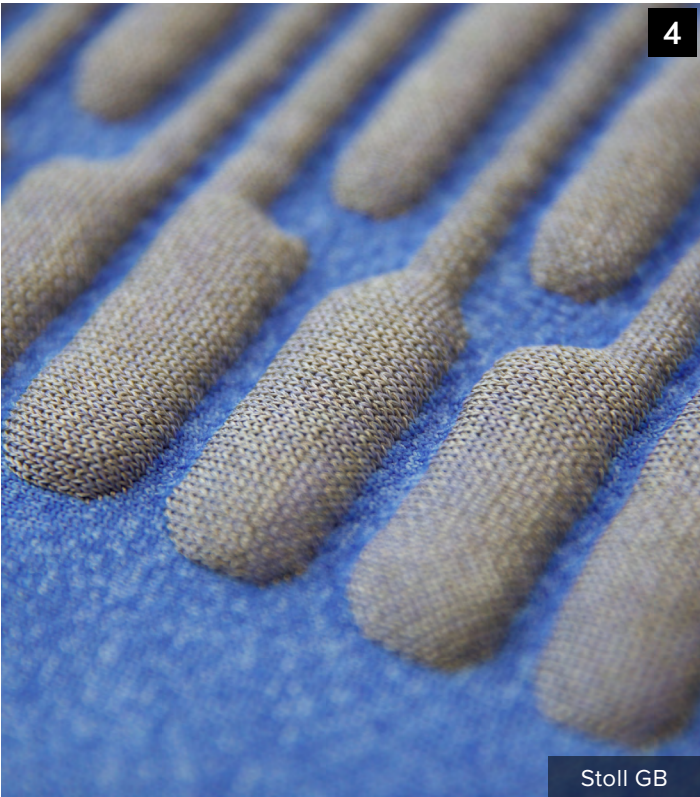
# Materials Library



**1 Hydro CIRCAL 100R**  
Product range of Hydro CIRCAL premium and recycled aluminium, made from 100% recycled post-consumer scrap  
[Hydro.com](https://hydro.com)

**2 Nagori™**  
A marble effect polymer with mineral components that has good thermal conductivity and a ceramic-like texture which overturns preconceptions of plastics  
[jp.mitsuichemicals.com](https://jp.mitsuichemicals.com)

**3 De Castelli**  
Very high level of control over finishing and processes on metal surface, creating striking exclusive effects  
[decastelli.com](https://decastelli.com)



**4 Stoll GB**  
3D knitting enables the creation of knitted structures with localized zones of softness and rigidity, such as buttons or touch points  
[stollgb.com](https://stollgb.com)

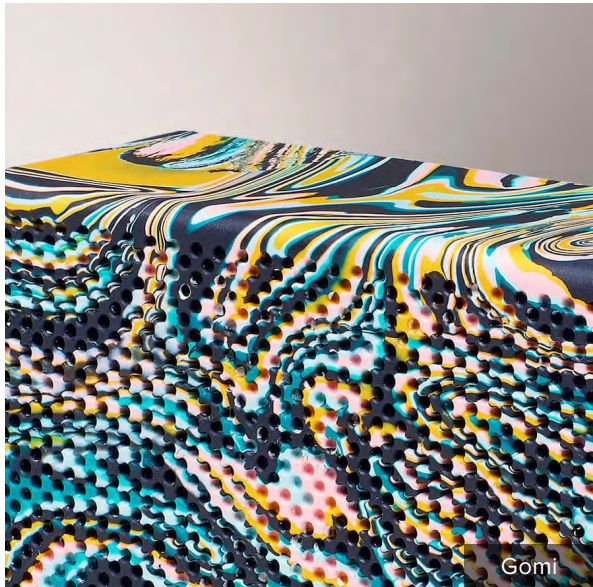
**5 Plexiglas® Softlight**  
Specialty PMMA sheets tailored for LED lighting applications that create a velvety, pleasingly soft light  
[plexiglass.com](https://plexiglass.com)

**6 Elastollan (TPU) Soft Touch**  
Bio-based TPU, crafted for wearable applications and designed for skin contact, offers a soft touch sensation along with superior properties such as resistance to abrasion and UV exposure  
[BASF.com](https://basf.com)



# CMF tips

- **Embrace the Imperfection of Alternatives:** With the significant design trend of alternative materials such as composites, recycled, and renewable materials, adopting these materials may lead to inconsistent design variations and deviations. Embrace these differences, allowing them to create a unique and visible narrative for circularity.
- **Consider Light as a Material:** With the active application of AI and new technologies in products, adopting light as a material creates synergy that gives users surprising moments beyond expectations.
- **Build Trust through CMF:** Applying soft materials, coatings, and translucent that contrasts with the mechanical aspects builds trust between users and products along with the obvious function.





# Interior

As the interior design industry shifts into a space focused not only on physical health but also on emotional recovery, CMF is evolving in a diverse way.

The growth of markets that prefer locally based products with ethical values is further strengthening ethical and social narratives around materials. Materials are often connected to traditional manufacturing processes, preserving heritage techniques while also exploring new sustainable methods, confidently

showcasing material properties through CMF. In the continuously evolving trend of sustainability, it features CMF that boldly adopts materials such as repurposed waste.

As a balanced lifestyle becomes one of the top priorities for consumers, spaces designed as self-care sanctuaries and for coexisting with nature directly influence the interior CMF.



Bluebottle

## HYPER LOCAL

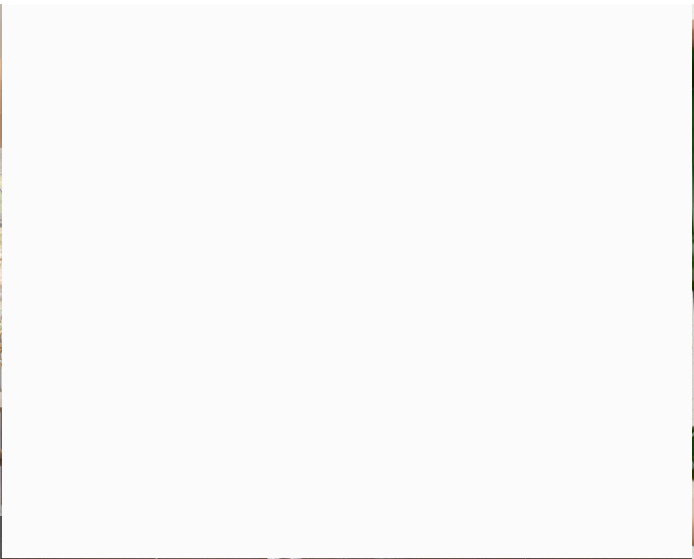
Bluebottle in Nagoya uses local materials, including tiles and ceramic dish lamps for its interior.

## OUTSIDE-INSIDE DESIGN

Harmonizing the beauty of nature with the interior design, it offers a serene atmosphere that resonates throughout the entire space.



Galápagos Capital



Tacchini

## SELF CARE SANCTUARY

The Lunar lighting by TACCHINI features materials focused on a rustles and the soft texture of bedclothes, combined with lighting and padding, providing a sense of stability and tranquility in a visual and tactile way.



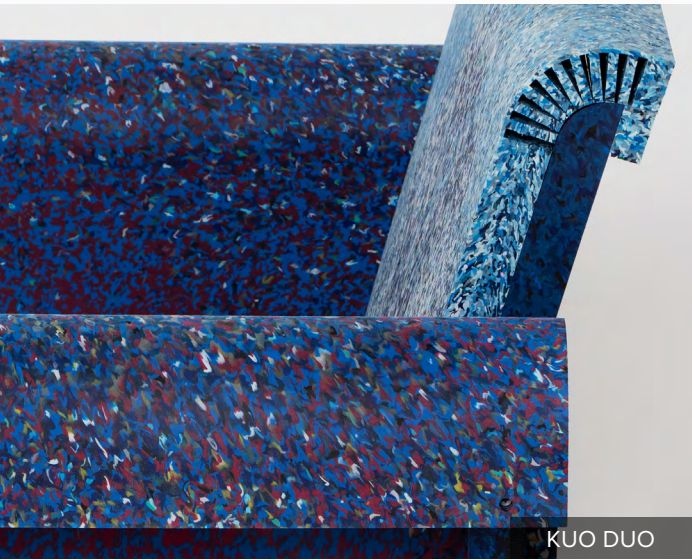
Mutina ceramica

## CRAFTED MAXIMALISM

It embraces creative designs that show the craftsmanship of artisans, showcasing rich details in products and spaces.

## SUSTAINABLE AESTHETICS

Exploring the material properties and multidimensional construction, it features the vibrant surface of recycled plastic through the furniture.



KUO DUO



Brand Deep Dive:

# Kvadrat

Kvadrat, Danish upholstery textile supplier, has emerged as a leader in sustainability, with many of its textiles now either fully or partially made with recycled content, such as Sabi that uses bright color virgin yarn in combination with darker recycled yarns to create rich, layered textures.

“It’s not only about a good lifestyle and creating a beautiful interior but also that things are driven by values.”

Anders Byriel, CEO of Kvadrat

## CRAFTED MAXIMALISM

Upholstery textiles made from 100% recycled polyester and woven from textile waste feature a design inspired by Sashiko, a traditional Japanese embroidery technique.

## OUTSIDE-INSIDE DESIGN

The blinds that block sunlight while allowing a perfect view of the outdoors offer users a visually comfortable connection to nature.

## SELFCARE SANCTUARY

The collection made from ocean plastic waste materials is designed with a cushion-like shape and texture, delivering a soft and gentle message to users.

## HYPER LOCAL

Using discarded uniforms from the Danish train company DSB, the material is repurposed to create soundproof panels.

## SUSTAINABLE AESTHETICS

Sound artist Devon Turnbull collaborated with Kvadrat Acoustic materials to create a modular music listening room, visualizing an immersive and flexible space.





SME Interview:

# YOU AND US



SOIGNÉ Restaurant (Furniture door finish MUNIQ / NPD 014S P)

**Hello, would you like to introduce the company?**

The company name is UNA, and YOU AND US is the integrated brand under UNA. Starting with luxury fabrics in 1998, YOU AND US has been leading trends by introducing world-class interior materials such as kitchen products, furniture, carpets, wall panels, and flooring to Korea. Based on 25 years of accumulated sourcing capabilities, forward-thinking vision, and design competitiveness, YOU AND US is expanding its reach by offering and applying customized materials for various spaces, including hotels, luxury residences, offices, and retail. As a total solutions brand providing ‘everything that fills a space,’ YOU AND US aims to create a platform that enhances customers’ lifestyles through planning, coordination, and tailored proposal services.



Private Residence (Furniture interior finish MUNIQ CZB 016)

**What are the most important aspects you consider in the product design process?**

The biggest challenge is adapting to diverse interior styles and individualized customer needs. While interior design was once more conventional, allowing us to plan based on major trends, today, multiple styles coexist and are individually respected, leading to a wider range of customer demands for designs. Considering these needs, we would like to release a variety of designs, but there are practical challenges in forecasting which designs will appeal the most and launching them accordingly. The recent interior market has adopted approaches such as proposing experimental spatial compositions or partially completing products and refining them based on on-site feedback. We are also gradually completing our products using these approaches. Matching different layers and adding sensibility to present new aesthetics that did not exist before is the aspect we value most.

**In relation to the question above, what challenges or difficulties do you face related to materials?**

As mentioned earlier, MUNIQ is a product that allows for various applications, enabling the creation of entirely new images by mixing and matching multiple layers. Currently, we are focusing on finding base layers that are lighter, more durable, flame-retardant, easy to process, and also economical. We are applying various materials and are strongly committed to establishing stable production.

**How important are trends in the interior industry?**

The current interior industry is in an era where many trends coexist, so trends are used more as a reference rather than an absolute standard. Trends serve as useful tools to convince clients, and referring to trends from reputable organizations draws more attention from clients.

**What trends are you interested in within the interior?**

A notable recent trend in the interior industry is Quiet Luxury. This trend emphasizes subtle and refined elegance rather than extravagance, aligning with the MUNIQ aesthetic. Not overtly luxurious, but subtly



Bluebottle (Base cabinet curve treatment MUNIQ NSI Custom)

revealed through details and premium materials, Quiet Luxury aligns with the values MUNIQ upholds. It also connects quiet yet powerful aesthetics with in-depth design. Another noteworthy trend is Mixture – a new exploration through blending and combining various elements. In interior design, mixing and matching materials and styles to create unique looks is gaining popularity. Particularly, layered panel systems like MUNIQ can combine base layers with various finishes to create a distinctive aesthetic, making them highly suitable for the Mixture trend. In the product development process, we are making various attempts to create a unique harmony with MUNIQ’s layered panels through mix-and-match approaches in application.

**How important are sustainable materials to your company?**

Sustainable materials are a key factor above all when considering the Earth we will pass on to future generations. However, due to specific specifications and price requirements in the market, it is sometimes difficult to actively adopt these materials. We sincerely hope that the market atmosphere will shift towards making the use of environmental materials essential.



# Materials Library



**1 EconitWood™**  
Waste-free production of complex and large-scale wood shapes using 3D printing technology, utilizing previously inferior regional raw wood in industrial manufacturing, bound with minerals  
[econit.info](http://econit.info)

**2 TERRAFORMÆ Crumbles**  
A terrazzo process that uses fragments of glass and other ceramic waste set in a terracotta binder  
[terraformae.it](http://terraformae.it)

**3 Smile Plastics**  
Materials made from recyclable and recycled plastic and for use in commercial interiors and product design  
[smile-plastics.com](http://smile-plastics.com)

**4 Kvadrat Sabi collection**  
Innovative and sustainable materials by Kvadrat that use bright-colored virgin yarn in combination with darker recycled yarns to create rich, layered textures  
[kvadrat.dk](http://kvadrat.dk)

**5 Bolefloor**  
A process for removing knots from wooden floor planks and matching the edges of individual planks for seamless joining  
[bole.eu](http://bole.eu)

**6 Lava Stone**  
A wide range of sheet materials and tiles made with lava stone, natural porosity and inconsistencies are a decorative feature in their own right  
[ranierilavastone.com](http://ranierilavastone.com)



# CMF tips

- **Uniqueness and Distinctiveness:** Designs that embody a unique aesthetic and avoid uniformity. Whether it’s handcrafted small or mass production, surface imperfections and irregular shapes create a distinctive and unique collection.
- **Imperfect over Perfect:** Recycled materials are likely to differ in appearance from virgin materials. When necessary, by adjusting the design and application and creating a compelling sustainable story around the materials, we embrace the imperfections.
- **Explore New Materials and Processes:** Discover sustainable colors, textures, and finishes such as paper, clay, and recycled plastics, created through innovative manufacturing technologies like robotic printing or heat pressing.





# Beauty Packaging

From beauty products that seamlessly fit into the daily lives of users as everyday essentials to ritualized indulgent practices, brands are driving material innovation at all levels of beauty packaging.

Emotional connections sought by consumers are neurologically analyzed and reflected in CMF, offering stability and satisfaction. At the same time, materials are selected to create memorable, unique experiences through user-interactive packaging.

Rather than off-the-shelf designs, artisan materials and techniques with intricate details offer exclusive stories through the packaging, while sometimes providing strong

support as marketing tools to foster emotional connections with consumers.

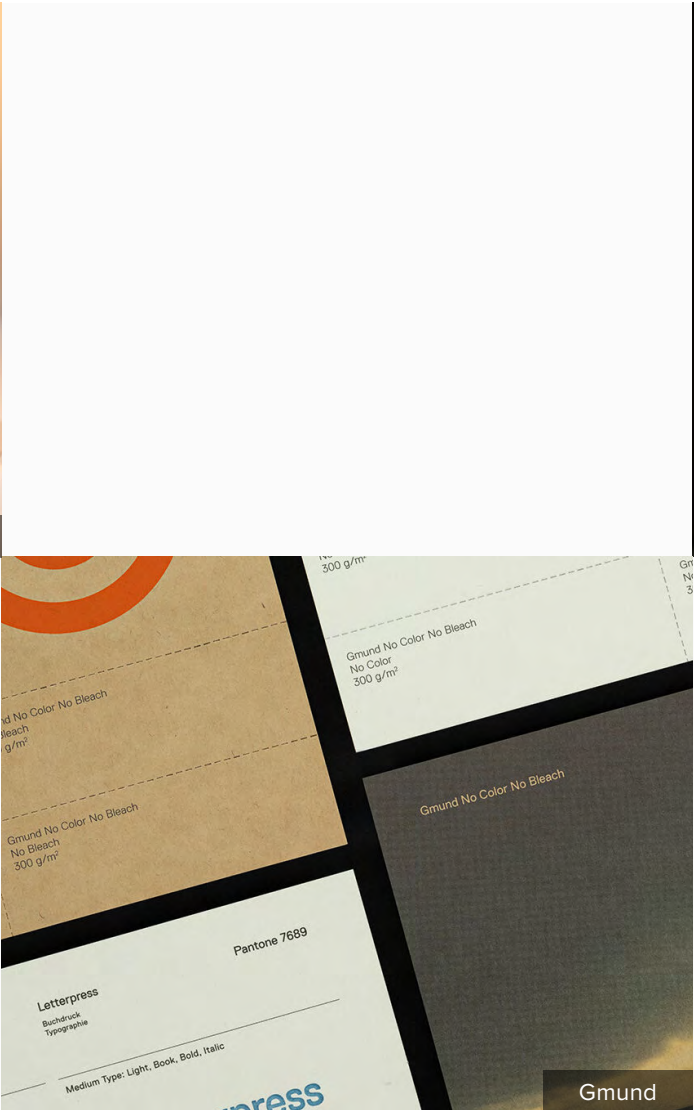
More and more environmentally-conscious packaging is opting for an unprocessed, natural look and feel, completely avoiding the use of additional inks, colors, and coatings. These also tell evocative stories about the environment, waste reuse, and renewable materials to consumers. In this theme, sustainability remains strongly represented.

In a stream of rapidly changing ideas and knowledge, it is increasingly important for brands to establish more transparent and realistic CMF strategies that resonate with consumers' values and the environment.



**NEURO-EMOTIONAL CONNECTIONS**  
A genuine wood mono-material cap is adopted to create a natural aesthetic and tactile experience.

**SURPRISE AND DELIGHT**  
The packaging, which dissolves like a bath bomb, creates a unique and refreshing experience for consumers while also reducing the amount of waste generated.



**NAKED MINIMALISM**  
Gmund's No Color No Bleach embraces the natural and authentic quality of unprocessed paper, presenting a sheet with an imperfect yet unique appearance.



**ARTISANAL PREMIUM**  
The cap features 25 petals that are individually handcrafted in ceramic and hand-painted, showcasing an artisanal and creative approach.

**SMART REFILL**  
The easy and intuitive refill system encourages users to choose sustainable products by providing clear information, allowing them to participate in environmental protection.





Brand Deep Dive:

# Diptyque

Diptyque, known for its luxury fragrances and home products, has a refined approach to materials that emphasizes craftsmanship, elegance, and sensory experience. Diptyque’s packaging reflects the brand’s commitment by using luxurious and durable materials that connect with customers through sensorial delight.

“We were artists. We were not driven by ambition, but rather by passion, imagination, creativity and the desire to do something with true integrity.”

Christiane Montadre-Gautrot, Co-founder of Diptyque

**SURPRISE AND DELIGHT**

The weight and magnetic flip mechanism of the solid perfume provide satisfaction and enjoyment with every use.

**NEURO-EMOTIONAL CONNECTIONS**

The diffuser, made from natural beech wood and ceramic sticks, delivers a natural aesthetic to the user in an artistic way.

**NAKED MINIMALISM**

The packaging features single-color printing and a middle cut without additional processing like colors or coatings, creating a minimalist design.

**ARTISANAL PREMIUM**

The rattan-woven lid was designed to celebrate Vietnamese artisanal craftsmanship that inspired the fragrance and collection.

**SMART REFILL**

The glass case is used to hold the scented candle and features a sturdy and intricate design, allowing it to be removed and reused as a glass container.





SME Interview:

# Écrit et Parfum



**Hello, would you like to introduce the company?**

Écrit et Parfum is a perfume brand meaning ‘writing and fragrance’ in French. It develops scents based on literature and blends various fields, such as painting, music, and photography without boundaries to expand the brand.

**What are the most important aspects you consider in the product design process?**

The aspect we value most is the ‘personalization of readymades.’ Considering current market trends like environmental concerns and our unique values, we believe creating well-made products that are used and kept for a long time is the most environmentally friendly approach. We also think the key factor in longevity is fostering a bond between the product and the user — products with unique stories or exclusivity that build



‘Personalization of Readymades’

engagement with them. In this aspect, Écrit Et Parfum emphasizes the handcrafted nature of materials to reflect the ‘personalization of readymades.’ For example, our perfume glass bottles are made through manual blow-molding, creating slight variations so each bottle reflects light differently with intentional variations. The cap is sanded to create a hair-brushed effect, fostering a bond with the user and ensuring the product’s longevity. Personalization extends to our secondary packaging, which uses canvas paper, evoking a canvas with ample white space, allowing users to fill it with messages or drawings, making the product uniquely their own.

**In relation to the question above, what challenges or difficulties do you face related to materials?**

There are many good materials available, emerging in various directions. In the beauty industry, I think two main issues stand out. First, the cost, especially with sample production in the early stages. It’s often impossible to create samples without meeting minimum order quantities, and for riskier products or molds, this requirement is even higher or sometimes even rejected. Second, experimenting with new materials requires collaboration with tier-one OEM companies that have the necessary facilities and capabilities. However, unless you’re a new company with high order volumes or strong capital, it is difficult to access these manufacturers. For companies like ours, working with new materials is challenging, so most new companies focus on creating variations of existing ones.

**How important are trends in the beauty industry?**

Breaking it down into two points, the importance of beauty packaging trends seems to vary significantly depending on the brand’s position whether it’s high-end or low-cost. High-end brands tend to maintain their brand heritage while reflecting trends to preserve brand value, while emerging brands or those that need to attract a lot of visual attention focus heavily on trends, using colors, packaging, and visual elements. In the beauty industry, while the functionality of the product is important, packaging plays a major role in design. Additionally, designs tend to differ clearly based on target consumer group, such as teenagers or people in



Écrit et Parfum at Maison & Objet

their 20s, which is closely tied to the importance of trends. Écrit Et Parfum focuses more on timeless and classic trends rather than rapidly changing ones.

**Is Écrit et Parfum targeting the Korean market or the global market? And why?**

Ecrit Et Parfum targets a global market, with a focus on regions like Europe, especially France. We have staff and collaborate with a perfumer in Paris, aiming to perform in one of the leading countries in the industry while upholding respect for our customers. We see perfume as a cultural product, not just cosmetics. It enables users to uphold their personal values and dignity, while also creating a sense of responsibility as it is shared with others. We believe that once the fragrance quality is established, the brand should support it with a solid philosophy, fitting exterior, and appropriate external actions. By collaborating with exhibitions, artists, and classical music performances, our goal is to align the brand with the users’ imagination.



# Materials Library



Revation



Auressens



Sulapac



CIM (Ceramic Injection Moulding)



Mycelium Packaging



Maglastic

- 1 Revation**  
Bio based plastic with additives to create natural look and feel and sustainable story  
[revation.co.kr](http://revation.co.kr)
- 2 Auressens**  
Metal-free metallizing technology designed for use on metals and plastics. based on “smart” dyes that are capable of self-organizing on the surface to produce glitter, mirror, and iridescent effects  
[auressens.com](http://auressens.com)
- 3 Sulapac**  
Marble looking cap of 100% bio base. Bio-based injection using bio-based pigments for easy recycling in existing plastic streams  
[sulapac.com](http://sulapac.com)
- 4 CIM (Ceramic Injection Molding)**  
The process of injection molding ceramic powder to create intricate ceramic parts that are incredibly resilient with a high-end, luxurious look and feel  
[formateurope.com](http://formateurope.com)
- 5 Mycelium packaging**  
Mycelium packaging that is fully biodegradable in around 45 days. can be added to food waste, broken down and dispersed in the garden, and has a shelf life of up to 30 years when kept in dry conditions  
[magicalmushroom.com](http://magicalmushroom.com)
- 6 Maglastic**  
Metal fillers to create plastic that has magnetic potential. gives the ability for materials to snap together in a functional and sensorially satisfying way  
[maglastic.com](http://maglastic.com)



# CMF tips

- **Create a Memorable Experience:** Be it online or offline, consumers are engaging with the unboxing of beauty products in a deeper way. With this in mind make sure to design for a memorable ‘experience’ that sits in line with your brand ethos.
- **Reduce, Simplify and Eliminate:** Whilst secondary packaging remains an essential for many, it often ends up being a single use product. With this in mind try to reduce and simplify as much as possible and where possible eliminate altogether.
- **Adopt Innovative yet Sustainable Materials:** Considering the recycling challenges in beauty packaging due to small sizes and the blending of materials, apply cutting-edge and sustainable materials to address these challenges.





# Automotive

The automotive industry’s development has rapidly accelerated in recent years, leading to significant changes in CMF design. These changes are driven by complex factors such as environmental issues, advanced technology, and evolving consumer preferences.

Many brands are applying sustainable materials into various details and embracing the imperfect and rough textures that emerge from the material properties.

Considering the trends in digital development and automation, tactile experiences through CMF allow users to satisfy their thirst for real-world experiences. When it comes to creating peaceful and

safe emotions within the moving space, natural materials are being reinterpreted in new ways within CMF.

The exploration of new materials and finishes in the automotive industry not only brings joy to users but also contributes to the tangible development of the industry. AI, tailored to driver preferences and lifestyles for personalized experiences, and emotion-conveying interfaces offer users an immersive experience by combining light and materials.

These radical changes, driven by automation, autonomy, and connectivity, are leading us into the future and revolutionizing the user’s driving experience.



Hyundai Ioniq 6 EV

## CUSTOMIZED AESTHETIC

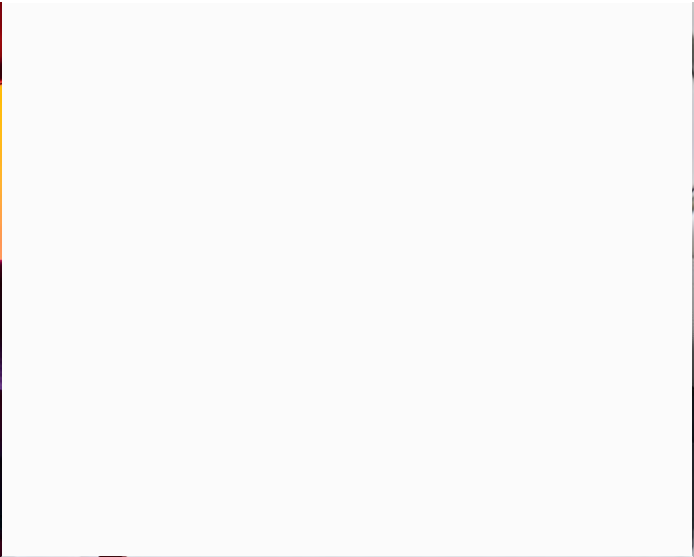
Users can select colors and create lighting scenarios to match their desired mood, enriching the driving experience and providing a sense of thoughtful satisfaction.

## SEAMLESS PHYSICAL

The combination of the display and soft knit textile, arranged with backlit lighting, creates a tactile and integrated CMF.



MINI Countryman



Renault X Sabine Marcellis

## ENRICHING EXPERIENCE

Through the clever use of color and materials, the unique combination of transparent plastic and saturated colors creates a joyful user experience.



Nio

## REFINED GREEN

The Karuun wood material used in NIO’s interior features a unique look, offering not only a fresh aesthetic but also visualizing a new sense of natural stability and calm.

## PREMIUM IMPERFECTION

The speckled panels and integrated lighting deliver a distinctive and sustainable CMF story.



Volvo EX30



Brand Deep Dive:

BMW

BMW leads in material innovation and CMF design, pioneering concepts like “Shy Tech” integrated interfaces and the E-Ink color-changing body. By blending advanced technology with cutting-edge materials, BMW creates unique, immersive experiences that push the boundaries of automotive design.

“We must be bold and meaningful [...] As designers, it’s about rethinking and reducing. It’s how we treat materials.”

Domagoj Dukec, Former head of design at BMW

SEAMLESS PHYSICAL

Minimal and soft materials are applied to the interface for an emotional and tactile user experience.

ENRICHING EXPERIENCE

The use of crystal material provides users with an unexpected new experience.

PREMIUM IMPERFECTION

Speckled materials are applied to both the exterior and interior details, showcasing the concept of sustainability.

REFINED GREEN

Verdana, plant-based, petroleum-free and mineral-based surface material, has been developed and is subtly integrated with lighting in the lower portion of the door paneling and the center console.

CUSTOMIZED AESTHETIC

Since BMW first unveiled color-changing ink in 2022, the technology has made significant progress in displaying intricate patterns and colors instantaneously. Earlier this year, BMW showcased a color-shifting art car inspired by African heritage.





SME Interview:

# MYCEL



**Hello, would you like to introduce the company?**

MYCEL stands at the forefront of innovation, redefining the relationship between technology, nature, and humanity. Inspired by the resilient cycles of nature, MYCEL integrates the principles of biological endosymbiosis and exosymbiosis into industrial systems, creating sustainable solutions for modern challenges such as climate change, resource depletion, and biodiversity loss. By harnessing the power of fungal microorganisms and advanced biotechnology, MYCEL develops cutting-edge biomaterials and circular systems that mimic nature’s efficiency and harmony.

At the core of MYCEL’s vision is Next Flourish—a paradigm of co-evolution where nature, technology, and humanity thrive in harmony, fostering a sustainable future for generations to come. MYCEL is not just reshaping industries; it is pioneering a new era of prosperity by merging innovation with ecological stewardship, turning challenges into opportunities for a flourishing tomorrow.

**What trends are you currently interested in within the automotive industry?**

In the automotive industry, we are particularly interested in trends focusing on sustainability and innovation, especially the integration of eco-friendly materials into luxury interiors. The adoption of alternative materials like mycelium-based leather, which combines sustainability with luxury, presents an opportunity to redefine premium standards in automotive design. However, we are still deliberating which automotive segments would be most suitable for the initial application of these materials.

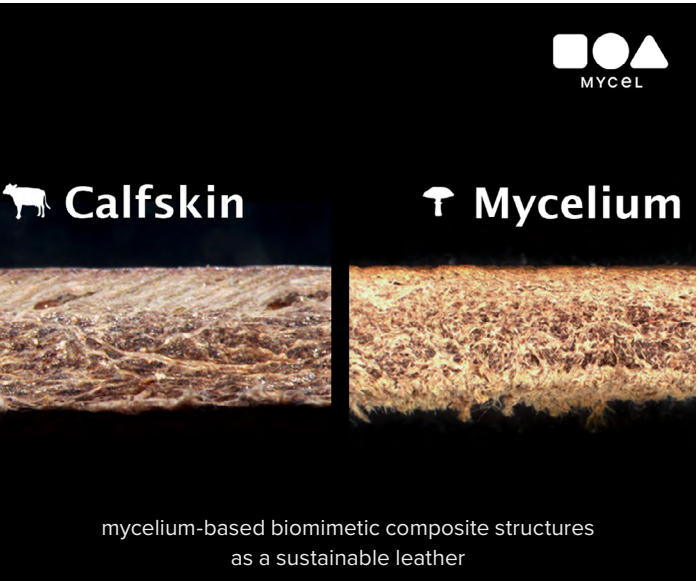
**Where do you mainly get consumer trends from?**

We find design trends primarily through clients and desk research. We primarily operate under three strategic business frameworks: Fashion, Lifestyle, and Mobility. Regarding the trends you mentioned, we employ a comprehensive four-stage strategic research approach to gather valuable insights. This approach spans from trend forecasting channels tailored to each group to general journals, covering everything from mega trends to nano trends.

Additionally, we conduct in-depth deep-dive research on the aesthetic preferences of our clients, enabling flexible collaboration with them. Currently, we are working with a luxury fashion company, and as part of this collaboration, we are gathering extensive market intelligence insights through various fashion channels, including WGSN and Hypebeast and so on.

**Is MYCEL targeting the Korean market or the global market? And why?**

Of course, MYCEL is focused on the global market. Our target markets are the luxury and fandom markets. For the fandom market, we approach it with a content-driven strategy aimed at deriving products, which we believe offers scalability based on K-culture. However, when it comes to current luxury products, their heritage cannot be established in Korea, as the country is primarily a consumer in this space. Therefore, we must focus on overseas markets to truly position ourselves effectively.



**How important are sustainable materials to MYCEL?**

Regeneration is at the heart of everything we do at MYCEL. We go beyond sustainability, striving to redefine the role of technology by integrating it with nature’s principles to build circular and regenerative ecosystems. Through innovations like Bio-Technium, which integrates fungi and microorganisms into industrial processes, we regenerate resources, transform by-products into valuable inputs, and actively restore and expand natural capital.

Our approach is not just about mitigating climate change and addressing resource depletion; it’s about actively restoring ecosystems and enhancing biodiversity. By mimicking nature’s regenerative cycles, we develop technologies that minimize environmental impact while contributing to ecosystem restoration. For MYCEL, regeneration is the cornerstone of innovation and a testament to our commitment to building a thriving future for the planet and its people.



# Materials Library



**1 karuun®**  
A composite material uniquely transformed from the natural structure of rattan through an energy-efficient process, featuring a sustainable and commercially profitable appearance  
[karuun.com](http://karuun.com)

**2 Stratasys 3D printing**  
Advanced 3D printing system to 3D print soft decorative and functional patterns on upholstery  
[sys-uk.com](http://sys-uk.com)

**3 Menorca**  
A suede-like textile featuring dye-free, water-based technology and is crafted using ultra-fine colored fibres derived from melted 'color masterbatches', versatile enough for various application in automotive  
[mingxinleather.com](http://mingxinleather.com)



**4 KURZ IMD film**  
IMD film with natural finishes, and gives extreme freedom in design and feel, while protecting against external influences such as scratches, abrasion, sunscreen, and moisture  
[plastic-decoration.com](http://plastic-decoration.com)

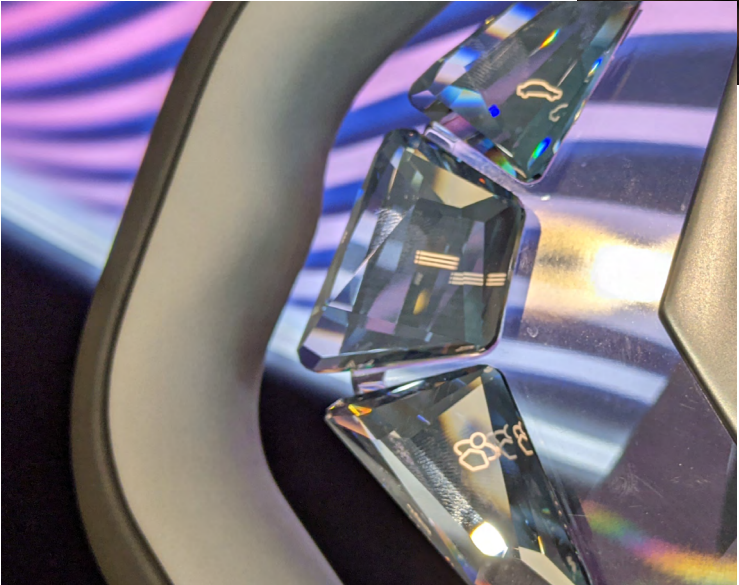
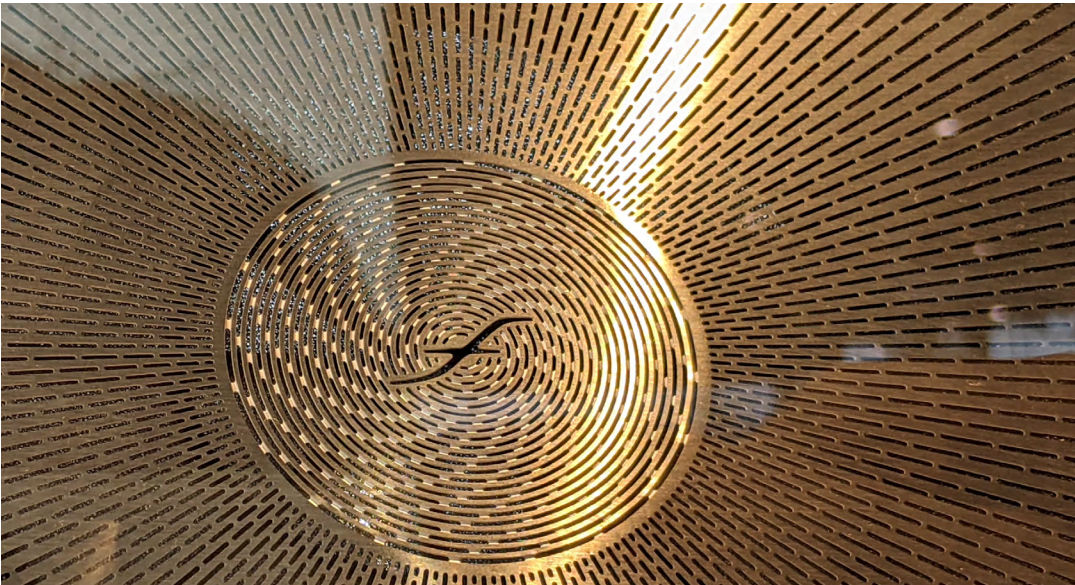
**5 THE ALCOM® MS**  
Injection-molded PC featuring low emissions, easy demolding, heat stabilization, and noise reduction. Used for automotive interior and finishes  
[albis.com](http://albis.com)

**6 Ceramic effect PBT**  
Ceramic-like modified grade of PBT replicates the touch and feel of real ceramic. can be molded in high wall thickness's and is extremely durable  
[basf.com](http://basf.com)



# CMF tips

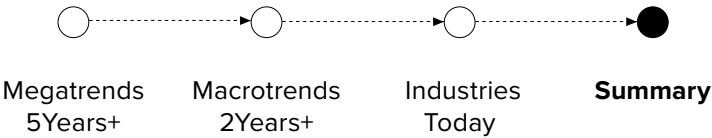
- **Incorporate Surprise Elements:** Integrate design elements that surprise, keeping a user-centered approach in mind. Consider the functional advantage behind the design as well as creating moments that are enjoyable and enhance user experience.
- **Utilize of Unexpected Material Properties:** Play with unexpected material properties that haven’t been used to create an unusual and surprising CMF experience. Add light and perforation to soften hard materials such as wood, concrete and opaque plastics.
- **Material-Centered Design Process for CMF:** Color, material, and finish are key elements when designing premium products. Consider examining the future direction of the industry and adopting a material-centered design process that places CMF at the forefront of the design journey.



FORVIA Light Tile for Transparent Door



# CMF Summary



This report summarizes the four CMFs, based on megatrends with a broad perspective of the pan-social environment and trend shifts, macro trends with related issues, case studies, CMF stories, and in-depth research of brands across six industrial sectors.





Aesop



Moncler x Adidas



AI-generated image



Vitra

# 1 Ethically Minded

- LOCALISED
- IMPERFECTION
- WASTE-MINDED
- REFORM

As the global shift toward sustainability accelerates, this CMF reevaluates materials once considered waste, challenging traditional completeness while offering new creative and sustainable opportunities. Reflecting the rising demand for designs that consider authenticity, diversity, and the environment, this approach challenges mass production norms while balancing visualizing values, building trust, and creating durable products.

# 2 Phygital 2.0

- FUTURISTIC AESTHETIC
- HYPER SURREAL
- AI PUZZLE
- POSITIVE FICTION

The intersection of humanity’s fear and curiosity toward AI gives rise to a future-forward and scientific aesthetic, infused with a sense of the unknown. It features materials that create an immersive effect through reflection and depth, with rich textures and dynamic color shifts inspired by the nostalgic appeal of retro elements and the sharp edge of modern digital aesthetics.

# 3 Emotional Centric Design

- TRUE COMFORT
- NATURAL LOOK AND FEEL
- MEANINGFUL TIME
- SYNESTHESIA

From the warmth of natural wood and leather to the timeless elegance of ceramics, materials are the cornerstone of crafting a CMF experience that is both tactile and enduring. In CMF design, the balance of storytelling, delight, and familiarity leads to a deeper and more meaningful connection between the user and the product, ultimately enriching the emotional experience.

# 4 Materials are Heroes

- STORYTELLING
- AUTHENTIC
- MATERIALS FIRST
- HIGH PERFORMANCE

Materials sit at the core of every product, playing a pivotal role in creating memorable, sustainable experiences that resonate with consumers. By embracing a new wave of material innovation, defined by sophisticated manufacturing techniques, products can captivate with unique stories and compelling experiences, not only enhancing their appeal but also allowing them to carve out a distinct presence in the market.



This publication is a research report by the Korea Institute of Design Promotion (KIDP) as part of the ‘Development of CMF Design System and Process Framework for Supporting Small and Medium Enterprises in Manufacturing Innovation’, executed by the Ministry of Trade, Industry, and Energy (MOTIE).

The content of this publication reflects the subjective opinions of the research team, and all responsibility for its use lies with the users.

The images contained herein are used for non-commercial research purposes, and the copyright for these images is retained by the respective sources identified at the bottom of each image.

Any external use of this publication must acknowledge it as research from the ‘Development of CMF Design System and Process Framework for Supporting Small and Medium Enterprises in Manufacturing Innovation’, conducted by MOTIE and KIDP.

For copyright inquiries or further discussions, please contact the Korea Institute of Design Promotion.

Copyright©KIDP 2024 All rights reserved

ISBN	979-11-93717-72-1
Publication Date	December, 2024
Contact	Korea Institute of Design Promotion TEL: 031-780-2114

Research Team Information

CMF Design Trends/Materials/Process Development

Development of a CMF Design System and Process Framework to Support SMEs in Manufacturing Industry Innovation

PLANNING

Ministry of Trade, Industry and Energy  
Korea Institute of Design Promotion

ORGANIZE·PUBLISHER

Korea Institute of Design Promotion  
www.kidp.or.kr  
www.designdb.com  
www.cmf.designdb.com

OVERALL LEAD

Ara Cho | Head, Policy & Research Division

OPERATION

Inho Lee | Team Leader, Policy & Research Team  
Jiyoung Han | Assistant Manager, Policy & Research Team  
Suji Lee | Researcher, Digital Informatization Division

ENGAGEMENT DIVISION

Policy & Research Division, Strategic Management Department  
Digital Informatization Division, Education & R&D Department

RESEARCH

Chris Lefteri | Chris Lefteri Design Director  
Youngjin Ko | Chris Lefteri Design  
Gaia Crippa | Chris Lefteri Design  
Abigail Ward | Chris Lefteri Design  
Jihye Hwang | Chris Lefteri Design  
Seungjoon Lee | Chris Lefteri Design  
Yunhye Choi | Chris Lefteri Design



