



MAGENTA inc

Q2 2027

GLOBAL TRENDS

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Summer

Q1 2027

CELEBRATIONS

Sun-Drenched Stories

Here we are – Summer 2027. A season that invites us to slow down, gather around the table, and add a little color to the everyday. This year, we’re seeing a joyful mix of old and new—like the slow charm of Cottage Revival, the lemon drenched AmalfiCore, and the sunshine sparkle—of Luminous Joy. There’s whimsy, there’s nostalgia, and there’s a whole lot of heart. Handmade touches feel extra special. Colors are cheerful, not chaotic. It’s about savoring the small things- artisan mugs in playful palettes, berry bowls that feel like a garden find, and serveware that makes you want to host a dinner just because. Whether it’s playful or poetic, this summer is all about the beauty of living well... and a little bit wildly.

GLOBAL TREND THEMES

CORE



BIO-ROMANTICISM

This romantic theme captures the gentle beauty of nature through organic textures, delicate florals, and lace-like details. Softly faded hues and nostalgic motifs—like butterflies, ferns, and scallop shells—create a serene, poetic aesthetic.



SLOWCRAFT REVIVAL

Rooted in authenticity and imperfection, this theme celebrates hand-touched forms, earthy textures, and mineral-rich tones. Folk-inspired details and organic shapes evoke a mindful, soulful connection to craft and tradition.



ELEVATED EVERYDAY

Understated luxury meets practical design in this warm minimalist theme, where Japandi-inspired silhouettes are refined with premium finishes. Everyday pieces—like sculptural serveware and stackable bowls—balance elegance with utility.



DOPAMINE TABLESCAPE

Bold, joyful, and nostalgia-fueled, this trend mixes retro prints, figural ceramics, and playful motifs for expressive, Instagram-worthy tablescapes. Gingham, stripes, pop brights, and quirky shapes—like heart-handled mugs—bring the fun to every setting.

KEY THEMES

COTTAGE REVIVAL

Cottage Revival is Heritage crafted Living and a celebration of a soft life and slow living

JAM GIRL SUMMER

A SWEETLY nostalgic ode to the joys of slower summer living—berry picking, wildflower bouquets, and handmade rituals

LUMINOUS JOY

Luminous Joy is all about radiant optimism, celebrating the golden, glimmering, soul-lifting parts of summer

SUMMER REWIND

Playful maximalism this is nostalgic, and joy first living, this trend taps into the desire for feel good-designs

RETRO REFRESH

Retro Fresh celebrates the vibrant energy of retro summer festivals and classic drive-ins with a modern, feel-good twist

KEY THEMES

ALMALFICORE

An elevated evolution of Mediterranean aesthetics. This season celebrates, sun-warmed experience of summer in the olive groves and coastal kitchens of the Amalfi coast

CRAFTED COASTAL

Coastal aesthetics, infused with celebrated craftsmanship, nostalgia and charm. This is the evolution of the [#coastalgrandmother](#) aesthetic & [#modernmariner](#).

GLOBAL FUSION

A modern artisanal boho aesthetic. Cultural, diverse and artisanal. Incorporation of global patterns and techniques. Celebrates cultural diversity and traditional craftsmanship

NUE BOHEM

Warm minimalist, mindful and refined. Artisan and handmade. Sundrenched hues and multifunctional designs; emphasis on quality materials and artisanal techniques

KEY THEMES

FOOTH OF JULY



RUSTIC FARMSTAND

American homestead aesthetic meets slow-living. It is nostalgic and patriotic in a country way. This trend celebrates the honest beauty of bucolic living



SAIL-IBRATION

FOOTH OF JULY | Coastal aesthetics, infused with celebrated craftsmanship, nostalgia and charm. Celebrate by the season with a coastal influence



Q2 2027
TRENDS

Summer

Q2 2027

COTTAGE REVIVAL

This is the Summer's extension of the Bio-Romanticism theme. **COTTAGE REVIVAL** is Heritage crafted Living and a celebration of a soft life and slow living.

Savoring the long days of summer. It's a countryside aesthetic built on the essence of wild beauty and handmade charm. Patterns of naive florals, summer gingham, park life icons, birds, bees, horses, cows and farm fowl. Wildflowers, folkloric motifs, figural veggies add whimsy. Prairie style core evokes the abundance of the season. Artisan and handcrafted pieces are the new heirlooms that are look and feel collected.

Think of life as a garden... You get to replant, start again, and make it yours. ♡



REFINED RUSTIC



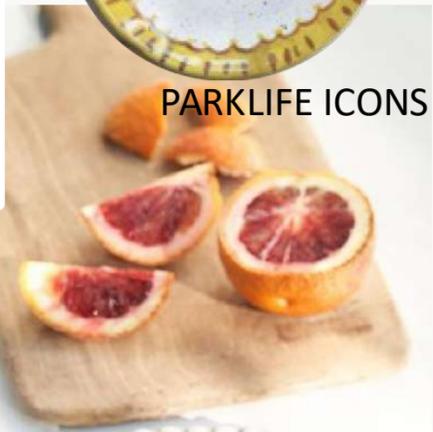
PRAIRIE STYLE FLORALS



REACTIVE GLAZE + EXPOSED CLAY



PARKLIFE ICONS



HERO VEGGIES



COUNTRY BAKERY



BEADED DETAILS



SLOWLIVING

Summer
Q2 2027

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KEY ICONS AND PATTERNS

FRESH FRUITS & VEGGIES
Embossed, debossed, or decal ferns create an earthy and soothing vibe. Organic and cottage core.

PROTECT

Think kitchen tools and supplies, from flour bags and honey jars to rolling pins and whisks, expanding into an overarching breakfast club story

COUNTRY BAKERY
Treat culture continues to influence KEY icons, this one taps into butter, rustic baked goods and country kitchen supplies

EXPAND

LACEY EYELETS
Figural Victorian Cameo silhouettes add a refined and vintage feminine aesthetic to this trend.

TEST

Framework Add interest and Cottagecore Storytelling moment

CARTOON & GRAPHIC FLOWERS
Use naive, hand-drawn, or painterly styles for a playful, youthful update. Layer with checks, stripes, and gingham for a modern twist on tradition.

PROTECT

HOME SWEET FARM
Happy hens and sweet farm friends: cows, pigs, sheep and horses. Pair with nostalgic or heritage-driven storytelling

INVEST

Summer
Q2 2027

JAM GIRL SUMMER

A SWEETLY nostalgic ode to the joys of slower summer living—berry picking, wildflower bouquets, gingham linens and handmade rituals. The visual style is romantic, cozy, farmhouse fresh. Think French countryside meets American homestead. Color palette is inspired by cottagecore jam-berry hues: strawberry red, raspberry magenta, sage, cotton and cornflower blue. “Preserve the season in every moment”

KEY ICONS AND PATTERNS

FRUIT MARKET
STRAWBERRY FIELDS

BERRY BEST
Strawberries and Cherries are best of the bunch in this trend. Explore strawberries, strawberry plants, and vintage market signs

PROTECT

CLASSIC GINGHAM & COUNTRY PLAIDS
Protect this perennial summer pattern. Nostalgic of those slow days of summer

PROTECT

PRESERVES & JAM JARS
Decal, hand painted, or figural butterflies and bees evoke nature and freedom.

BERRY BASKETS
Figural Victorian Cameo silhouettes add a refined and vintage feminine aesthetic to this trend.

EXPAND

INVEST

COUNTRY FLORALS
Explore country florals as vintage and painterly or embossed silhouettes

PROTECT

CUTE PICNIC BUGS
A key icon for summer these familiar insects take on vibrant character, sparking summer joy and fun. Combine with garden florals and classic gingham, explore wallpaper layouts

INVEST

Summer

Q2 2027

LUMINOUS JOY

Luminous Joy is all about radiant optimism, celebrating the golden, glimmering, soul-lifting parts of summer — the way light dances through a glass, a spontaneous toast with friends, or a table layered with color and laughter. This trend is emotionally driven, favoring joy over perfection, and encourages consumers to celebrate the small, beautiful rituals of daily life.

It's sunshine for your spirit — a lifestyle of glowing color, playful sparkle, and mood-boosting design.



Summer
Q2 2027

LUMINOUS JOY

This trend is a quiet celebration — where clean lines meet soft whimsy. It's a lifestyle rooted in ease and clarity, inviting consumers to find beauty in the everyday through subtle contrasts: structure with spontaneity, simplicity with sparkle, nostalgia with newness. Think 90s minimalism meets Y2K optimism, filtered through the lens of contemporary joy.



Subtle Checkerboard and color blocking capture the balance of nostalgia, minimalism, and playfulness defined by this trend.



Sketchy florals convey an emphasis on handmade authenticity, imperfection as beauty, and a softer, more expressive aesthetic.



Colorful Scribble Motifs and sketched type speak to the cultural pull toward authenticity, creativity, and lighthearted fun.



Repeating Simple Icons; stars, dots, smiley faces tap into playful simplicity, happiness, nostalgic positivity, and visual lightness.



Mismatched Stacking pieces in playful colors and patterns "almost a set" collections celebrate individuality, the charm of imperfection, and encourage self expression and individuality.

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RADIANT OPTIMISM

Joyful glazes, iridescent glassware, sculptural, wavy silhouettes create everyday glimmers. Motifs and phrases that celebrate small moments provide mood boosting appeal.



JOYFUL MIX & MATCH

Unexpected combinations of shapes and colors bring a playful personality to this trend. “Almost a set” stacked pieces create a spontaneous and joyful esthetic.

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MATERIALS

Artisanal craft natural materials

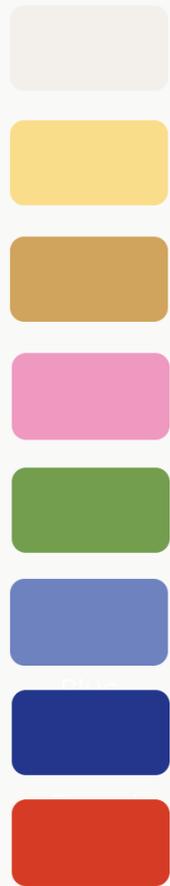
TJX: Ceramics
Non-TJX: Ceramics,
Glass, Melamine



FINISHES & FORMS

Color clay
Reactive glaze
Wax Resist
Debossing
Glossy
Iridescent Glazes

Minimalism forms
Unique Handles
Textured surfaces
Stackable forms



Summer
Q2 2027

SUMMER REWIND

Summer 2027 invites us to go big and get happy. Playful Maximalism is a visual celebration — a creative explosion of color, shape, and personality that brings joy to the table. From stackable statement mugs to pattern-splashed serveware, this trend says more is more (and then some). Designed for those who embrace the eclectic, it's a chance to layer on the fun, mix what you love, and host without the rules.



Summer
Q2 2027

SUMMER REWIND

Playful Maximalism bursts onto the scene with bold colors, eye-catching shapes, and unapologetic personality. It's a vibrant mash-up of design that invites you to mix freely, layer wildly, and set the table with pure fun. Think statement mugs, splashy serveware, and a mood that says: the more, the better.

KEY ICONS AND PATTERNS



STACKABLE

Functional, fun, and made to mix. Designed for playful styling.



BOLD & BRIGHT COLOR BLOCKING

A bold color-blocking design brings personal style to the table.



STACKABLE STATEMENT MUGS

Make your table talk! These bold, happy mugs let you express your style and share the joy with every sip.



GEOMETRIC SHAPE & STRIPED ACCENTS

Add a bold, modern edge. It's a visual, playful celebration of shape and pattern

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BOLD & EXPRESSIVE

Bright colors, oversized shapes, and daring patterns that instantly energize a space. It's about making a statement and turning everyday pieces like mugs and serveware into conversation starters.



JOYFUL MIX & MATCH

Layering and mixing without rules. It encourages creativity and personalization, letting people combine patterns, textures, and colors to create a table that feels fun, carefree, and uniquely their own.

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COLOR PALETTE



MATERIALS

Artisanal craft natural materials

TJX: Ceramics
Non-TJX: Ceramics,
Glass, Natural woven
Fiber, Metals



FINISHES & FORMS

Color clay
Reactive glaze
Wax Resist
Debossing
Matte, Satin and Glossy

Minimalism forms
Unique Handles
Textured surfaces
Stackable forms



Summer
Q2 2027

RETRO FRESH

Retro Fresh celebrates the vibrant energy of retro summer festivals, and classic drive-ins with a modern, feel-good twist. This maximalist trend is a creative explosion of color, pattern, and personality designed to spark delight. Envision stackable statement mugs, serveware with punchy vibrant patterns that celebrate personal style. This trend is for those who love to mix bold colors, playful shapes, and unexpected pairings—creating tablescapes that are as lively and unforgettable.



Summer
Q2 2027

NUE BOHEM

Is artisan boho, celebrating craft, mindful materials and heritage. This aesthetic prioritizes artisanal narratives using natural materials and handcrafted techniques. A color palette of Sundrenched hues are warm, weathered & evoke the long days of summer. Ceramics have an artisanal quality of the maker. Patterns are folk inspired --florals, botanicals, paisleys and medallions and folk motifs. Key icons folk florals, Mediterranean vase, sun shapes, strata movements.



UNEXPECTED TERRACOTTA



SUNDRENCHED



EXPAND SUNSHAPES



GLOBAL INSPIRED PATTERNS



INTENTIONAL DETAILS



EXPOSED CLAY

Summer Q2 2027

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KEY ICONS AND PATTERNS



GLOBAL INSPIRED PATTERNS

Badges inspired by varsity flags and classic lake house signs



ORGANIC SHAPES

create a sense of elegance, lightness, and refinement. give everyday objects a more sculptural, modern feel while maintaining functionality



BRUSHED TEXTURE

A soft, matte finish created by lightly polishing a surface. It adds subtle depth, giving pieces a refined, understated look that feels both modern and artisanal.



SUNSHAPES

This motif adds texture and visual rhythm to surfaces, evoking water ripples or handcrafted detailing



ARTINSAL GLASS

Modeled and hand formed shapes in mineral inspired hues.

Summer
Q2 2027

GLOBAL FUSION

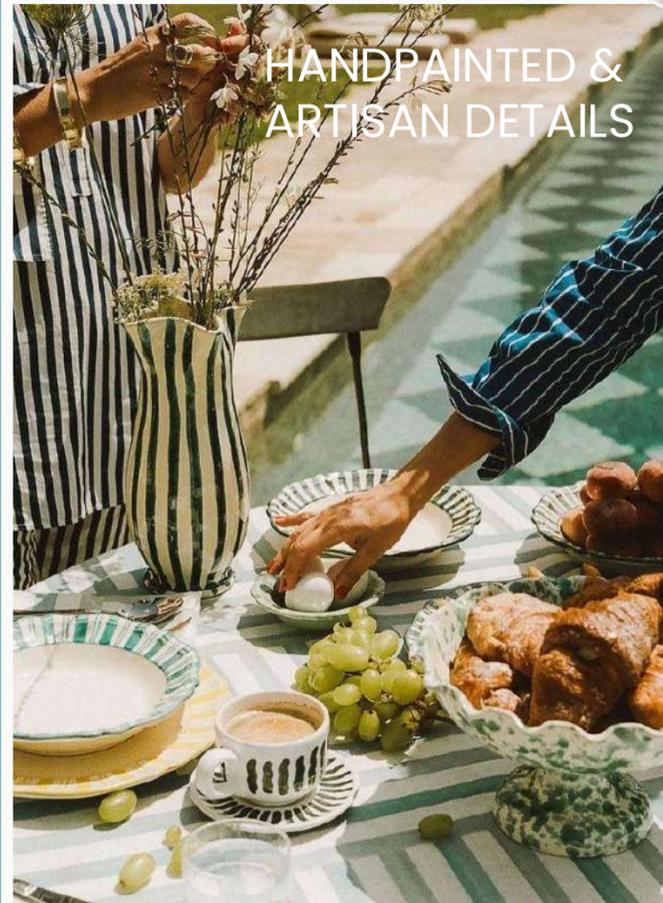
A modern boho aesthetic. Rooted in soulful storytelling and artistic expression, **Global Fusion** celebrates the imperfect beauty of handmade design. This trend embraces the relaxed elegance of a modern boho lifestyle — influenced by Mediterranean, African, and Indian craft traditions — paired with a breezy, collected-over-time aesthetic. It's summer escapism with a grounded, intentional twist. Celebrate those dappled days of summer.



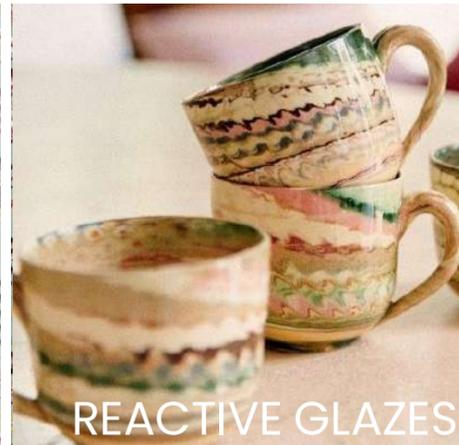
PLANT-AIRIUM FLORALS



RUSTIC CHARM



HANDPAINTED & ARTISAN DETAILS



REACTIVE GLAZES



GLOBAL INSPIRED CRAFT



MODERN BOHO



INSPIRED BY NATURE

Summer
Q2 2027
ALMALFI-CORE

An elevated evolution of Mediterranean aesthetics. This season celebrates, sun-warmed experience of summer in the olive groves and coastal kitchens of the Med. Hand crafted elegance with relaxed costal vibe. Modern rustic with a touch of whimsy. A color palette of Mediterranean cobalt, olive green, terracotta, sand, stone and sky blue. With hits of lemon zest yellow and heirloom tomato hues. Think sunbaked ceramics for those slow summer rituals.



MODERN
MEDITERRANEAN

OYSTER ICONS

HAND DRAWN
ILLUSTRATIONS

3-D ELEMENTS

Summer Q2 2027

ALMALFI-CORE

An elevated evolution of Mediterranean aesthetics. This season celebrates, sun-warmed experience of summer in the olive groves and coastal kitchens of the Med. Hand crafted elegance with relaxed costal vibe. Modern rustic with a touch of whimsy. A color palette of Mediterranean cobalt, olive green, terracotta, sand, stone and sky blue. With hits of lemon zest yellow and heirloom tomato hues. Think sunbaked ceramics for those slow summer rituals. strata movements.

KEY ICONS AND PATTERNS



EXPAND | OLIVE BRANCHES & LEAVES



EXPAND CITRUS FRUITS (LEMON & ORANGE)
Iconic of the Italian coast, these motifs are gaining traction for summer and gifting;



SCALLOPED EDGES & SHELLS
INVEST: Timeless, tactile, and highly commercial; both literal and abstract forms are trending. Key for layering and gifting.



NAUTICAL STRIPES & DECK CHAIR STRIPES
Perennial, core motif for coastal and Mediterranean; update with new colorways and widths.



SEA LIFE
INVEST Sardines, crabs and lobsters are Playful, artisanal, and highly giftable; painterly forms are in demand.



TEST BLUE AND WHITE TILES
Tile-inspired geometrics and patterns evoke classic Mediterranean design; test in limited runs or as accents

Summer Q2 2027

CRAFTED-COASTAL

Coastal aesthetics, infused with celebrated craftsmanship, nostalgia and charm. This is the evolution of the #coastalgrandmother aesthetic & #modernmariner. Modern elements ground this aesthetic to be fresh yet timeless. Rippling wave patterns, sea life and icons like seashells, a mix of weathered finishes and reactive glazes. Narratives of East coast and West Coast also influence. What grounds this trend is the comfort in retreating to the ocean, sea and coast, what ever side you may be on.

KEY ICONS AND PATTERNS



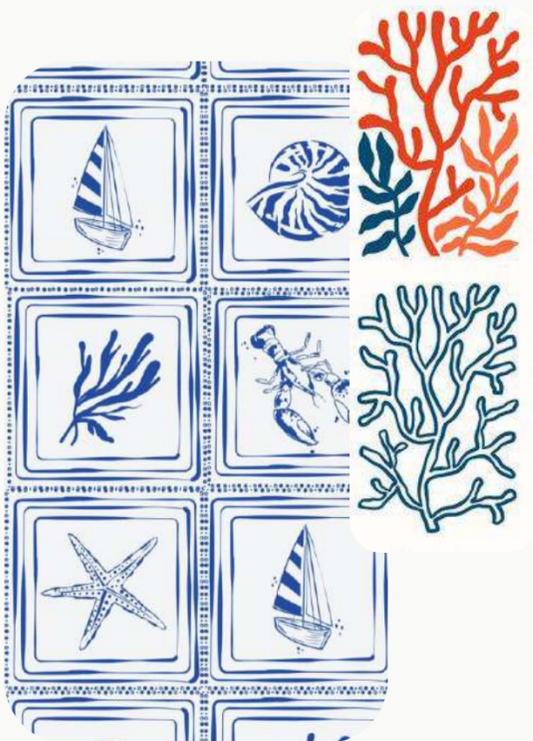

WAVY LINES AND SWIRLS
Pattern and silhouette, this evokes ocean movement. Apply to handles, rims, and serveware.

INVEST



COASTAL BLOOMS
Coastal native blooms, such as hydrangeas, bluebells, aster, and phlox, are called key icons. These motifs are used to add a bucolic, artisanal touch to summer celebrations and home decor.

PROTECT



SEA LIFE (Fish, Coral, Starfish)
Create in watercolor painterly way. Playful, artisanal hand. Apply to surface art and as figural and sculptural forms.

INVEST



SCALLOPED EDGES & SHELLS
Icons that are timeless, tactile, and highly commercial; both literal and abstract forms are trending.

INVEST



NATUTICAL STRIPES + MARINER MOTIFS
Perennial, core motif for coastal and #coastalgrandmother; updated in new colorways and widths.

PROTECT



AMERICANA

Summer
Q2 2027

AMERICANA-RUSTIC FARMSTAND

American homestead aesthetic meets slow-living. It is nostalgic and patriotic in a country way. This trend celebrates the honest beauty of rural life - heirloom florals - wildflower blooms, gingham and bows add timeless charm. Patchwork prints, vintage Americana patterns, layered with farm fresh florals, berries - Rooted in the slow pleasures of summer - farmers markets, roadside stands. This trend balances vintage with soft femininity and handmade appeal. It's americana reimaged: simpler, sweet and full of soul.

KEY ICONS AND PATTERNS



QUILTLED AESTHETICS

Bring in a touch of rustic nostalgia through wrap-around patterns, or classic icons like stars, flags, etc. with a quilted look.



SIMPLE STARS

X



BOWS

From dainty handpainted bows to plush star-and-stripe studded bows, this icon brings a fresh, preppy twist to a classic trend.



OLD GLORY

Flags continue to be an important icon in Americana, but push the envelope by incorporating rustic quilt blocks and country florals, or reinventing with exposed clay.



COUNTRY FLORALS

Folkloric, country florals add a sweet twist to classic icons like flags and silhouettes of America.

Summer

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AMERICANA-RUSTIC FARMSTAND

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COLOR PALETTE



MATERIALS

Artisanal craft natural materials

TJX: Ceramics
 Non-TJX: Ceramics, Glassware, Melamine
 Rattan/woven accents



FINISHES & FORMS

Decal
 Embossed/Debossed Relief
 Wax Resist
 Pad Print
 Mix of finishes - exposed clay with
 GLS or STN glazes

Country cottage/rustic shapes
 Fresh figural handles
 Summer serve forms like berry bowls,
 platters, nesting bowls
 Wavy rims (not scalloped)



Summer
Q2 2027
AMERICANA
SAIL-
IBRATION

Coastal aesthetics, infused with celebrated craftsmanship, nostalgia and charm. Charter the season with a coastal influence. Nautical nostalgic references with mariner styling. Incorporate seaside icons, waves, stars and stripes and old glory. We are here for the fireworks, the fun and the memory making. Celebrating summers glimmers in red, white and blue.



Summer
Q2 2027

AMERICANA SAIL-IBRATION

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KEY ICONS AND PATTERNS



FROZEN TREATS

Summers frozen treats are must have icons from popsicles to ice cream cones



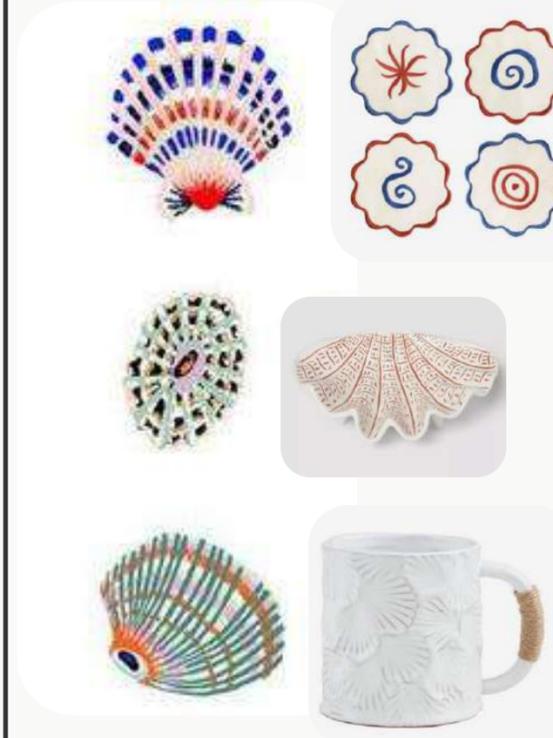
STARS & STRIPES

Perennial stars and stripes. A mix of hand drawn and coastal nautical feel.



BOAT LIFE

Nautical elements that evoke boat life aesthetic



SHELL MOTIFS

A perennial summer icon, shells and scallops continue to evoke SeaLife beauty, from the abstract to realistic forms.



MARINER STYLING

From nautical stripes, to sailors, knots, buoys and iconic SeaLife motifs. Invest in this coastal modern aesthetic.



SOCIO-CULTURAL TREND RESEARCH

MEET THE TEAM

2027 Global Trends Task Force

- Ongoing Members: Esther (Captain), Bonnie
- Quarterly Members:
 - (Q1 and Q2 2027) Grace, Yitzu, Olivia
- Ongoing Collaborators:
 - Emily, Casey, Annie, Ahna, Demi, *(these members participate in our phase 1 of trending, our initial trend share-out to kick off each quarter and at various touch points as needed)*





THANK YOU

WELCOME TO OUR HOUSE

We invite all who work with us to feel like a part of the family from day one. We look forward to growing together beyond just a partnership and into a space full of new possibilities.

FIRST LAST

XX@magenta-inc.com

XXX-XXX-XXX