

TRENDS

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TRENDS

2024–2026

TRENDS

2024–26

This trend report stems from comprehensive research conducted by the Marketing Alliance Group (MAG) Design team. The insights presented in the following pages aim to facilitate more effective collaboration between MAG representatives and their customers. This allows our designs to align with current creative trends, thus captivating multi-generational audiences.

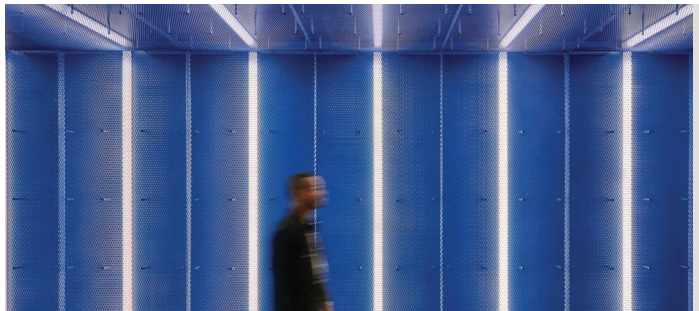
The sources for this trend report can be found at the end of this document.



SHAPE



FINISHES



LIGHTING



INNOVATION

shape
finishes
lighting
innovation

Shape



Shape

The **SHAPE** category encompasses both the structural design of displays and the presentation of products to customers. Trends within this category offer brands an opportunity to refresh their appearance and appeal to a broad range of customers.



01 GEOMETRIC



02 ARCHING



03 ORGANIC



04 MARSHMALLOW

01
geometric

02
arching

03
organic

04
marshmallow

SHAPE



SHAPE-01

- Simplistic
- Outline
- Framing
- Composite

geometric



LONDON DESIGN FEST



OPTIK HALLMANN



SHAPE



NIEMAN MARCUS

SHAPE-02

- Decorative
- Form
- Articulate
- Soften

arching



CENTRAL WORLD



NY COMMERCIAL SPACE

SHAPE



HOTEL AVANTE

SHAPE-03
• Intrigue
• Untamed
• Fluid
• Inviting

organic



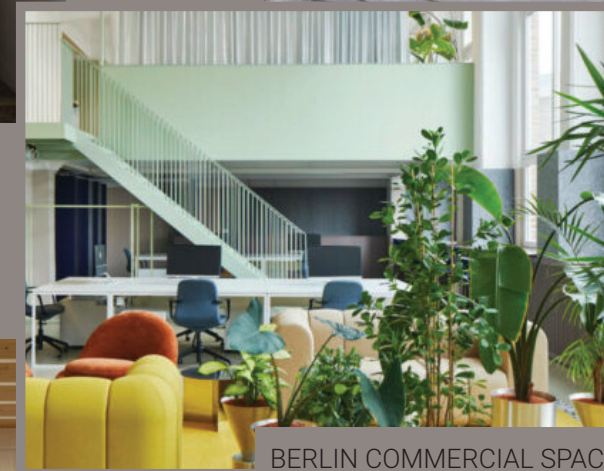
SHAPE



SHAPE-04

- Rounded
- Contrast
- Bubbly
- Comfort

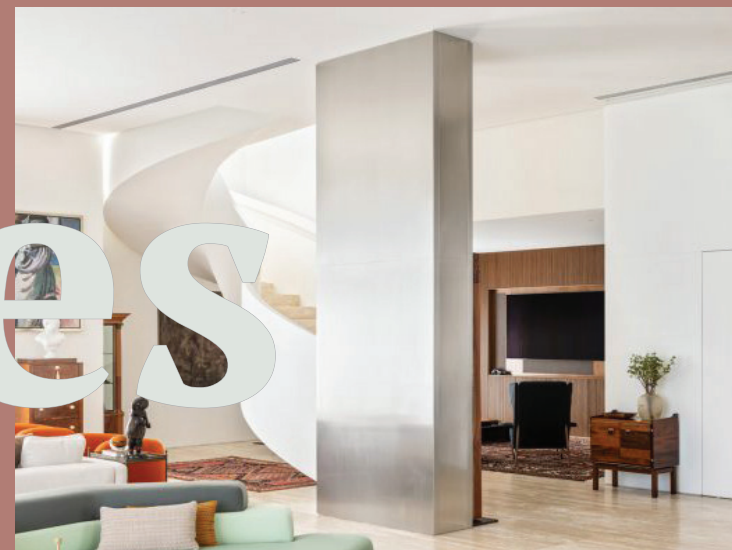
marshmallow



BERLIN COMMERCIAL SPACE



Finishes



Finishes

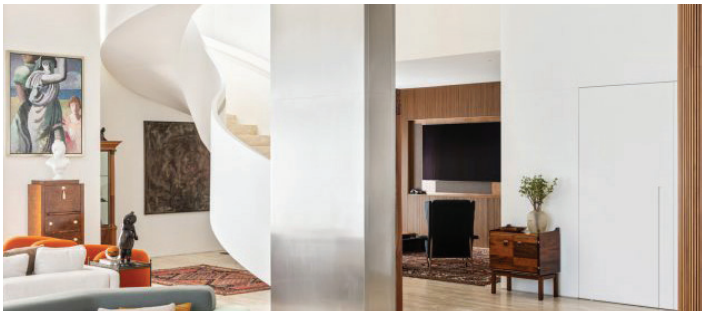
FINISHES are carefully selected for details, accents, and primary textures in display design. When combined, the **FINISHES** establish the brand’s mood and showcase featured collections. The following trends offer unique tones through a diverse array of colors, materials, and textures to captivate audiences.



01 FLUTING



02 UNPOLISHED



03 POLISHED



04 NATURAL

01
fluting

02
unpolished

03
polished

04
natural

FINISHES



VIPP KTICHEN

FINISHES-01

- Vertical Lines
- Grooves
- Accent
- Dimension

fluting



ICA STOP SUPERMARKET



AUTEX ACOUSTICS



FINISHES



FINISHES-02

- Matte
- Moody
- Dark
- Atmospheric

unpolished

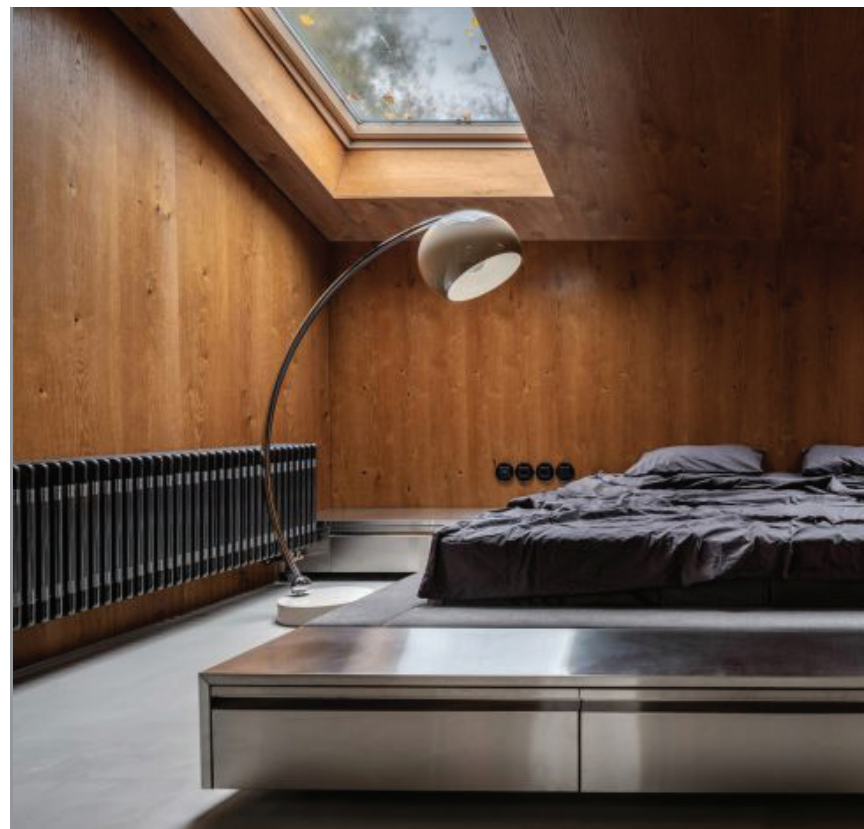


CARTIER



SWAROVSKI

FINISHES



FINISHES-03

- Shiny
- Reflective
- Emphasis
- Clean

polished



GUCCI



SAN FRANCISCO SYMPHONY

FINISHES



FINISHES-04

- Pure
- Sustainable
- Character
- Unfinished

natural



OSLO, NORWAY



SANTIAGO, CHILE



Lighting



Lighting

While traditionally considered an afterthought or add-on, **LIGHTING** has undergone a transformative shift in retail display design. Thanks to technological advancements, **LIGHTING** is now seamlessly integrated into fixtures, often driving the overall design aesthetic. This trend showcases versatility, whether it's used to accentuate products, serve as an attention-grabbing feature, or draw customers to their display.



01 DECORATIVE



02 HI-LIGHT



03 ENVIRONMENT

01
decorative

02
hi-light

03
environment

LIGHTING



LIGHTING-01

- Defuse
- Envelop
- Lure
- Intentional

decorative



LIGHTING



LIGHTING-02

- Anchor
- Bold
- Focus
- Enhance

hi-light



LIGHTING



PUBLICIS GROUPE

LIGHTING-03

- Defining
- Futuristic
- Minimal
- Ambient

environment



ADIDAS



Innovation



Innovation

INNOVATION
encompasses both
Technology and
Sustainability. As these
trends evolve, they are
closely monitored by MAG
to better serve the brands
with which we collaborate.



01 TECH.



02 SUST.



01
technology

02
sustainability

INNOVATION



GOLDMUND

INN.-01
• Experience
• Retro
• Evolve
• Simplify

technology



GUCCI



IKEA

INNOVATION



MEXICO

INN.-02
• Renewable
• Green
• Resilient
• Transformative

sustainability



WEST HOLLYWOOD



SOURCES: INTERIOR DESIGN MAGAZINE | DESIGN MILK | WIRED
MAGAZINE | BOMB MAGAZINE | AD MAGAZINE | YANKO DESIGN |
ADOBE | FAST COMPANY | DEZEEN | VOGUE | LINKEDIN | INSTAGRAM |
ADIDAS | DIESEL | GUCCI | IKEA | CARTIER | SWAROVSKI | GOLDMUND
| PUBLICIS GROUPE | VIPP KTICHEN | AUTEX ACOUSTICS | DOMOTEX
GERMANY | SURFACES | COVERINGS | ICFF | MILAN DESIGN WEEK
| NEOCON | HD EXPO | CERSAIE | LONDON DESIGN WEEK | DUTCH
DESIGN WEEK | COLOR MARKETING GROUP | BAU MUNICH | THE
DIELINE | SAPPI PAPPER | MOHAWK PAPER | NEENAH PAPPER |
HIGH MUSEUM OF ART | HUNTER MUSEUM OF ART |

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