



AMERICAN OLEAN®

2023

TREND REPORT

**CREATE BEAUTIFUL AND
UNIQUE SPACES THAT REFLECT
YOUR INNER DREAMS, HOPES,
AND PERSONALITY** with American
Olean’s 2023 Trend Report.

The spaces in which we live, work, and
play need to inspire, energize, and
motivate us. This report provides a
glimpse into the hottest looks in
interior design, on-trend colors, and
the latest in tile.

Get inspired and surround yourself with
spaces that help you live your best life
each day.

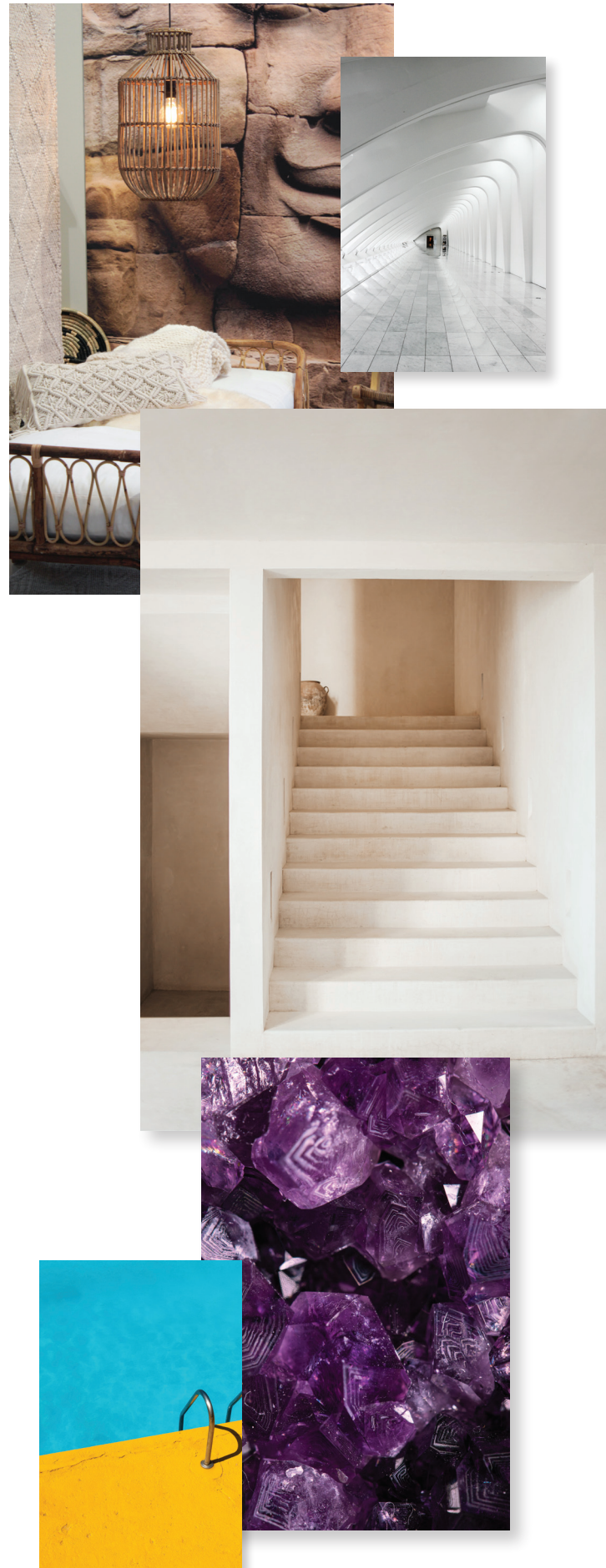


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Emerging from the challenges of the past two years, we are feeling the need for a double-dose of positivity right about now!

Creating spaces that are energizing, exhilarating, happy, and fun pinpoints the essence of the Elevate Life interior design trend. The color palette of Elevate Life embodies a bold positivity through bright hues of yellow, orange, fuchsia, royal blue, and green.

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DREAMSCAPE

The meteoric rise of the digital age has created a growing presence and affinity in our lives for visuals that represent alternative, virtual realities. Glowing lights, sleek metallic visuals, opaque colors, and ethereal undertones combine with futuristic design and the colors of the gaming world to create real-life interior spaces where we can cocoon peacefully.

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SEIZE THE DAY

The trend of Seize The Day is all about living every moment of your life authentically, appreciating each day and opportunity. Seize The Day also melds in the individual’s quest to connect in a calm way with foundational elements such as the clay of the earth and the hand-crafted beauty of materials made in simpler, even primitive times.

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The trend of Essential Luxury is adding a modern twist to traditional elegance. The modern vision of indulgent design is adding in fresh nuances from multi-cultural, Art Deco, and Gothic influences. Velvet, golden finishes, and expensive woods combine with rich jewel-tone colors and sleek finishes to create lavish interiors.

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TENDER LIVING

The essence of Tender Living is care and well-being. Care for ourselves, others, and the planet. This trend is focused on creating a safe, relaxing, affirming ambience through interior design — drawing heavily from both nature and human emotional nurturing. Colors represent the greens of the grass, the browns of the earth, the blues of the skies.

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WORDS FROM OUR DIRECTOR OF PRODUCT DESIGN



ELEVATE LIFE



ELEVATE LIFE

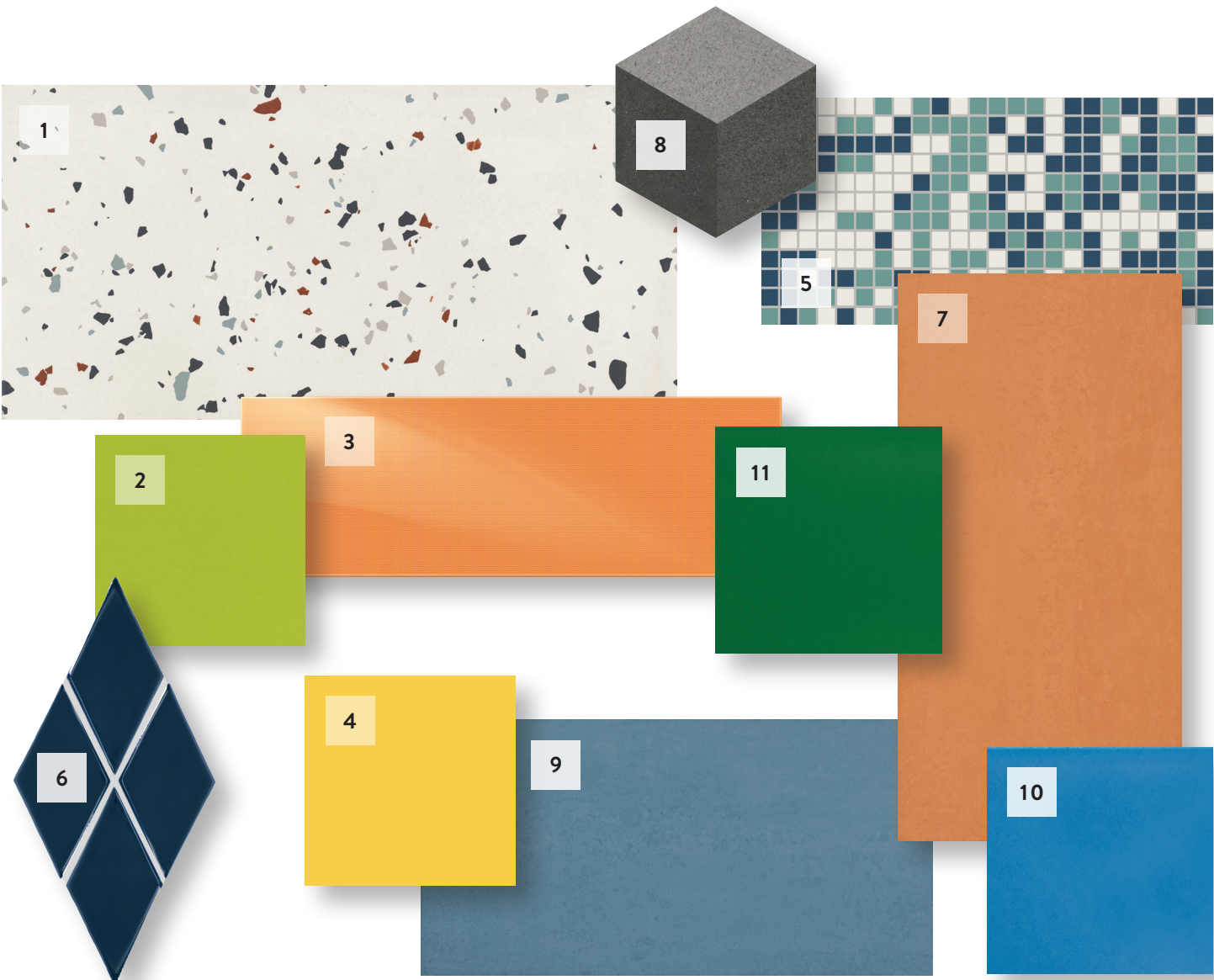
EXPERIENCE PLAYFUL JOY

Emerging from the challenges of the past two years, we are feeling the need for a double-dose of positivity right about now! Creating spaces that are energizing, exhilarating, happy, and fun pinpoints the essence of the Elevate Life interior design trend.

Elevate Life is an invitation to counteract pessimism and the harshness of reality by unleashing our creativity and not taking ourselves too seriously. The color palette of Elevate Life embodies a bold positivity through bright hues of yellow, orange, fuchsia, royal blue, and green. Unconventional shapes like curvy, wavy, elliptical are joined by the elements from the 1960s and 70s including retro patterns such as vibrant starbursts, tie dye reverberations, and magic eye excitement. Elevate Life also folds in exuberant elements from 1980s Maximalism — bold patterns, oversized proportions, multicolor effects, color blocks, patchwork, and cheerful floral motifs.



TREND TILE



TILE IN TREND SELECTIONS

- | | |
|---|--|
| 1. Color Story™ Floor White Speckle T061 | 7. Theoretical Bold™ Authentic Orange TH88 |
| 2. Color Story™ Wall Green Apple 0076 | 8. Crafter™ Carbon Bloc Hex CF21 |
| 3. Perspecta™ International Orange PE15 | 9. Theoretical™ Formula Blue TH86 |
| 4. Unglazed Mosaics™ Lemon Drop 0R98 | 10. Color Complements™ Matte Azure 44 |
| 5. Unglazed Mosaics™ Optimistic Blend 0A82 | 11. Color Complements™ Matte Spring Green 29 |
| 6. Playscapes™ Midnight Blue PS76 Harlequin | |



Dreamscape



DREAMSCAPE

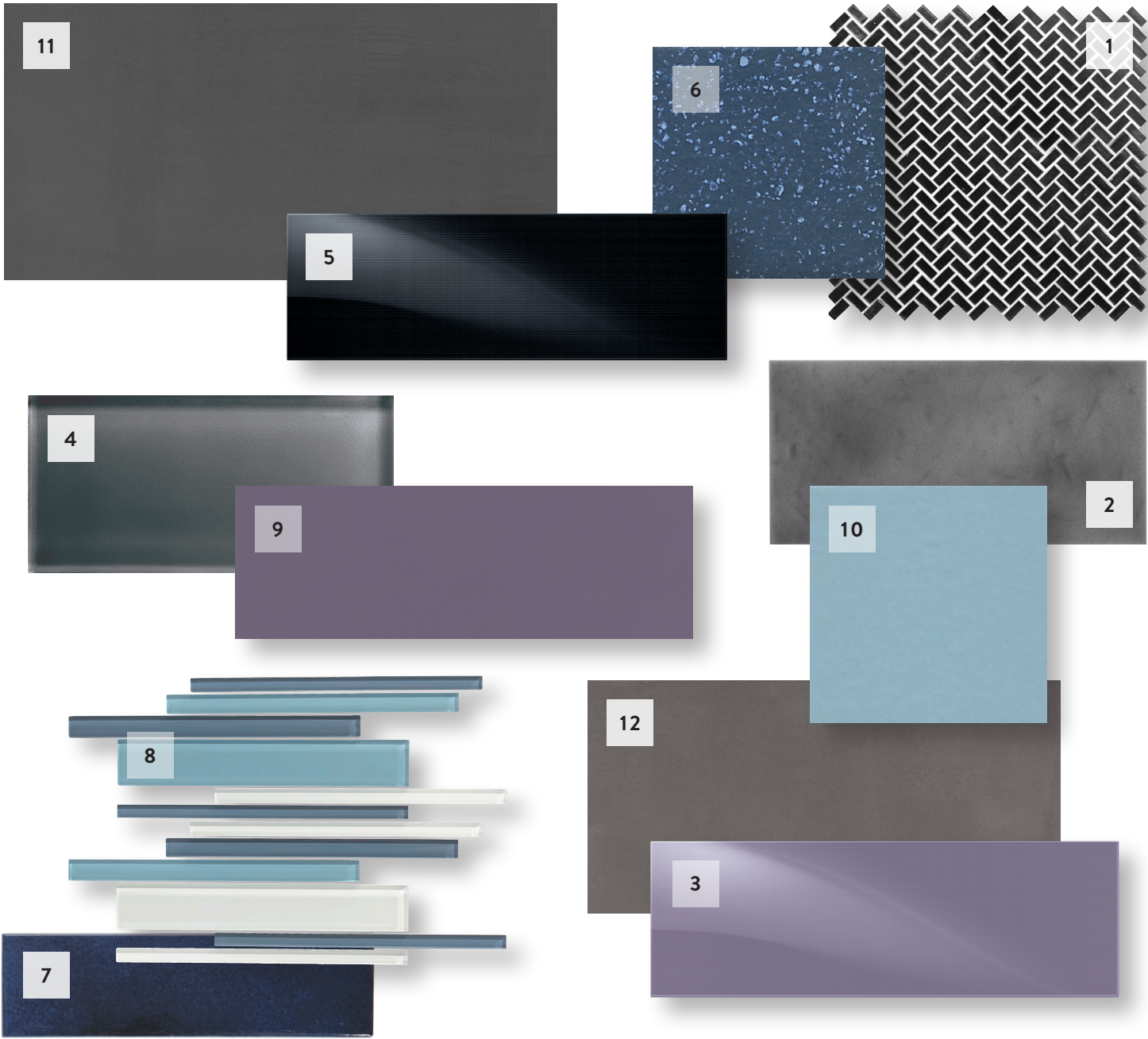
YOUR DIGITAL OASIS

The meteoric rise of the digital age has created a growing presence and affinity in our lives for visuals that represent alternative, virtual realities. Many embrace the digital world as a way to escape the pressures of the real world and even use it as a desirable portal into a safe space for personal reinvention.

Glowing lights, sleek metallic visuals, opaque colors, and ethereal undertones combine with futuristic design and the colors of the gaming world to create real-life interior spaces where we can cocoon peacefully. Space-like blues, dreamy purples, steely grey, greens, and the deep black of the abyss are hallmarks of this trend in interior design.



TREND TILE



TILE IN TREND SELECTIONS

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| 1. Novelty™ Onyx NV94 | 7. Conrad Brick™ Marine CB96 |
| 2. Refined Metals™ Gun Metal RM53 Hammered | 8. Color Appeal™ Blue Moon C130 |
| 3. Perpecta™ Galactica Purple PE16 | 9. Color Story™ Wall Grace 0068 |
| 4. Color Appeal™ Wall Charcoal Gray C121 | 10. Unglazed Mosaics™ Serenity 0A50 |
| 5. Perpecta™ Spacial Black PE13 | 11. Subtle Strands™ Charcoal SS39 |
| 6. Unglazed Mosaics™ Navy Speckled 0A54 | 12. Color Story™ Floor Matte Shadow 0016 |



SEIZE

the day



SEIZE THE DAY

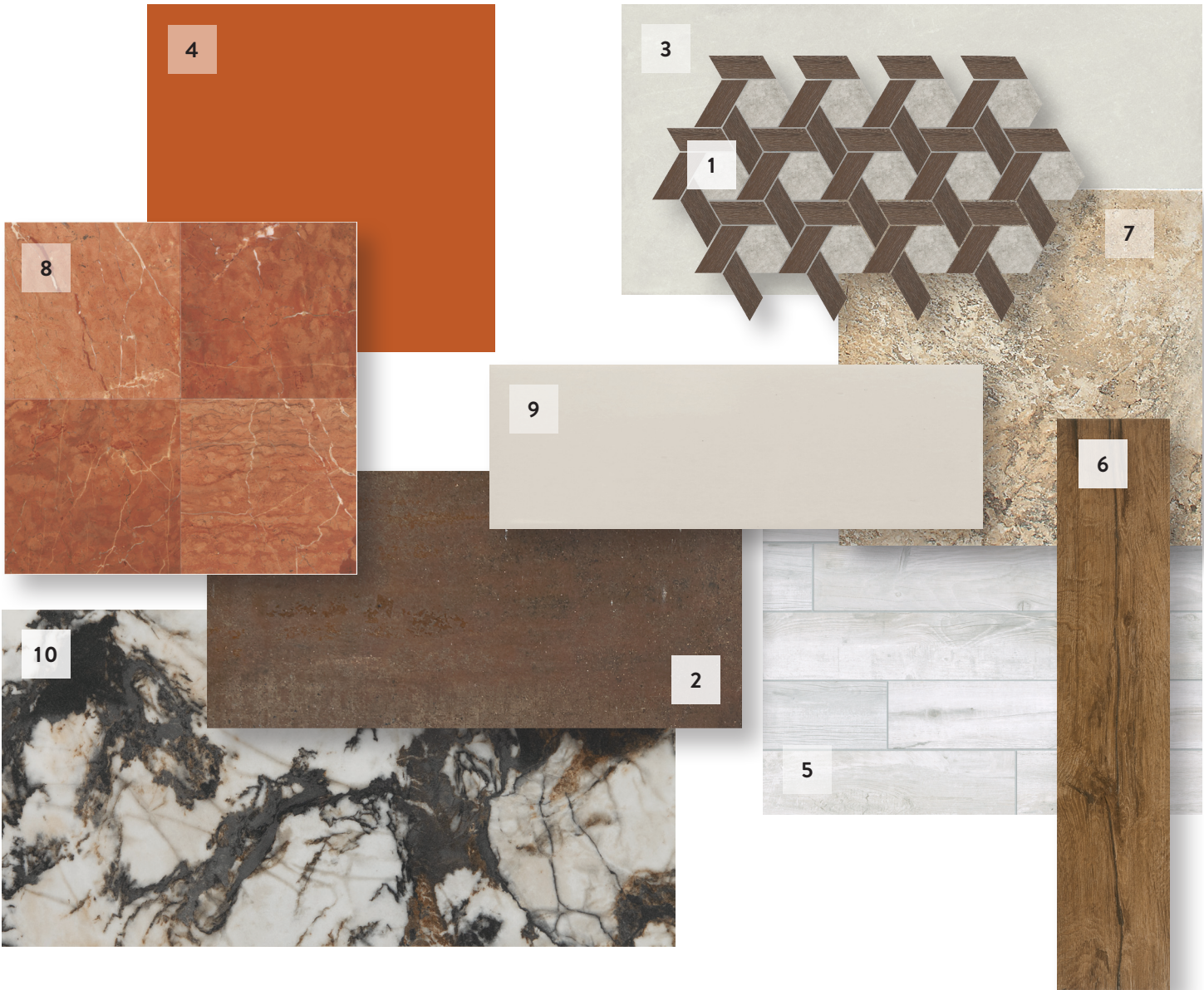
LIVE FOR THE PRESENT

The trend of Seize The Day is all about living every moment of your life authentically, appreciating each day and opportunity. Seize The Day also melds in the individual’s quest to connect in a calm way with foundational elements such as the clay of the earth and the hand-crafted beauty of materials made in simpler, even primitive times. This trend is heavily influenced by the clay of the earth and the dry touch of the deserts as well as Modern Mediterranean and Southwestern Boho styles.

Seize The Day’s color palette features off-white, beige, sand, cream, light browns, and terracotta. Being authentic, calm, unpretentious, and getting back to the basics are hallmarks of Seize The Day. The trend of Seize The Day has bloomed out of the prolonged periods of isolation and the emotional consequences of the recent years, resulting in a renewed appreciation for life, which is especially true for young generations. As a result, there is an openness to new possibilities, a greater sense of personal strength, a stronger sense of spirituality, and a will for deeper connections and interaction with the natural world.



TREND TILE



TILE IN TREND SELECTIONS

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|--|---------------------------------------|
| 1. Historic Limestone™ Lineage Blend HS16 Landmark Hex | 6. Waterwood™ Classic Oak WD17 |
| 2. Union™ Rusted Brown UN04 | 7. Kendal Slate™ Ambleside Beige KS01 |
| 3. Solstice™ Winter White ST32 | 8. Marble Rojo Alicante M724 |
| 4. Color Story™ Wall Blaze 0029 | 9. Visual Impressions™ Beige VI11 |
| 5. Bryson Valley™ Coastal Beachwood BV10 | 10. Foyer™ Contrast FY03 |



ESSENTIAL

luxury



ESSENTIAL LUXURY

NEWLY DEFINED ELEGANCE

The trend of Essential Luxury is adding a modern twist to traditional elegance. The modern vision of indulgent design is adding in fresh nuances from multi-cultural, Art Deco, and Gothic influences. Velvet, golden finishes, and expensive woods combine with rich jewel-toned colors and sleek finishes to create lavish interiors. Touches from ancient cultures and fine artisan handcrafts are prominent in Essential Luxury.

People are craving spaces and experiences that push imagination to the limit and where they can enjoy moments of indulgence. Essential Luxury delivers this through exotic marble looks blended with animal prints and tribal themes to create lavish and cozy interiors. A Gothic twist is also a prominent design element, but rather than being run down and creepy, this new approach to Gothic is multifaceted. It can be very classy and sleek or contemporary and primitive at the same time. Also present is imagery from pop culture that adds a fun dimension to the elegance of Essential Luxury.



TREND TILE



TILE IN TREND SELECTIONS

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| 1. Foyer™ Steely FY04 | 6. Marble China Black M751 |
| 2. Mystique Marble™ Majestic MY12 | 7. Slate Brazil Black S762 |
| 3. Stone Theory™ Gem ST96 Chevron Mosaic | 8. Color Story™ Mosaics Peacock Blue 0084 |
| 4. Color Story™ Wall Passion 0019 | 9. Presario™ Lumen White Blend DE52 |
| 5. Conrad Brick™ Siren CB95 | 10. Refined Metals™ Bronze Satin RM55 |



TENDER LIVING



TENDER LIVING

WELL-BEING FOR ALL

The essence of Tender Living is care and well-being. Care for ourselves, others, and the planet. This trend is focused on creating a safe, relaxing, affirming ambience through interior design — drawing heavily from both nature and human emotional nurturing. Colors represent the greens of the grass, the browns of the earth, the blues of the skies.

Inherent in all of the colors is a feeling of regeneration. Surfaces are natural, organic, unrefined, unfinished. Fluted surfaces, organic waves, etched tactility, multi-sensorial attributes make an appearance. Shapes are unpretentious, uncomplicated, rounded, flowing, delicate — in a word: natural. In the language of interior design: Tender Living is a fusion of Biophilic Design and Scandinavian Minimalism bringing to life an Organic Modern style. Present is the affinity for imperfection: Wabi-Sabi design, kintsugi finishing, the variations found in nature. Welcoming, rejuvenating, healing, sheltering — Tender Living breathes new life into an individual’s heart, soul, and body.



TREND TILE



TILE IN TREND SELECTIONS

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| 1. Waterwood™ White Oak WD15 | 6. Theoretical™ Absolute Brown TH93 |
| 2. Montesano™ Medium Gray MN73 | 7. Crafter™ Paper Mache CF15 |
| 3. Primstone™ Buff PR60 | 8. Playscapes™ Sky PS74 Hex |
| 4. Subtle Strands™ Chalk SS35 | 9. Color Appeal™ Dusk C110 |
| 5. Visual Impressions™ White VI10 Wave | 10. Theoretical Bold™ Genuine Green TH85 |

SHELLY HALBERT

DIRECTOR PRODUCT DESIGN

Comfort and stability in our surroundings have never been more important: where we live, work, and socially gather. Through design we can express our personalities and create spaces which evoke positive emotions — a space which defines us, an atmosphere appreciated by the mind, body, and soul.

As American Olean’s Director of Product Design, I am driven to design products which are versatile for different design styles and intended applications. Products which create a cohesive and harmonious space, a visual connection with the use of scale, texture, color, and pattern, with functionality and authenticity in the forefront of my mind. From product conception to development, I implement the core principles of design to provide our industry partners and customers with exceptional products for commercial and residential spaces.

In a world of ever-expanding design trends and interior concepts, our client-centric focus translates into a diverse portfolio of products. American Olean celebrates its 100th year in 2023, with the continued dedication, passion, and innovation to live by our motto “Proven in Tile,” evermore true.

Shelly Halbert



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 **AMERICAN OLEAN®**

Photo features Foyer™ Contrast FY03 on walls and floors.

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