2 MARAZZI & ® 3 TREND REPORT



The trend of Seize The Day is about living life to the fullest, rediscovering ourselves, the importance of our roots, and the beauty of simplicity. Hallmarks of this trend include refined rusticity; craftsmanship; natural textures; the raw colors of nature such as earthy shades of beige, brown, and terracotta; and Southwestern Boho.

ESSENTIAL LUXURY

The notion of luxury has been changing as consumers - especially Millennials and Gen Z - expect a new take on sumptuous design. In the trend of Essential Luxury, elegance still provides indulgence, but fuses together jeweltone colors and rich materials with Gothic, multi-cultural, Art Deco, and pop culture touches for a modern twist on splendor.

Within Tender Living, there is simplicity, a return to nature's order where colors, finishes, shapes, and materials are organic, uncomplicated, raw, and harken to regeneration. Colors are reflective of the outdoors; they are soothing and include blues, greens, browns, greys. Shapes may be soft, circular, flowing or raw, unfinished, imperfect.

WORDS FROM OUR DIRECTOR OF PRODUCT DESIGN



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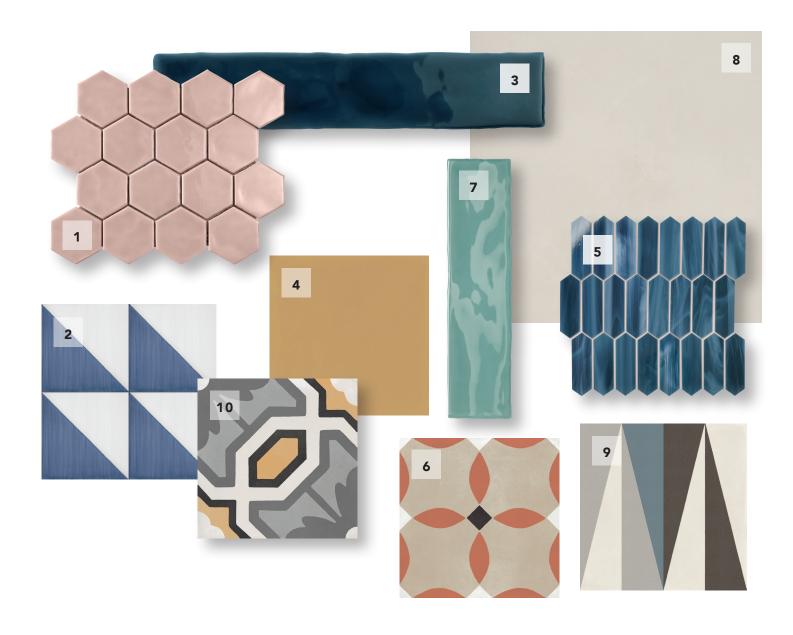
ELEVATE LIFE

EXPERIENCE PLAYFUL JOY

Elevate Life is hallmarked by exuberance, playfulness, and positivity. Building on a palette of happy colors like bright yellow, orange, fuchsia, royal blue, and green, this trend mixes in the best of past design to make spaces really pop with excitement. Maximalism from the 1980s combines with the relaxed playfulness experienced in the 1960s and 70s to bring the best of retro design to the present.

Magic eye prints, groovy tie dye patterns, bold geometries, oversized furniture, energizing lighting as well as the New Maximalist aesthetics of Avant-Basic, Barbiecore, and Kidultz are all elements of Elevate Life that set the stage for interior spaces that allow us to feel energized, rejuvenated, joyful, and free!

TREND TILE



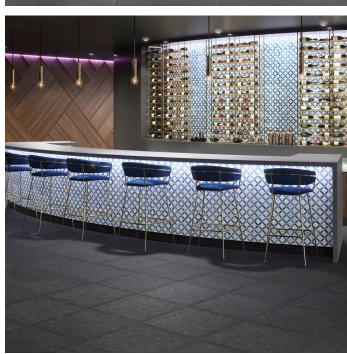
TILE IN TREND SELECTIONS

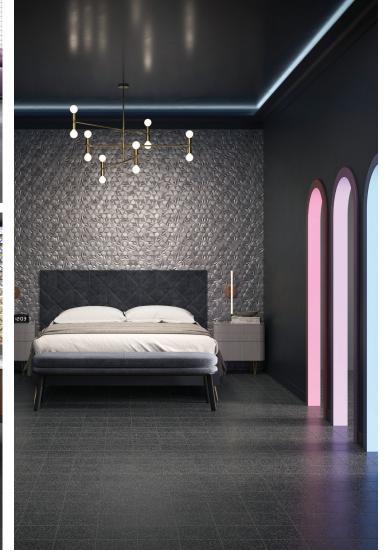
- 1. Artistic Reflections™ Rose AE13 Hexagon Mosaic
- 2. Scenario™ Blu Triangle SR23
- 3. Artistic Reflections™ Twilight AE15
- 4. D_Segni Color™ Mustard DS20
- 5. Coastal Effects™ Sapphire CE22 Large Picket
- 6. D_Segni Color™ Monarch M1L7
- 7. Costa Clara[™] Caribbean Teal CC86
- 8. Block[™] White BK05
- 9. D_Segni™ Peak Denim Blend M0UM
- 10. D_Segni Color™ Honeycomb M1L5

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DREAMSCAPE

YOUR DIGITAL OASIS

Dreamscape is the next frontier of our phygital lives and digital culture. This trend is about creating a place to escape and enjoying an opportunity for self-reinvention. Immersive aesthetics begin with color schemes drawn from gaming and dream-like virtual realities, including variations of purple and blue, combined with opaque and glossy finishes, iridescent designs, and metallic visuals.

As people in the current digital age began seeking escapism and reinvention of their self-identities — gaming applications, virtual reality programming, and the metaverse answered the call. These shared, interactive, and virtual worlds have created a preference for visually charged immersive aesthetics. Translated into the physical world, the trend of Dreamscape offers dreamy interior landscapes that emit an ethereal sensation through smooth surfaces and sheer flowing fabrics; shapes that transmit a fluidity; metallic accents; geometries and lines that sensate movement; sharp delineations as well as digital and sci-fi designs. Vertical backgrounds and wall art within Dreamscape many times feature high-definition geometric graphics.

TREND TILE



TILE IN TREND SELECTIONS

- 1. GeoMetal™ Nickel GM03 Hexagon Mosaic
- 2. Coastal Effects™ Sapphire CE22 Trellis Mosaic
- 3. Nu_Tempo™ Navajo Blue NU05 Web
- 4. Nu_Tempo[™] La Crema NU03 Arc
- 5. Luminescence[™] Violet LM14 Mosaic

- 6. Rice[™] Blu RC44 Structure
- 7. Artistic Reflections™ Matte Onyx AE11 Hexagon

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- 8. D_Segni Terrazzo™ Black DS33
- 9. Illusionist™ Mysterious IL49
- 10. Block™ Black BK01

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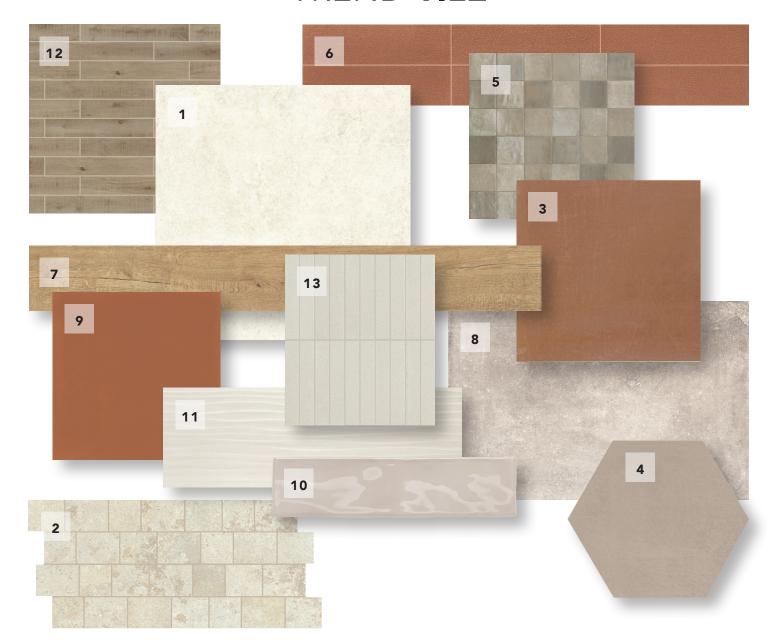
SEIZE THE DAY

LIVE FOR THE PRESENT

The trend of Seize The Day is about living life to the fullest, rediscovering ourselves, the importance of our roots, and the beauty of simplicity. Hallmarks of this trend include refined rusticity; craftsmanship; natural textures; the raw colors of nature such as earthy shades of beige, brown, and terracotta; and Southwestern Boho.

Seize The Day finishes and components celebrate the beauty and dry touch of the desert, highlighting natural textures and materials such as crude clay and terracotta. Patterns many times emulate uneven natural surfaces as well as dry, cracked earth. There is also an emphasis on cords — think macramé — glazed tiles made from natural materials such as volcanic lava, and plenty of handcraft finishing. Colors convey the desire to feel the world and deeply connect with raw nature. Forms and shapes draw inspiration from styles such as Modern Mediterranean combined with organic shapes, irregular and imperfect forms, and plenty of arches.

TREND TILE



TILE IN TREND SELECTIONS

- 1. Uniche[™] Bianco UN10
- 2. Uniche™ Beige Chiaro UN11 Random Mosaic
- 3. Moroccan Concrete[™] TerraCotta MC56
- 4. Moroccan Concrete[™] Taupe MC51 Hex
- 5. Zellige™ Neo Argilla ZL08
- 6. Inyo™ Ember IN71
- 7. Vero[™] Natural VR20

- 8. Creativo™ Natural CV41
- 9. D_Segni Color™ Tangerine DS21
- 10. Costa Clara™ Beach Sand CC81
- 11. Materika™ Off White MT12 Wave
- 12. Chateau Reserve[™] Hickory Grove CR40
- 13. Inyo[™] Crema IN70 1 x 6 Mosaic

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ESSENTIAL LUXURY

NEWLY DEFINED ELEGANCE

The notion of luxury has been changing as consumers - especially Millennials and Gen Z - expect a new take on sumptuous design. In the trend of Essential Luxury, elegance still provides indulgence, but fuses together jewel-tone colors and rich materials with Gothic, multi-cultural, Art Deco, and pop culture touches for a modern twist on splendor.

The colors of Essential Luxury are rich and majestic: the colors of emeralds, sapphires, rubies, garnets, and onyx. Forms and shapes draw inspiration mainly from the design of ancient civilizations, while incorporating svelte Art Deco influence and exploring shapes from Gothic-style such as pointed arches and rib vaults. As for patterns, Essential Luxury focuses on exotic marble looks blended with animal prints and tribal themes to create lavish and cozy interiors. In addition, Essential Luxury features design pieces, accessories, and furniture which draw inspiration from pop culture, driven by a generation raised with Instagram, TikTok, and gaming.

TREND TILE



TILE IN TREND SELECTIONS

- 1. Illusionist™ Mirage IL46
- Savoir[™] Noir SV14
- 3. Coastal Effects™ Onyx CE23 Trellis Mosaic
- Marble Obsession™ Arabescato MB20
- 5. Castellina™ White And Titanium Nouveau CT60
- 6. Castellina™ White And Gray CT56
- 7. American Estates[™] Spice ULCJ
- 8. Zellige Neo™ Bosco ZL03
- 9. Artistic Reflections™ Wave AE12 Hexagon Mosaic
- 10. Geometal™ Champagne Gold GM01 Harlequin

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TENDER LIVING

WELL-BEING FOR ALL

Within Tender Living, there is simplicity, a return to nature's order where colors, finishes, shapes, and materials are organic, uncomplicated, raw, and harken to regeneration. Colors are reflective of the outdoors; they are soothing and include blues, greens, browns, greys. Shapes may be soft, circular, flowing or raw, unfinished, imperfect. All is about establishing harmony, contentment, peace, and relaxation — accomplished by a generous infusion of natural elements into a space's design.

Tender Living addresses the need for personal cocooning within one's home. Reaffirming ingredients of this trend include the uncomplicated honesty of Scandinavian design, the tenderness of natural visuals, and the rejuvenating presence of elements such as wood, stone, marble, agglomerated pebbles, leather, wool, straw, feathers, and flowers. The importance of nature's grounding influence cannot be overstated within this trend. Tender Living focuses on reinstating balance, health, and calm — creating well-being for ourselves, others, and the planet.

TREND TILE



TILE IN TREND SELECTIONS

- 1. Rice™ Bianco RC30 Deco Blossom
- 2. Rice[™] Natural RC41 Structure
- 3. Vero[™] Castagno VR22
- 4. Merona[™] Grey MR43
- 5. Artezen™ Classic Blue AT23 Picket Mosaic
- 6. Zellige Neo™ Salvia ZL02

- 7. Moroccan Concrete[™] Light Moss MC53
- 8. Inyo[™] Olive IN72
- 9. Costa Clara™ Blue Wave CC87
- 10. D_Segni Terrazzo™ White DS30
- 11. Predella™ Lumen White M024 River Pebble

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SHELLY HALBERT

DIRECTOR PRODUCT DESIGN

Through the power of design, freedom of self-expression is actualized, along with the balance between practicality and aesthetics. Whether it be our home, workplace, or public spaces, our surroundings are the foundation for our physical and emotional wellbeing. Incorporating the key principles of design to create a positive presence within each space, is my passion.

As the Director of Product Design for Marazzi USA, I draw upon references from my travels to ignite inspiration. It could be the design studios of Venice, the well-preserved ruins found in modern-day Turkey, the striking architecture in the vibrant city of Shanghai, or Seattle's European influence. I am driven to design products which fuse styles, techniques, and eras — collections which are truly transportive and revised for modern times. Designs which encompass an impeccable sense of luxury, comfort, and authentic ambiance.

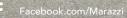
For over 40 years, Marazzi USA has been a style leader in the industry, delivering products which empower our consumers to break boundaries, shine, and 'Dare to Be Bold.'











MARAZZI

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