

# 2024 Design Trend Report





## ELEVATING ENVIRONMENTS SINCE 2002

We're proud to be a leading supplier of decorative laminate products for RV Interiors and Residential Cabinets & Closets.

## OVERVIEW

### 2024 Design Trends

- // Sleek Simplicity
- // Loving Laminates
- // Biophilic Beauty
- // Pops of Personality
- // Superior Storage
- // Layered Lighting
- // Gilded in Gold Tones



# 2024 DESIGN TRENDS



## SLEEK SIMPLICITY

Minimalistic profiles are surging in popularity due to their “quiet luxury” vibe. You can go modern with Contemporary Slab or transitional with Thin Shaker door styles. Hardware and cabinet frames are disappearing in favor of full overlay configurations and push-to-open designs. Moldings followed suit with a simple crown, craftsman or no moldings at all.

### *Considerations:*

- // Mix slab & thin profile doors to create composition balance
- // Cabinet inserts on a thin shaker door create framing that transforms face fronts into pieces of art
- // Create a seamless experience for end users with minimalist hardware designs or push-to-open mechanisms that save space while retaining function



SLEEK  
SIMPLICITY





## LOVING LAMINATES

We saw higher use of laminates at the show than years past, perhaps due to increased demand for matte, super-matte and fingerprint-resistant finishes. Research shows end users want kitchens that are easy to clean and maintain – two of the benefits that laminate finishes offer. Sustainability was also a prevalent theme at the show. Laminates are applied to composite wood, which begins its life as a recycled wood product, storing 2x the carbon vs hardwood, making it a climate positive material!

### *Advantages of Laminates*

- // Easy to maintain:  
Resists scratches and stains  
and easily wipes clean
- // Cohesive interior design:  
Achieve greater color uniformity vs hardwoods
- // More finishing options:  
Matte, super-matte and fingerprint-resistant  
finishes enable you to take design to the next  
level of luxury
- // Resists warping:  
Endures in temperature and humidity changes



LOVING  
LAMINATES





## BIOPHILIC BEAUTY

Bringing the outside in continues to be a desired theme with textures, colors and shapes that mimic nature in high demand. In fact, green is forecast to be the most top-of-mind color in the kitchen over the next three years\* followed closely by woodgrains. Hot tip: White Oak was a standout woodgrain at the show.

### *Tips + Tricks:*

- // Pair blues or greens with wood tones to create balance
- // Utilize photography or textiles for color inspiration
- // Take lighting into consideration before choosing a color
- // Understand undertones to avoid picking a color that is too warm or cool



BIOPHILIC  
BEAUTY





## POPS OF PERSONALITY

Using vertical surfaces to reflect unique style with statement wall panels, paints or papers reflects a growing trend towards personalization. The show was full of vibrant expressions of creativity, from structured linear elements like reeding, fluting and slatwall to organic bursts of florals, abstract prints and retro reds. This continues a trend away from stark whites and grays and shows that consumers want their space to stand out vs blend in.

### *Where to implement linear accents:*

- // Cabinetry & cabinet door inserts
- // Entertainment Area
- // Feature Walls
- // Lighting & Hardware

### *Where to implement statement patterns:*

- // Backsplash
- // Behind open shelving
- // On textiles



POPS OF  
PERSONALITY





## SUPERIOR STORAGE

Function got as much play as form, with new approaches to storage featuring accessibility and modularity. Designers are going vertical, utilizing extra tall or deep cabinets with innovative pull-down and pull-out systems to bring contents within easy reach and then hide them away. Mounted track systems in kitchens and bath are another way to keep items within reach while eliminating clutter.

### *Think outside the box:*

- // Don't be afraid to go vertical – storage systems can still make contents accessible
- // Open spaces can be used for storage artfully through track systems
- // With the right hardware, anything is possible



SUPERIOR  
STORAGE





## LAYERED LIGHTING

In addition to natural light, artificial light plays a crucial role in setting the mood and functionality of a space. We saw multiple layers of ambient, decorative, task and accent lighting used together to enhance both aesthetic and function. More in-cabinet and under-cabinet lighting caught our eye as a way to enhance functionality when in the kitchen.

### ***TOP 5 Important Goals for Kitchen Lighting:***

*According to the NKBA KBIS 2024 Trends Report*

- #1 Improve usability  
(e.g., task lighting for cooking, homework, entertaining)
- #2 Create a design focal point
- #3 Blend seamlessly / invisibly with overall kitchen design
- #4 Maximize energy/water efficiency
- #5 Flexibility for living/aging in place



LAYERED  
LIGHTING



## GILDED IN GOLD TONES

Gold-toned accents are making a come-back after taking a back seat to matte black over the past few years. This helps add balance and elegance to resurgent woodgrains and minimalist cabinet door designs. It can also add a touch of vintage charm to a space – another trend we saw sprinkled throughout the show.

### *Application ideas:*

- // Pair vintage gold hardware with contemporary countertop and cabinet styles
- // Add a touch of glamour with gold lighting fixtures
- // Inject warmth into your space with gold décor accents





GILDED IN  
GOLD TONES



## EXPLORE POSSIBILITIES

To explore these trends in detail and how they can work for your interior, reach out to one of our product leaders today.

[DESIGN@GENESISPRODUCTSINC.COM](mailto:DESIGN@GENESISPRODUCTSINC.COM)

### **RV INTERIORS**

**Phyllis Beyers**

RV Surfaces & Decorative Accessories

**Nic Bontrager**

Cabinet Doors, Components & Hardware,  
Passage Doors

**Kam Betzer**

Countertops & Pressed Accessories

**Cody Harman**

Panel Lamination & Profile Wrapping

**Drew Finch**

Acoustic & Thermal Solutions

### **CABINETS & CLOSETS**

**Chris Tutuska**

Funder by Genesis TFL, Cabinet Doors

**Wayne Gordon**

Films & Finishes

**Bryan Courtney**

Panels, Cabinet Components, Drawer Parts



**PRODUCT DRIVEN.  
PEOPLE POWERED.**