



WHAT YOU STAND ON IS WHAT WE STAND FOR

## **METROFLOR BRINGS DESIGN TRENDS TO THE FLOORFRONT IN NEW "BEHIND THE DESIGN" VIDEO SERIES**

NORWALK, CT, July 18, 2022 - Building on Metroflor Corporation's renewed focus on thoughtful design of its LVT offering, trend spotting takes center stage in a new video series, "Behind the Design". Six episodes reveal the evolving interior design trends influencing consumers, expressed in Metroflor's new Spring releases. Metroflor Director of Design Natalia Smith identifies the "Cozy Living" macro trends that are most relevant to flooring. These macro trends in turn lay the foundation for five distinctive themes – Nature Home, Cozy Cottage, Future Roots, Calm Comfort and Farmhouse Natural - that are driving her design of Metroflor's latest LVT and rigid core floors.

Said Gary Keeble, Metroflor's Vice President of Marketing, "Natalia Smith, in addition to being a great designer, has a wealth of expertise in trend identification. The 'Behind the Design' series gives us an opportunity to share that expertise with consumers who are looking for floors for their homes and with retail sales associates who are always seeking information to share with shoppers. Natalia does a great job of relating these trends to her floor designs."

Retailers and consumers alike can get inspired [HERE](#).

### **MACRO TRENDS: Cozy and Inviting**

In this first episode of "Behind the Design", Metroflor Director of Design Natalia Smith discusses the [Macro trends](#) creating major changes in our interiors as consumers take a shift towards downshifting: slowing down to appreciate the role of family and community in their lives by creating an oasis of comfort in their homes.

### **NATURE HOME: Bringing the Outside In**

Bringing the healing vibe of nature indoors is driven by the increasing need to create a home environment that makes consumers feel happier, calmer and more secure. Metroflor's Nature Home patterns harken to natural materials with designs and colors based on natural fibers, expressed in the natural analog of Oak. See how this trend is expressed in Metroflor's new Spring Oak patterns [HERE](#)

## FARMHOUSE NATURAL: Rustic Sophistication

In this episode, Smith explains [Farmhouse Natural](#), a popular trend that combines the beloved, rustic Farmhouse motif with a more sophisticated tone of natural outdoor accents, all set atop Metroflor's new Natural Oak, Family Oak & Sophisticated Ash designs.

## CALM COMFORT: Tonal, Textured Minimalism

With so much noise both auditory and visual, neutralized spaces can be a welcome respite, and the Calm Comfort trend brings it home with style and substance. According to Smith, this type of space relies more upon texture, monochromatic decor, and a "less is more" aesthetic. Watch her explore the versatility of this mainstream trend, expressed in soothing Oak designs that lend a sense of calmness wrapped up in a blanket of comfort, [HERE](#).

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