

GlobeWest Collections 2024 – Media Release

Key Trend | Casual Contemporary 2024

Inspired by fashion coined “it girl”, contemporary style mixed with high-end athleisure wear offers a cool and clean look across fashion.

GlobeWest predicts the ever-loved contemporary style will feel and embrace the 2024 trend shift.

“The allure of effortless chic will embody interiors through a sophisticated and curated, yet relaxed approach,” says Keti Lytras, GlobeWest’s Head of Creative.

“We will see an introduction of soft geometric shapes, gloss finishes and luxe colour palettes, achieving refined, but personal design” – says Keti Lytras

Envisioning contemporary in a new way, GlobeWest’s 2024 trend coined “Casual Contemporary” maintains a sense of rhythm and order, while offering a means for self-expression through bolder tones, textures and profiles.

Introducing geometric detailing in a soft and friendly way. The **Juno Frame** takes the loved contemporary hero, boucle upholstery, invigorated with natural ash geometric detailing, paving the way for new contemporary silhouettes.

Inviting new rich tones to create joy and connection in interior spaces. The exciting yet inviting palette of butterscotch, cherry, terracotta, powder blue and butter are embraced with the support of a growing range of neutrals.

Casual Contemporary balances clean, cool design with a personal touch. This trend is one to look out for in 2024.

Key Trend | Eye of the Beholder 2024

“We’re encouraging an emphasis on our own individual understanding of beauty.” Keti Lytras – Head of Create at GlobeWest.

“2024 Interiors will celebrate eclectic individualism. ‘The GlobeWest Design team are particularly inspired by Australian Architect and Author, Robin Boyd as well as Modern Mexican design. We will see richer more textured and uniquely personalized interiors in 2024” – Says Keti Lytras

Embracing rich materials to create something beautiful and individualistic, where modernist interiors embrace the natural tones of wild landscapes. Interest and dimension are created through varied natural wood tones and textured paneling. Paired with a warm and earthy palette, of chocolate, moss and forest green, and espresso.

Reminiscent of the maze-like ancient ruins of Babylonian cities, the statement carved teak legs and geometric detailing is unique to **the Babylon Collection**. This is just one of the 2024 Collections, inspired by this interior trend, launching July 31 2023.

For the sophisticated stylist with a sentimental heart, GlobeWest’s 2024 Eclectic trend coined “Eye of the Bolder” encapsulates luxurious intrigue in interiors.

Key Trend | Modern Memphis 2024

'The world is embracing optimism; interiors will feel more playful, joyful and a little off-beat' says Keti Lytras Head of Design at GlobeWest.

2024 Interior Trend, coined Modern Memphis by GlobeWest, predicts 'it's the beginning of more asymmetrical and geometric shapes alongside tubular profiles and pops of colour including rose and cherry marbles, sage gloss, musk, powder blue and crema' – Says Keti Lytras.

'We have seen an explosion of creativity around the world, and people want to welcome more personality into their spaces' Says Keti Lytras.

'Celebrating 100 years of Bauhaus the GlobeWest design team were inspired by the Memphis Movement' - Says Keti Lytras. Born from the 80s, the ground-breaking work of the Memphis group, welcomed clashing colours, surprising arrangements, and brightly coloured surfaces, moving design from functional to decorative and fun.

Pushing design boundaries, the new Pablo Collection will bring this new trend to life, in a bold but liveable way. The Pablo Coffee Table was designed with a strong linear ash top, elevated by gorgeous chunky cylindrical marble legs. The chamfered edges meet the confident marble legs, complementing design tropes from their Modern Memphis trend.

GlobeWest is taking nuances from their much-loved contemporary range and giving them a modern twist. The Artie Kick, is a playful and sassy new side table, available in powder blue and snow gum. The perfect sidekick to inject fun, creativity and joyfulness in interiors.

Modern Memphis is brave, colourful, and joyful. New Indoor, Outdoor and Homewares collections fuelling this trend will be launched July 31, 2023.

Key Trend | The Bold Modern Edit

'It's clean, it's bold and it's about making more of a statement' – Says Keti Lytras Head of Design at GlobeWest.

GlobeWest 2024 interiors forecast coined **A Bold Modern Edit**, predicts interiors will welcome more modernist glamour, commanding confidence, and sophistication.

'Architects globally have been designing interiors, thinking in a more permanent; confident way. Bold statement interiors are being created, using strong tones, textures and materials'. Says Keti Lytras.

This interior trend is driven by geometric shaping, statement marbles and luxury finishes.

'Inspired by 90s Italian Design elements, we will see shades of shiraz, mocha and plum. Interiors will feel a little monochromatic, but elevated with dimension through statement marble and enriching gloss' – Says Keti Lytras.

GlobeWest designed the **Cube Collection**, a pioneer in this interior shift. Injecting more geometric and blocky statement appeal. The **Cube** welcomes a "futuristic" interpretation of classic design, with off-set heights and finished with a velvet-like gloss, inviting a joinery-like finish.

The **Rufus Balance** welcomes opulence, dimension and personal flair with a choice of tones of Green Onyx and Sofita Beige Marble. We can expect to see more marble elevating interiors through side tables and homewares.

The **Bold Modern Edit** is a glamorous and bold shift for interiors in 2024. **GlobeWest** will continue to release their Collections, in line with their forecast for the Australian Interiors Landscape of 2024.

Key Trend | The Modern Traditionalist 2024

'Australians are seeking modernity as well as a fresh take on a timeless classic design' - Says Keti Lytras Head of Design at GlobeWest

The Modern Traditionalist, GlobeWest predicts furniture and interiors for 2024 will see more modern profiles and shaping, meeting traditional tones and textures.

'Interiors will feel warm, intimate, and chic. Classic tones of Dijon, Biscotti, Caramel and Chocolate will evoke a nostalgic appeal - Says Keti Lytras

Launched today – GlobeWest collaborated with French Artisan to create the **Theroux Collection** emulates the up-and-coming **Modern Traditionalist** Interior Trend.

'Theroux's linear oak profile creates a classic and contemporary style. The tongue and groove, parquetry style facade showcases the artisanal design techniques, evoking a sense of individualism.' – Says Keti Lytras.

We've seen a resurgence in the "old money" fashion aesthetic in 2023, Globewest predicts timeless, classic statement pieces will fill interior spaces in 2024, with the **Modern Traditionalist**, a trend to look out for.

GlobeWest have today launched their 2024 Collections, an invigorating, creative and exciting approach to furniture design, enquire for product images, insitus and interview opportunities.