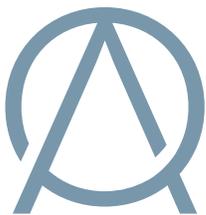


# 2025 TREND REPORT



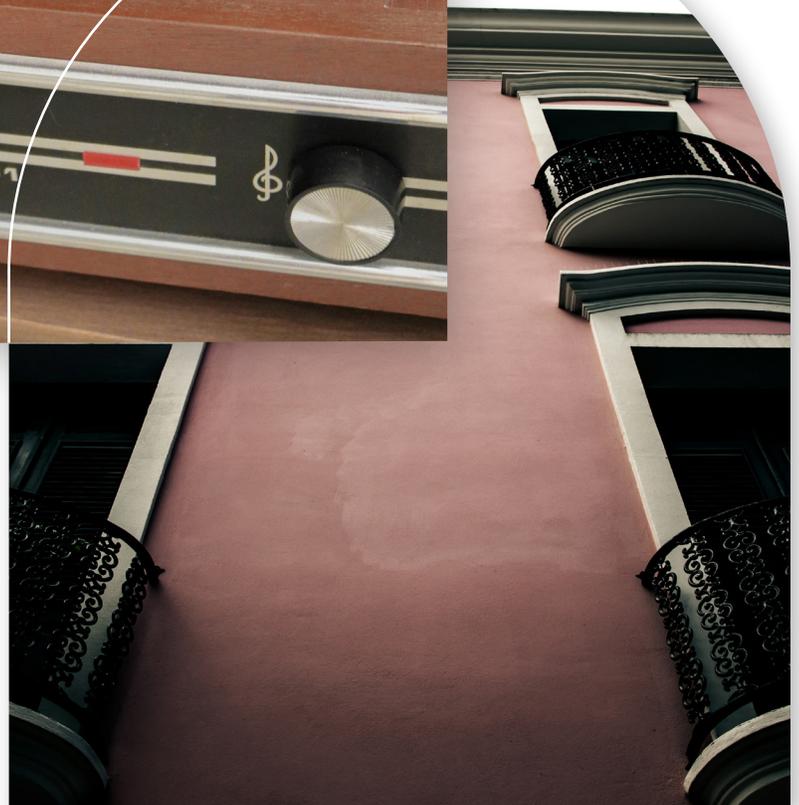
AMERICAN OLEAN®

EARTHBOUND SERENITY | REFINED INDULGENCE | VINTAGE REVIVAL | COLOR CRAZE | RUGGED MINIMALISM

# CATCH A GLIMPSE INTO THE HOTTEST LOOKS IN THE INTERIOR DESIGN WORLD through American Olean's 2025 Trend Report.

This style recap covers a wide breadth of interior design inspiration and color palettes, accompanied by the latest in tile design. Beautiful interior spaces not only affect the feeling of a room, but also our individual moods, emotions, and creativity.

Immerse yourself in inspiration through these idea-packed pages!



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### **REFINED INDULGENCE**

Bold Hollywood glamour gets reimagined through the lavish opulence of the Refined Indulgence design trend. An outgrowth of today's "Treat Yourself" culture, this particular design movement creates a luxurious oasis in which to escape from everyday stress. With drama radiating from its lacquered woods, highly reflective tiles, and bespoke stones, this trend carries an intense sophistication.

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Retro charm comes to life through captured moments in time that become part of the Vintage Revival design trend. With a backdrop of rich woods and patterned wallpapers, this trend puts a spotlight on handcrafted elements that are sacred to the owner. The mix of eras allows us to live surrounded by keepsakes that uplift the value of nostalgia and storytelling.

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### **COLOR CRAZE**

An explosion of vibrancy, the Color Craze trend speaks to those who crave the liveliness of childhood to be center stage. This trend lights up the space with primary brights, edible pastels, and color blocking of focal pieces. A true power couple, fun and color therapy join forces to revive our youthful exuberance in this trend that displays a carefree lifestyle rooted in creativity.

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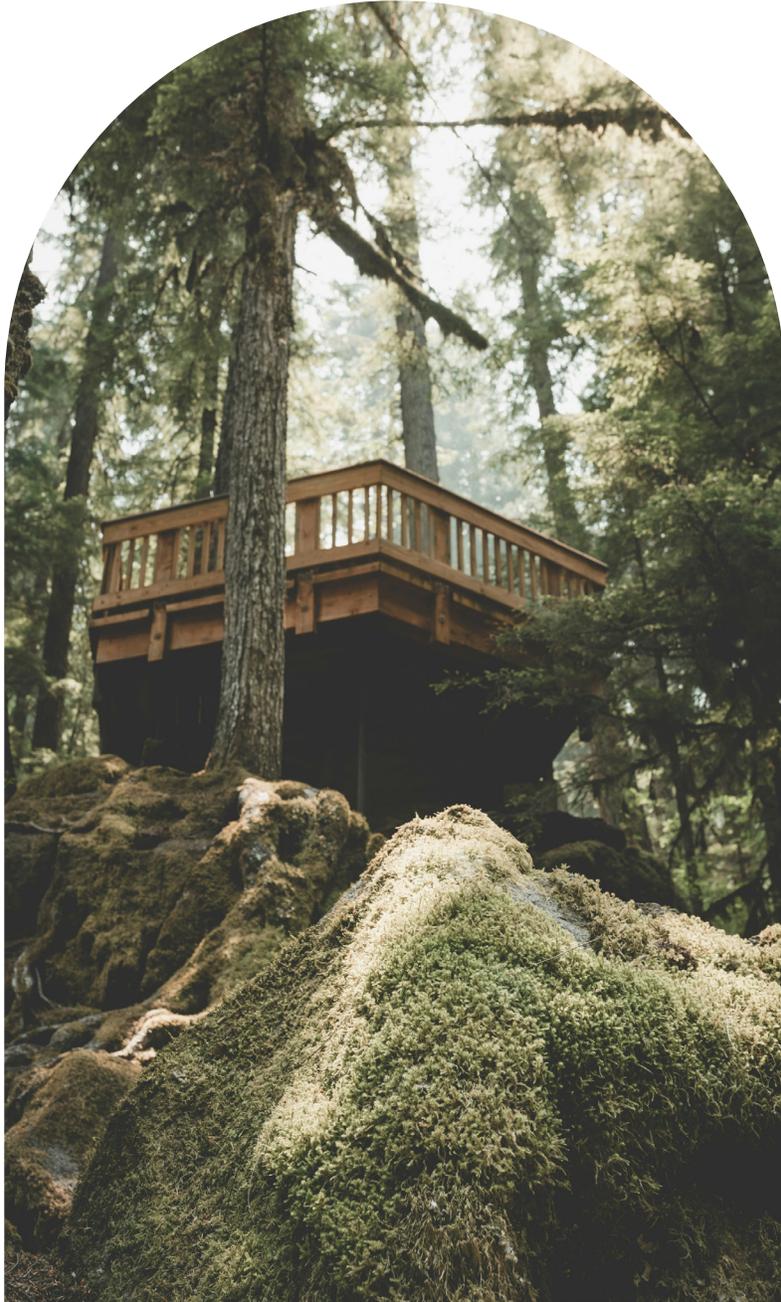
### **RUGGED MINIMALISM**

A trend centered around unique architecture, Rugged Minimalism takes rustic concrete elements and adds a softness through the addition of woods and neutrals. This design holds dualities: cool and warm, hard and soft, structured and inviting. The sharp-lined simplicity carries a weighted authenticity complemented by the strength of the rough materials and the clean finishings of sculptured lighting design.

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### **WORDS FROM OUR PRODUCT DESIGN TEAM**

Our Director of Product Design is committed to creating spaces that offer comfort and stability in our daily lives through versatile and harmonious product designs that aim to evoke positive emotions and provide exceptional options for both commercial and residential spaces.



EARTHBOUND  
SERENITY





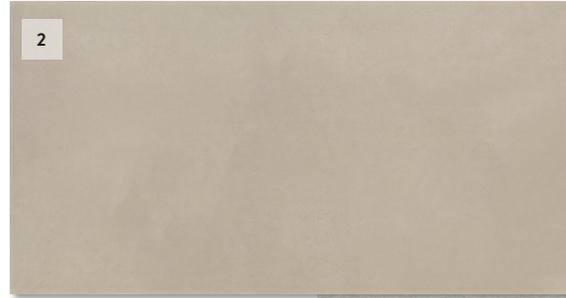
# EARTHBOUND SERENITY

With an ethereal tenderness, the Earthbound Serenity trend provides a soothing escape from the hustle and bustle of today. The comforting, well-being-inspired ambience is brought to life through earth tones, calming hues, and cozy textures that create an uplifting environment rooted in naturalism. This trend expresses itself through clean lines and natural materials, accented by gentle curves and smooth waves. The rounded ripples and concentric surfaces woven throughout these spaces match the serene energy of the muted color palette. This design trend is a breath of fresh air, mixing botanical elements with tactile woods, pebble tiles, and versatile neutrals. Our inner need for calm and quiet is met by the dry touch of raw materials and organic fibers, allowing our humanity to soar and find rejuvenation in our surroundings. This trend roots its foundation in the fusion of simplicity, graciousness, and spa-like qualities. Earthbound Serenity allows us to exhale our daily worries and transport to a space of relaxation and comfort.



# Trend

TILE





1. Solstice™ Summer Moss ST35  
8" Hexagon
2. Color Story™ Wall Blush 0023
3. Color Appeal™ Orchid C118
4. Color Appeal™ Powder C109
5. Conrad Brick™ Sage CB94
6. Candora™ White & Gray Blend  
DE18 Chevron Mosaic
7. Subtle Strands™ Chalk SS35
8. Laurel Heights™ Elevated Beige  
LH96 2" x 4" Brick-Joint  
Mosaic
9. Playscapes™ Peony PS75  
4" Hexagon
10. Sunset Falls™ Beige SF16  
Herringbone Mosaic
11. Marble Rojo Alicante M724
12. Rochester™ Beige RC03  
1.5" x 1.5" Hexagon Mosaic
13. Ascend Stone™ Open Horizon  
M110 1" x 6" Chevron Mosaic
14. Color Story™ Mosaics Stable  
0055 Penny Round Mosaic
15. Visual Impressions™ Beige  
VI11 Wave
16. Presario™ Lumen White M024  
River Pebble Mosaic
17. Historic Limestone™ Tradition  
HS10 Picket
18. Color Complements™ Matte  
Mushroom CU16
19. Color Complements™ Matte  
Artichoke CU12
20. Reservorio™ Lotus  
RS27 Fluted
21. Primstone™ Buff PR60
22. Solstice™ Winter White ST32
23. Color Story™ Floor Matte  
Stable 0052
24. Waterwood™ White Oak WD15
25. Debonair Estate™ Parchment  
DE06



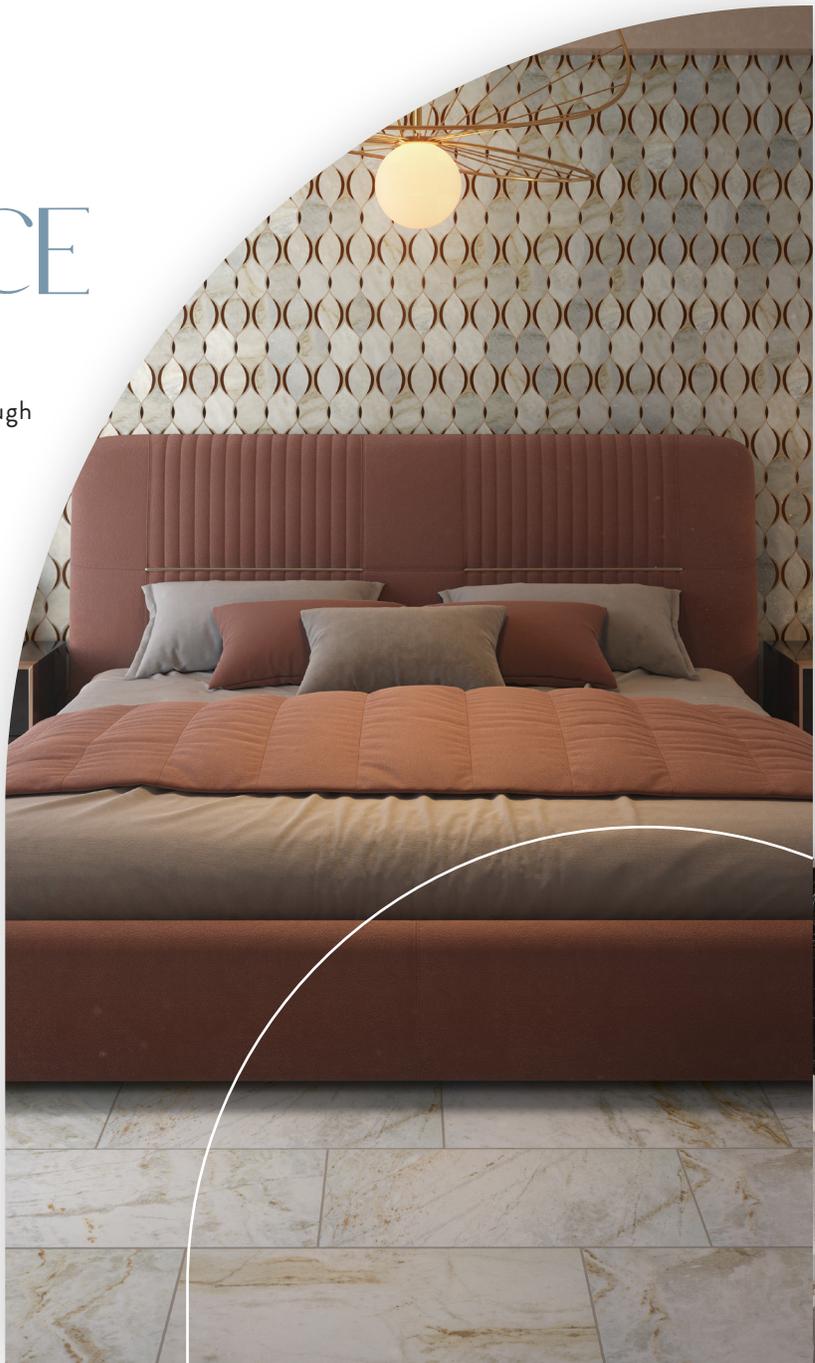
Refined  
**INDULGENCE**





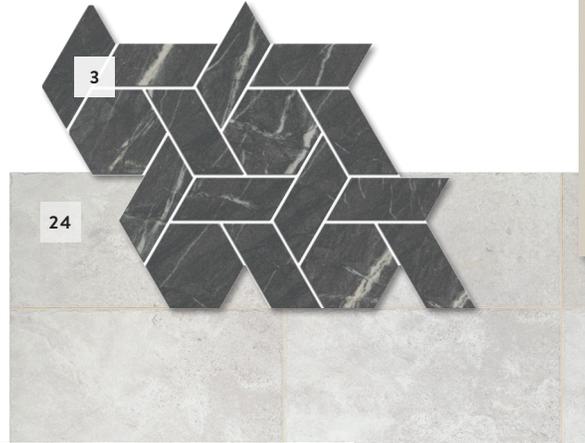
# REFINED INDULGENCE

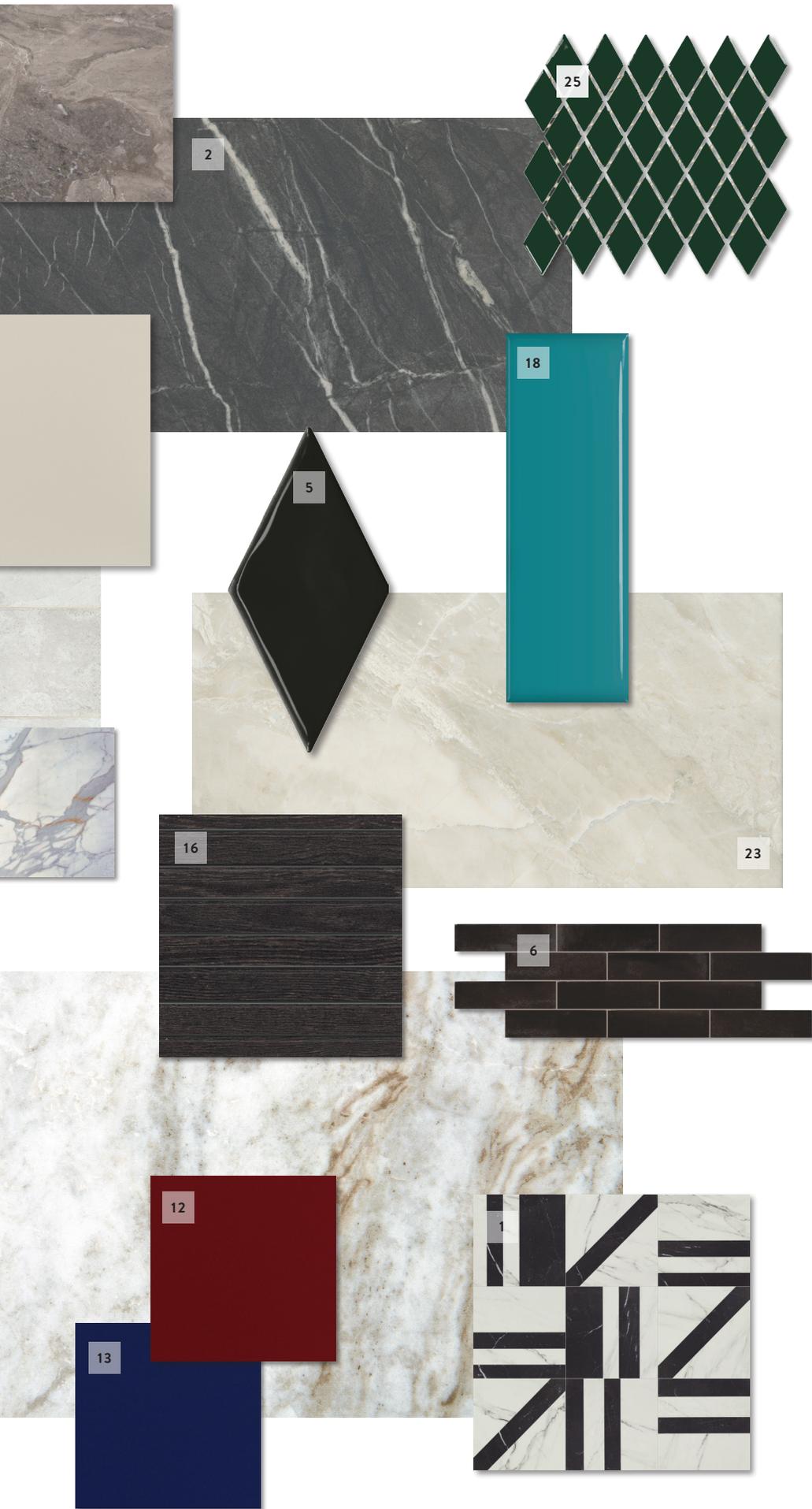
Bold Hollywood glamour gets reimaged through the lavish opulence of the Refined Indulgence design trend. An outgrowth of today's "Treat Yourself" culture, this particular design movement creates a luxurious oasis in which to escape from everyday stress. With drama radiating from its lacquered woods, highly reflective tiles, and bespoke stones, this trend carries an intense sophistication. Vibrant patterns and statement pieces transport us to a world fit for royalty. For any maximalist, Refined Indulgence emulates a haven of extravagance reminiscent of history's golden eras. Ornate furniture meets mystical dark colors creating a sultriness that draws us in with intrigue. Adding an alluring decadence to the room, provocative jewel tones, mirrored surfaces, sleek textures, and marbles with striking veins work together to elevate luxury to new heights. A bewitching sensory experience manifests through whimsical curves and rich velvets in the Refined Indulgence trend. These indulgent spaces transcend us beyond the daily grind into a carefree mindset.



# Trend

## TILE





1. Clarasea™ Couture CL92
2. Foyer™ Steely FY04
3. Foyer™ Steely FY04 Landmark Hexagon Mosaic
4. Color Story™ Pinstripes Navy 0117 Wave Crest
5. Playscapes™ Pitch Black PS71 3" x 6" Harlequin
6. Conrad Brick™ Stark CB93
7. Stone Theory™ Formation ST88
8. Foyer™ Contrast FY03
9. Foyer™ Contrast FY03 3" Hexagon Mosaic
10. Mythique Marble™ Majestic MY12
11. Refined Metals™ Bronze RM55
12. Color Complements™ Matte Burgundy CU47
13. Color Complements™ Matte Blueberry CU46
14. Debonair Estate™ Ebony DE09
15. Presario™ Meta Silver M023
16. Debonair Estate™ Ebony DE09 1" x 24" Mosaic
17. Presario™ Lumen White Blend DE52
18. Color Story™ Wall Peacock Blue 0084
19. Minimum™ Beige MN41
20. Marble St. Laurent Oriental M408
21. Marble China Black M751
22. Marble Calacatta Gold M475
23. Mirasol™ Silver Marble ML72
24. Rochester™ White RC01
25. Color Story™ Mosaics Wisdom 0082 2" x 3" Harlequin Mosaic



# *Vintage* REVIVAL





# VINTAGE REVIVAL

Retro charm comes to life through captured moments in time that become part of the Vintage Revival design trend. Souvenirs, pictures, specific materials, and room pieces each have timestamps of the personal life or cultural story they represent, not only contributing decoration to a space, but immortalizing the feeling held by that memory. This trend is focused on upcycling vintage pieces that hold sentimental value. A dusty color palette of muted tones creates a coastal energy matched by the sanded neutral hues scattered throughout. With a backdrop of rich woods and patterned wallpapers, Vintage Revival puts a spotlight on handcrafted elements that are sacred to the owner. This trend celebrates what it means to decorate your own home as a time capsule of your unique life experiences. Floral inclusions, dynamic ceramics, and an overall mix of eras allows us to live in a space full of keepsakes that uplift the value of nostalgia and storytelling.



# Trend

## TILE





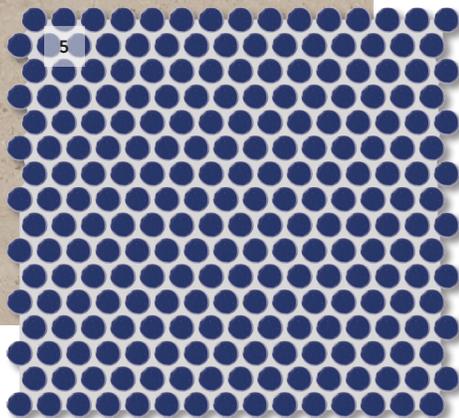
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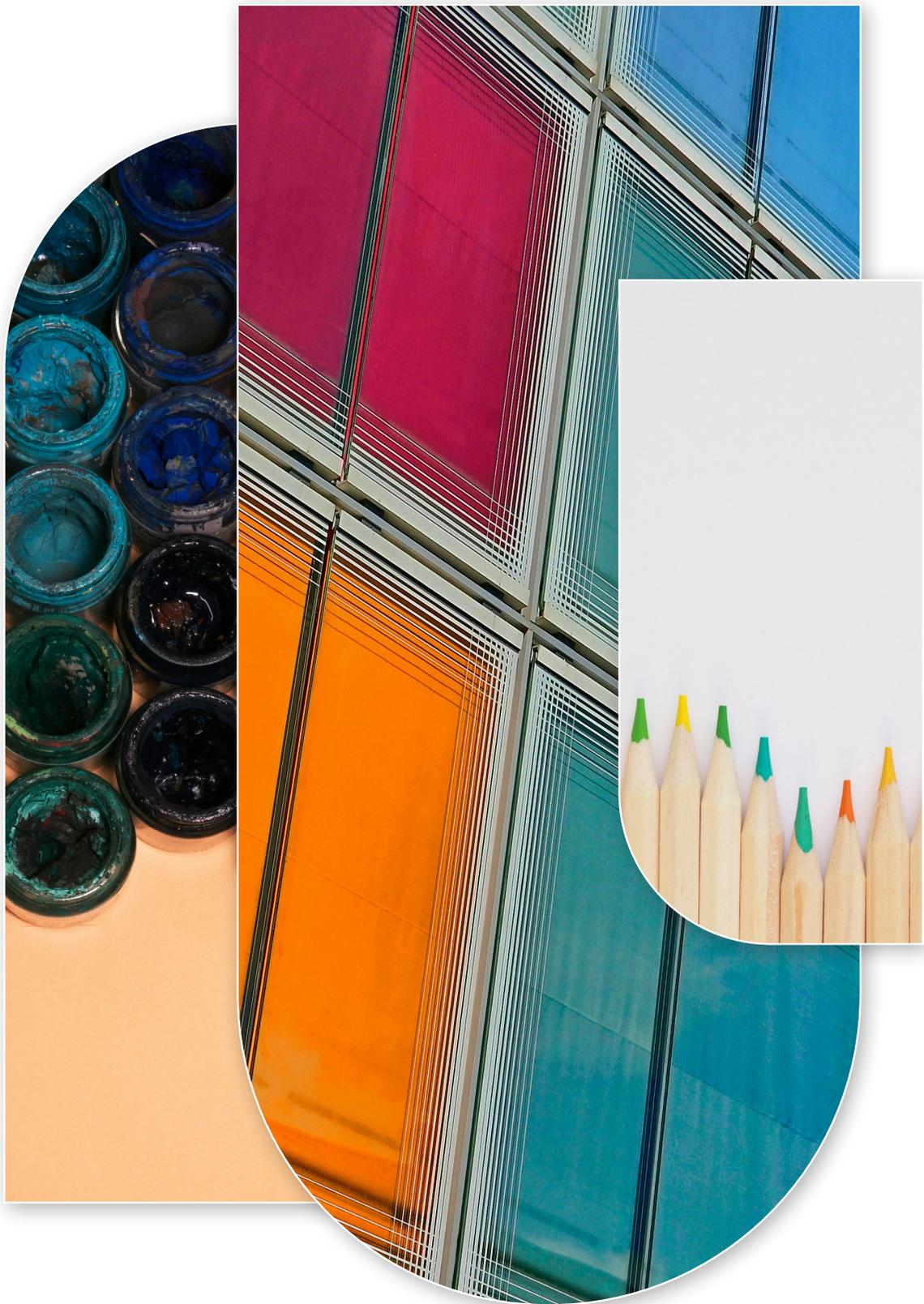


3

1. Unglazed Mosaics™ Penny Round Diamond OA97
2. Unglazed Mosaics™ Penny Round Rosette OA61
3. Unglazed Mosaics™ Honeycomb Dark AO18
4. Historic Limestone™ Native Blend HS15 Landmark Hexagon
5. Color Story™ Mosaics Sapphire Sky 0070 Penny Round Mosaic
6. Visual Impressions™ Beige VI11 Quadrangle
7. Stone Theory™ Gem ST96 Arrow Mosaic
8. Clarasea™ Metropolitan CL90
9. Clarasea™ Belmont CL91
10. Historic Limestone™ Native HS11
11. Color Story™ Floor Matte Stable 0052
12. Color Story™ Floor Matte Designer White 0061
13. Color Story™ Floor Passion 0021
14. Color Story™ Pinstripes Wisdom 0082 Wave Crest
15. Union™ Weathered Beige UN02
16. Waterwood™ Weathered Oak WD18
17. Debonair Estate™ Heirloom DE08 1" x 24" Mosaic
18. Playscapes™ Sky PS74 4" Hexagon
19. Playscapes™ Pitch Black PS71 4" Hexagon
20. Color Story™ Pinstripes Stable 0055 Fluted
21. Creekwood™ Maple Lake CW97
22. Quarry Regular™ Ember Flash OQ02
23. Slate Golden Sun Pattern S783
24. Candora™ Vestal White Blend DE13 Arabesque Mosaic
25. Stacked Stone Golden Sun DS63



# COLOR CRAZE





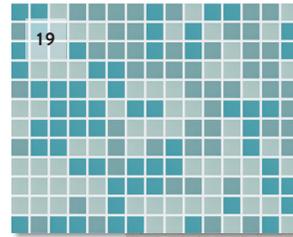
# COLOR CRAZE

An explosion of vibrancy, the Color Craze trend speaks to those of us who crave to have the liveliness and optimism of childhood take center stage in our daily environment. This trend lights up the space with primary brights, edible pastels, and color blocking on giant focal pieces. Soft chairs, huge staircases, and bold walls feature monochromatic saturation that displays a lighthearted and retro contrast. Adding even more playful dimension, patterned tiles and funky wallpapers complement the strong solid pigments of the room to create an exuberant balance of engaging chaos. Any inch of this room untouched by upbeat tones is instead elevated by stained woods, mirrored elements, and handcrafted accents. These spaces thrive on geometric designs and whimsical arches that feed into the desired asymmetry of this trend. A true power couple, fun and color therapy join forces to revive our youthful exuberance in the Color Craze trend that displays a carefree lifestyle rooted in creativity.



# Trend

## TILE



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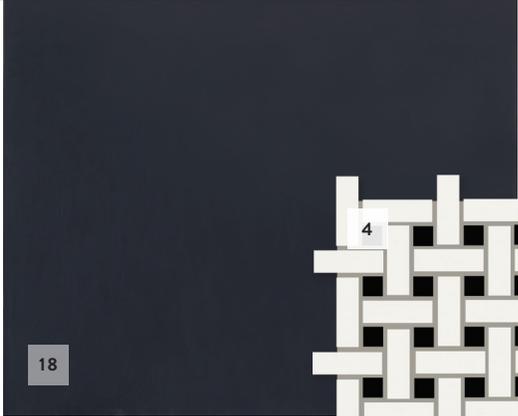
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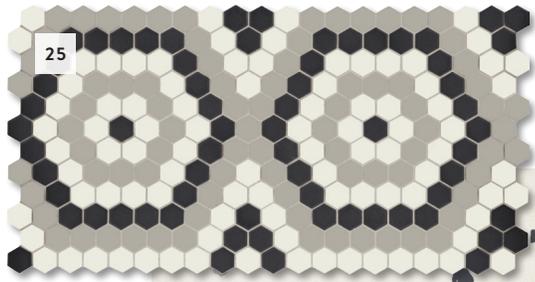
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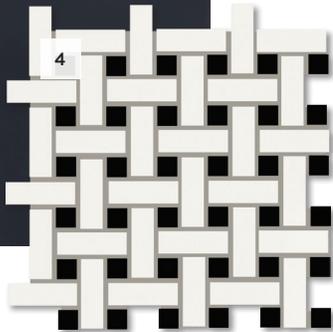
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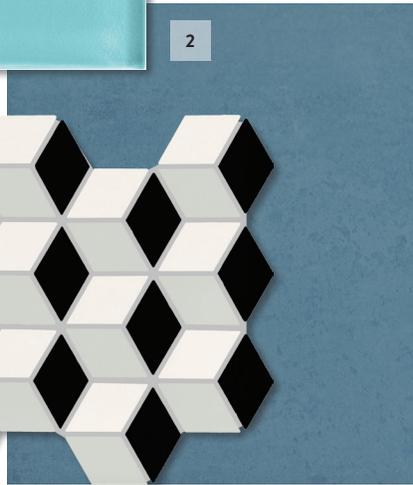
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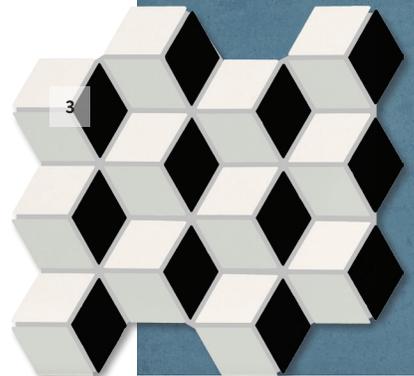
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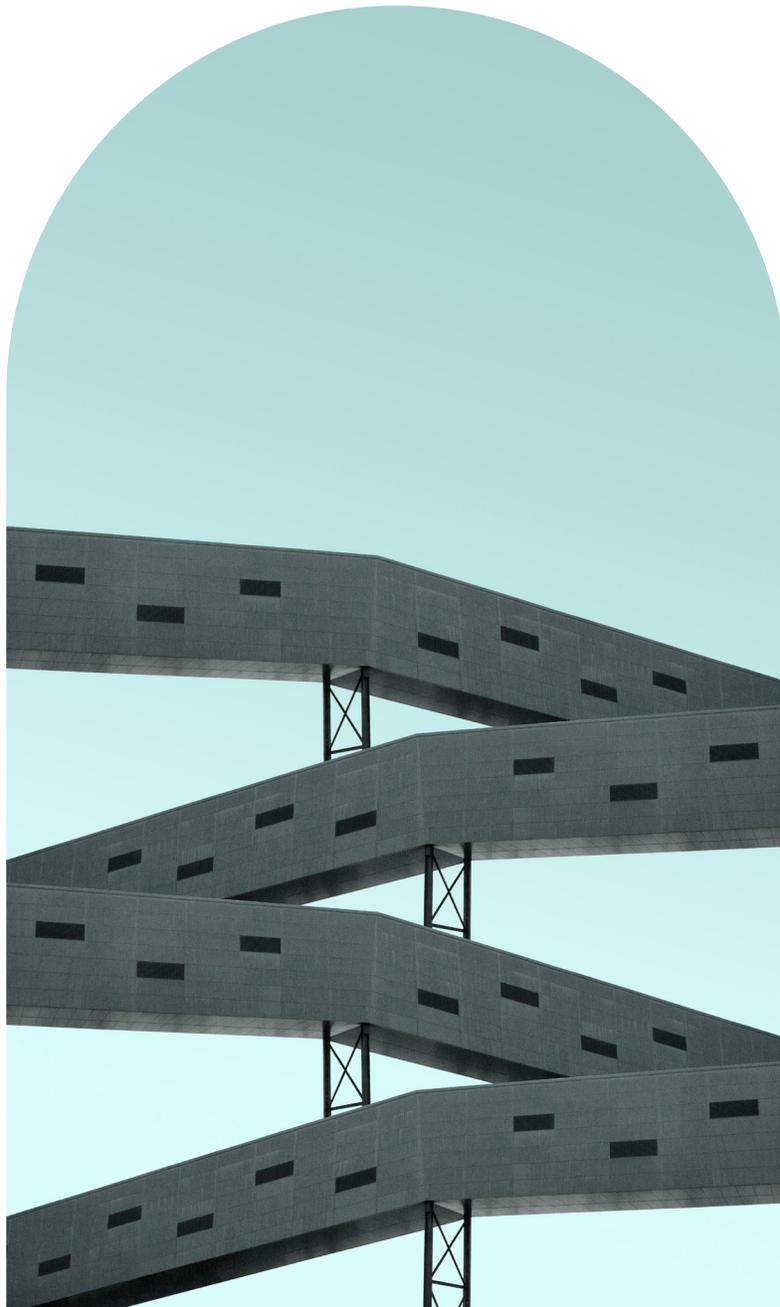
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3



1. Color Story™ Floor Designer White Speckle T061
2. Theoretical Bold™ Formula Blue TH86
3. Color Story™ Mosaics White/Black/Balance CS61 2" x 3" Cube Mosaic
4. Color Story™ Mosaics White/Black CS60 Basketweave Mosaic
5. Color Story™ Wall Green Apple 0076
6. Color Story™ Wall Mandarin 0077
7. Color Story™ Wall Lemon Zest 0075
8. Crafter™ Paper Bloc CF20
9. Crafter™ Papier-Mache CF15
10. Color Story™ Mosaics Matte Designer White/Matte Black CS60 Penny Round Mosaic
11. Color Complements™ Matte Rain CU22
12. Color Complements™ Valentine CU13
13. Color Appeal™ Moonlight C106
14. Color Appeal™ Fountain Blue C108
15. Color Appeal™ Powder C109
16. Color Appeal™ Hawaiian Ocean C125
17. Neospeck™ White NE01
18. Clay Canvas™ Coal CC05
19. Unglazed Mosaics™ Blissful Blend 0A88 1" x 1" Mosaic
20. Playscapes™ Meringue PS70 4" Hexagon
21. Playscapes™ Peony PS75 4" Hexagon
22. Unglazed Mosaics™ Salt & Pepper 0A12
23. Color Story™ Mosaics Matte Designer White 0061 Penny Round Mosaic
24. Perspecta™ Pacific Blue PE11
25. Unglazed Mosaics™ Vintage Revival AO19 Hexagon Mosaic



# RUGGED

M I N I M A L I S M





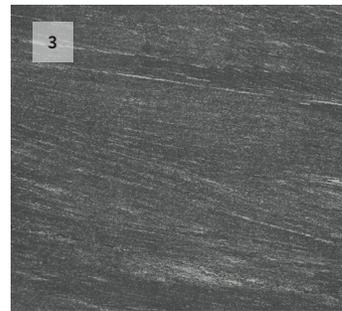
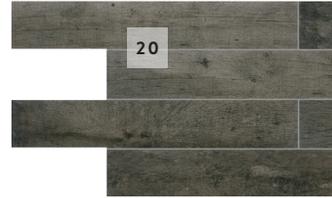
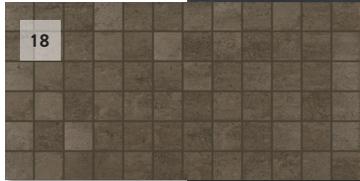
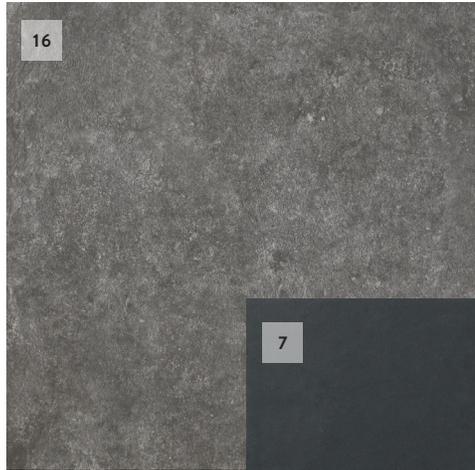
# RUGGED MINIMALISM

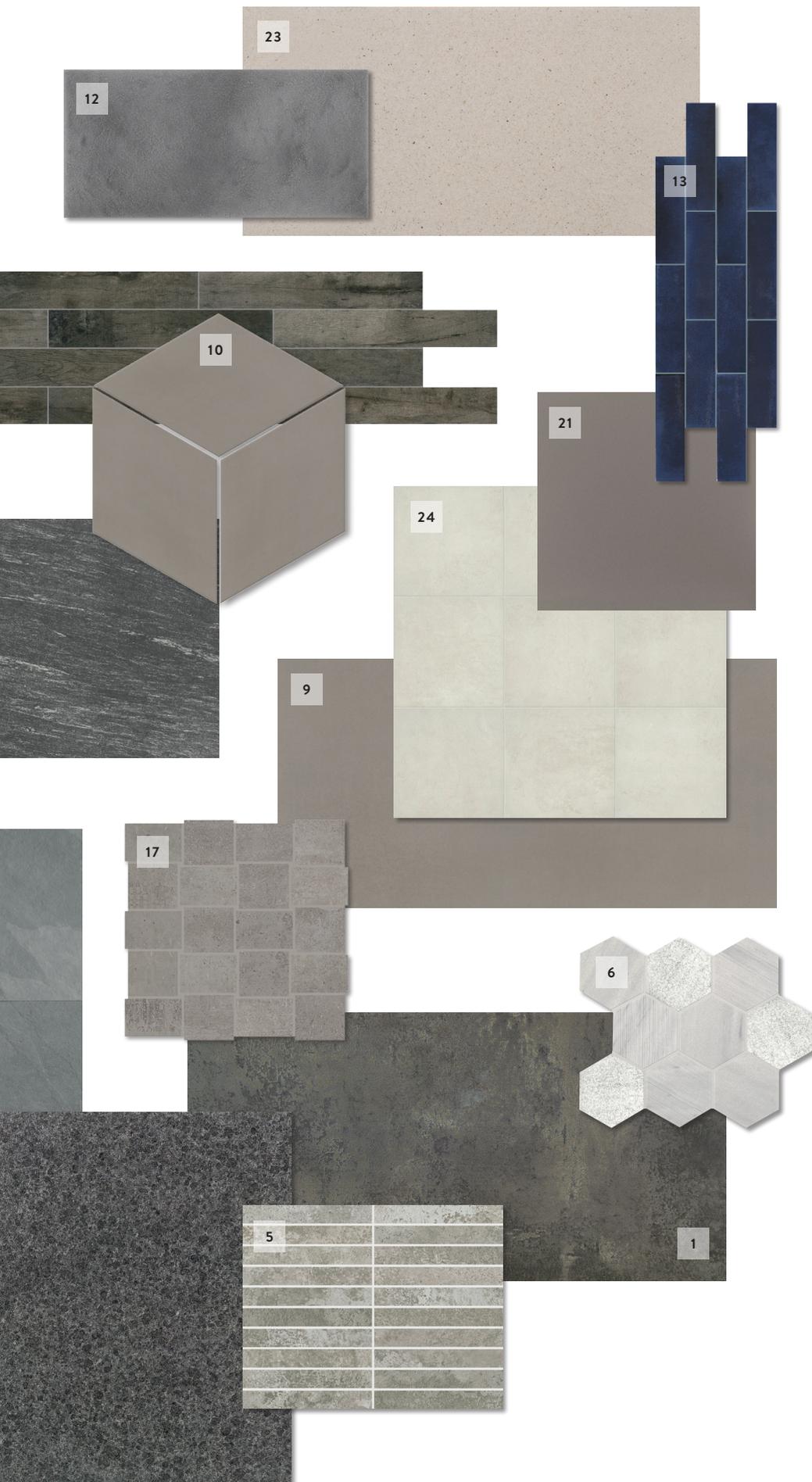
A trend centered around unique architecture, Rugged Minimalism takes the rustic concrete elements of a space and adds a softness through the addition of woods and neutrals. This design holds dualities: cool and warm, hard and soft, structured and inviting. The industrial charm of the rugged elements and a strong gray spectrum of tones adds a powerful energy to any room. With vast staircases and wide countertops built into the walls as focal points, these rooms feature bold silhouettes and neolithic pieces lending to an aura of spacious grandeur. To elevate the stark simplicity of this trend even further, metals, glass, and etched finishes add minute detail and dimension to the raw material foundation. The deep contrast of the grayscale color palette highlights the monolithic shapes with textures ranging from tarnished to fluid. The sharp-lined simplicity of Rugged Minimalism carries a weighted authenticity complemented by the strength of the rough materials and the clean finishings of sculptured lighting design.



# Trend

## TILE





1. Urban Essence™ Lead UE63
2. Reservoir™ Pebblestone RS28
3. Montesano™ Charcoal MN74
4. Montesano™ Charcoal MN74 Chevron Mosaic
5. Urban Essence™ Steel UE62 1" x 6" Mosaic
6. Ascend Stone™ Candid Heather M109 4" Hexagon Mosaic
7. Slate Brazil Black S762
8. Granite Absolute Black G771
9. Neoconcrete™ Medium Gray NE13
10. Neoconcrete™ Medium Gray NE13 3D Cube Mosaic
11. Refined Metals™ Stainless RM54
12. Refined Metals™ Gunmetal RM56
13. Conrad Brick™ Marine CB96
14. Slate Brazil Gray S201
15. Limestone Jurastone Grey L712
16. Historic Limestone™ Legacy HS13
17. Union™ Industrial Gray UN03 Weave Mosaic
18. Theoretical™ Absolute Brown TH93 2" x 2" Mosaic
19. Laurel Heights™ Gray Summit LH98 2" x 4" Brick-Joint Mosaic
20. Historic Bridge™ Old Forge HBO4
21. Minimum™ Taupe MN42
22. Union™ Rusted Brown UN04
23. Crafter™ Twill CF16
24. Windmere™ Scottish White WI01
25. Stacked Stone Macau Black S701

# BRING OUR 2025 TILE TRENDS TO LIFE!

GET CREATIVE WITH FUN DIY PROJECTS – BIG STYLE, NO PRO OR BIG BUDGET REQUIRED!



## FURNITURE FACELIFTS

Add a pop of pizzazz with a tiled tabletop, dresser, or planter that turns ordinary furniture into a statement piece.





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Tile your way to a chic chessboard or custom coasters—perfect for gifting or sprucing up your coffee table.



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Think patios, firepits, or side tables — tile your outdoor space into a trendsetting retreat.

WITH **AMERICAN OLEAN**, THE PERFECT TILE IS JUST WAITING TO BRING **YOUR VISION TO LIFE!**



*Shelby Halbert*

## 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.

Amidst the dynamic landscape of evolving design trends and interior concepts, our unwavering commitment to our clients transforms into a rich and diverse portfolio of products. As we step into 2025, American Olean remains dedicated, passionate, and innovative; exemplifying the enduring truth of our motto, "Proven in Tile."



AMERICAN OLEAN



PROVEN IN TILE



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Photo features Unglazed Mosaics® Honeycomb Dark mosaic on the poolside floor with Ice White and Black in the pool.