



FLOORING DESIGN TRENDS

Your guide to the latest and greatest!

2023


TOUCH OF COLOR
FLOORING



New and Noteworthy Flooring and Tile Trends for 2023

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As we turn the page to a new year, everything feels like it is given a fresh start. We set new year's resolutions with the hope that these new habits will enhance our quality of life. We also tend to examine our homes, cars, jobs, and hobbies through a new lens, often finding areas worthy of an upgrade. Especially for the place we call home, the bare floors and walls left behind after the holiday décor has been packed away can make dull or outdated areas feel more obvious. If you're feeling the itch to enhance your space in 2023, start by considering these new flooring and tile trends that are going to transform homes in the new year. The common theme? Focused, intentional, and high-quality.



Simple and Timeless Backsplashes

We're seeing tile manufacturing companies roll out new variations of clean, white tile designs. Simple doesn't mean boring. In fact, clean and basic tiling in your kitchen or bathroom allows for other features to grab the spotlight without competing for the mainstage. The secret is in the details of the tile selection. Consider the look of a "handmade" tile to add dimension and character to a space without overwhelming it.

Patterned Runners on Stairs

Whether you already have carpeted stairs that need replacing or you want to add a softer element to your non-carpeted stairs without completely giving up the hardwood, here's your solution. A runner gives you the best of both worlds – adding a soft and comfortable element while maintaining the beauty and high-end look of hardwood stairs. The key to doing this right in 2023 is to pick a patterned runner! The pattern provides the opportunity to add personality and character to an otherwise utilitarian space. It also hides dirt and debris while aging more gracefully than solid colors.

Photo credit: Anderson Tuftex



Geometric Patterns

2 023 is going geometric! Put aside what you may remember of your grandmother's parquet flooring from the 1960's; this new trend uses styles that pay homage to the vintage factor while taking a modern approach that feels fun and fresh. Geometric patterned flooring quickly brings life to an otherwise full space like a hallway or laundry room. It also hides dirt and scratches better than solid flooring. Consider the other elements you plan to have in the same space, and if they're mostly basic and solid style, this could be the perfect opportunity to add a geometric floor!





High Performance Carpets

We're a generation of people who expect nearly everything in our lives to serve more than a single purpose. This applies to the flooring in our homes as well. Homeowners want carpet that is beautiful, but also practical for everyday use. This means materials that are resistant to staining while maintaining their shape and color far longer than less modern products. If you want to upgrade your home to high performance carpeting, you'll want to look at SmartStrand carpets from Mohawk, Carpets with LIFE GAURD backing from Shaw, or take advantage of Phenix Carpet's Microban technology.

Patterned Flooring in Laundry Room/Mud Rooms

The modern home no longer hides away its laundry room, mud room, and other back-of-house areas from guests. In fact, it's often the entrance friends and family use the most! For this reason, a hot new trend is making this area fun and welcoming for everyone, especially the people who see and use it every day. One of the most impactful ways to do this is to enhance the flooring with a pattern, color, or texture. This defines a clear transition, adds an artistic design element, and may even make you just a little happier about those chores and other daily tasks that revolve around this space.



High Polished Flooring is Out

High luster flooring, highly polished tiles, and glass backsplashes are out! This year, expect to see builders and homeowners favoring matte finishes in their hardwood and tile options. And there are some good reasons for doing this. Matte is more forgiving of dirt and wear and tear. It's easier to maintain, wears better, and provides a softer look and feel. High polished floors feel formal whereas matte feels warm and inviting. Expect to see many more products entering the market in 2023 with the option for a matte finish.





Consistency is Key

Finally, and most importantly, be consistent with the flooring and tile finishes you select for your home. Try not to have different carpeting in different rooms that share a visual sightline. This only breaks up your space and makes the house as a whole feel disconnected and smaller. It is also a more affordable option to keep your main flooring selection matching throughout the main areas of your home.

When it comes to upgrading your home's flooring and tile in 2023, keep these words in mind: focused, intentional, and high-quality. Incorporating well-placed patterns matched with basic and timeless elements will provide you with a home that feels authentic to your style while standing the test of time.

About the Author

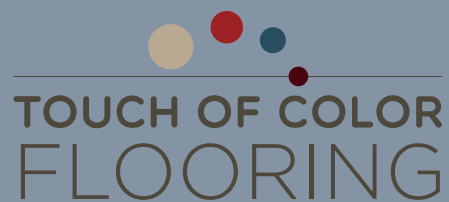
Brittany Stout is the Builder Specialist and Designer at the Pittsburgh branch at Touch of Color Flooring, a family-built and operated business with additional locations in Harrisburg, Philadelphia, and Richmond. Touch of Color has 6 core divisions: Builder, Multifamily, Senior Living, Commercial, Retail, and Design and services 7 states throughout the Northeast & Mid Atlantic.



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