

INTERIOR DESIGN ONLINE

TEN TRENDS

2026



SKYWIRE

THIS YEAR: HERITAGE MEETS HYPER-DIGITAL

In a world saturated with AI-generated perfection, the most successful luxury interior brands are moving toward meaning over many, and curation over clutter.

In this latest report we look at ten trends exploring how the digital and physical realms are merging to create a new definition of "home".

"Luxury in 2026 isn't
about being the loudest
in the room; it's about
being the most
intentional."

IMMERSIVE STORYTELLING

Cinematic scrolls, rich editorial content, and seamless page transitions provide the feeling of a luxury magazine.

- [Apparatus Studio](#) Minimalist, atmospheric layouts, and soundbites
- [Liaigre](#) Elegant, story-first approach with curated projects.
- [B&B Italia](#) Brand manifesto brought to life through striking video formats.

HOW TO DO IT

- Add a stories section with rich visuals
- Use cinematic scrolling for launches
- Show narratives behind products



↑ [Studio Liagre](#)

CURATED VIRTUAL SHOWROOMS

3D-rendered or filmed environments let users explore styled, high-end spaces.

- [Roche Bobois](#) Virtual showroom tours with interactive hotspots linking to product pages.
- [Poliform](#) Curated virtual apartment experience.
- [Porta Roma](#) Immersive virtual tour of interiors.



↑ [Roche Bobois Chelsea Showroom 360](#)



HOW TO DO IT

- Build shoppable 3D rooms
- Tag products in-scene
- Update showrooms regularly

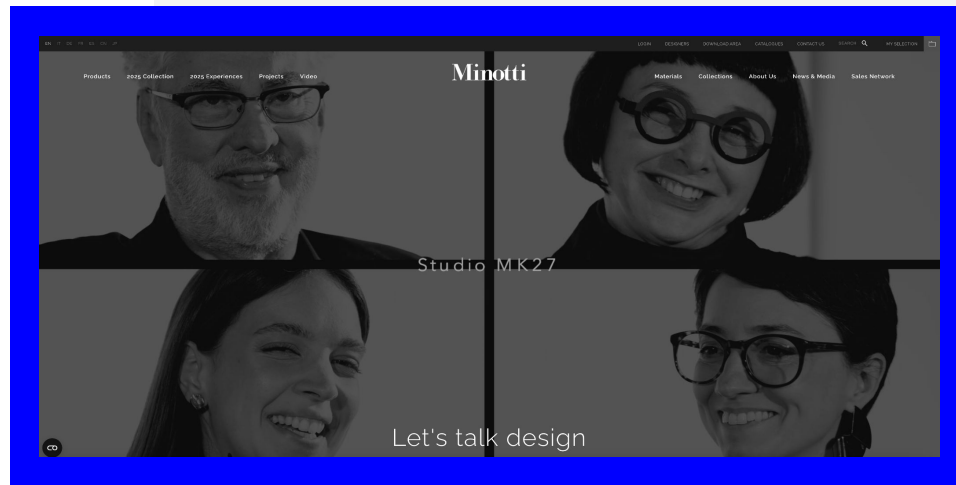
DESIGNER VIDEOS

High-quality videos, enable users to connect with creative minds. They can explore designers' inspirations, influences, and understand their process.

- [Minotti](#) Designer interview series.
- [Flexform](#) Designers take viewers from concept to product.

HOW TO DO IT

- Show designers talking directly to camera
- Highlight products in real settings
- Keep videos short and punchy

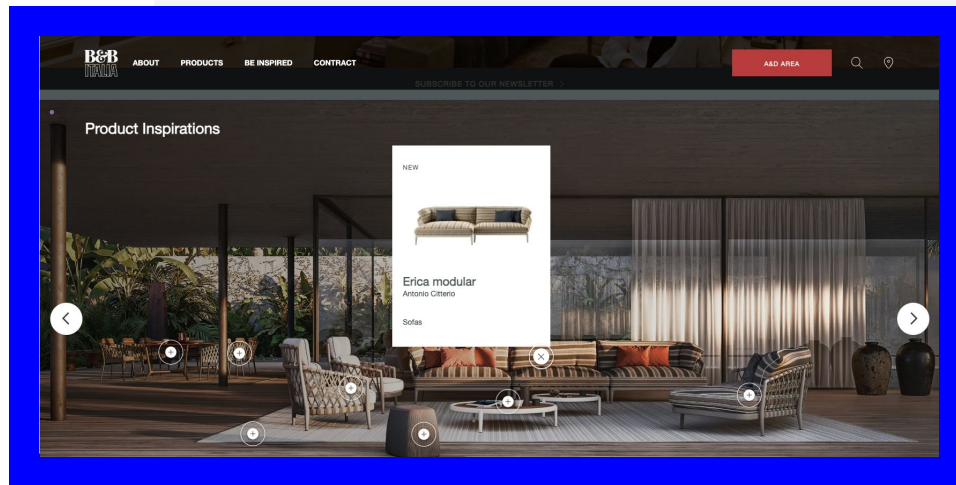


↑ [Minotti interviews with architects and designers](#)

SHOPPABLE VISUALS

Interactive hotspots allow users to shop featured pieces with fewer clicks.

- [B&B Italia](#) Homepage inspiration with hotspots linking to product pages.
- [Made.com](#) Clickable hotspots on homepage banners.



↑ [B&B Italia hotspots](#)



HOW TO DO IT

- Tag products directly in images
- Enable quick add-to-cart clicks
- Use high-quality, aspirational photography

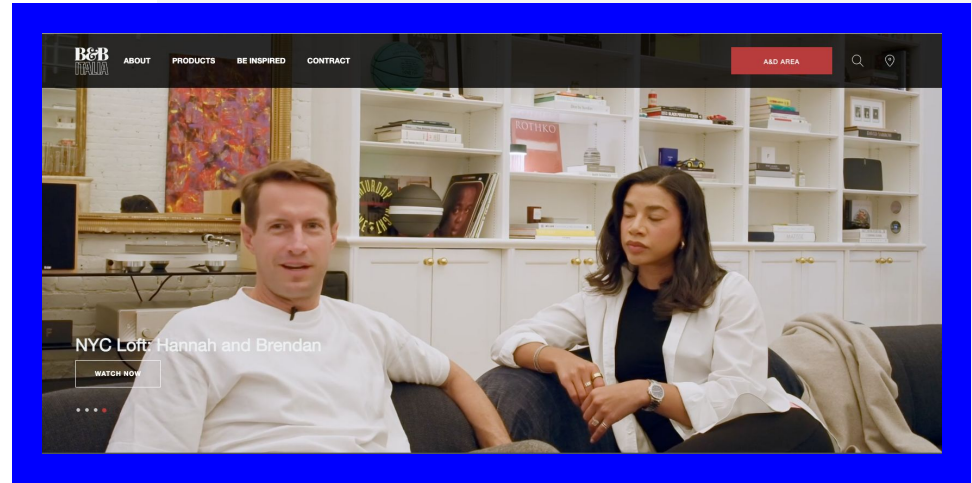
CLIENT HOMES

Tours of recent interior design projects (from the client perspective) highlight products and provide users with real life proof.

- [B&B Italia](#) NYC loft tour homepage video covers inspiration, design process and result.
- [Rose Uniacke](#) Project gallery with a short client quote.

HOW TO DO IT

- Highlight products and brands used
- Use video or image galleries
- Include short client quotes



↑ [B&B Italia NYC Loft](#)

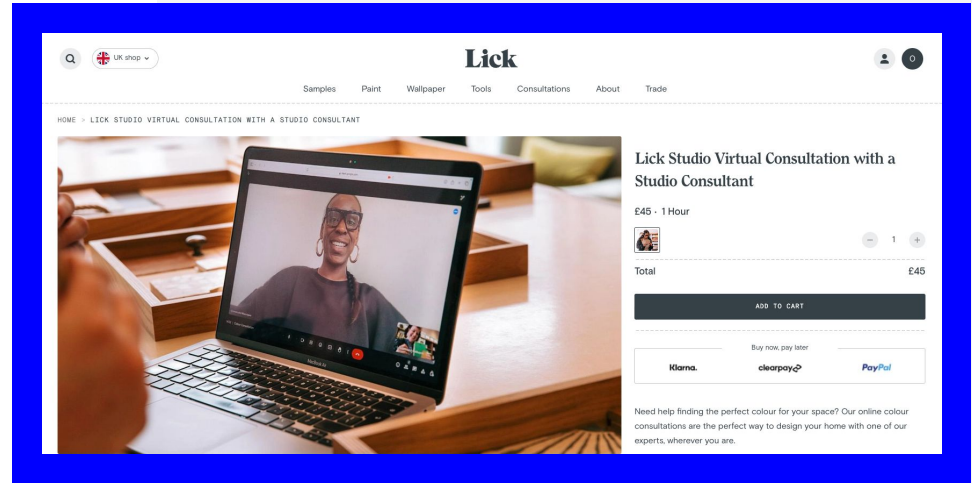
DESIGN CONCIERGE TOOLS

Easy-to-book design concierge tools enable users to schedule digital consultations with in-house experts.

- [B&B Italia](#) Virtual appointments for expert advice.
- [Lick studio](#) Pay-per-hour virtual consultations

HOW TO DO IT

- Offer online booking for consultations
- Provide virtual or video appointments
- Enable paid or free expert sessions



↑ [Lick Studio](#) Virtual consultation

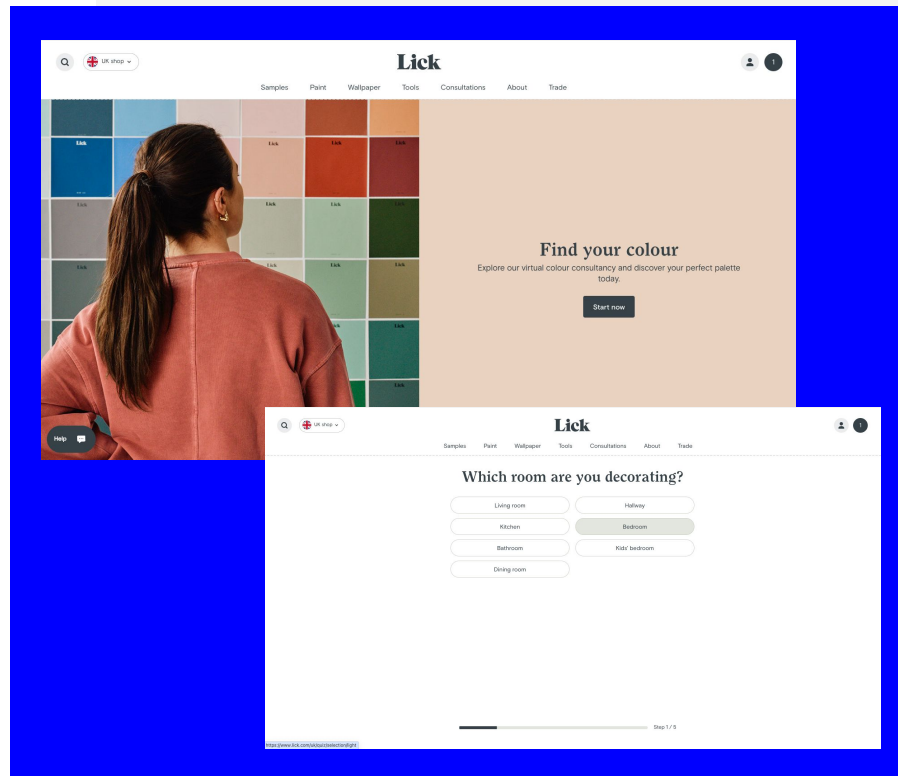
INTERACTIVE PRODUCT FINDER

Users look for features that help them to identify the most suitable products. Personalised recommendations make the shopping experience more engaging and actionable.

- [Lick Studio](#) Find Your Colour quiz suggests paint shades based on five questions, resulting in a shoppable bundle.
- [Herman Miller](#) compare tool enables users to identify the perfect product.

HOW TO DO IT

- Create short quizzes to guide choices
- Offer personalized recommendations
- Link results to shoppable products



↑ [Lick Studio](#) Find your colour

AR + VIRTUAL TRY

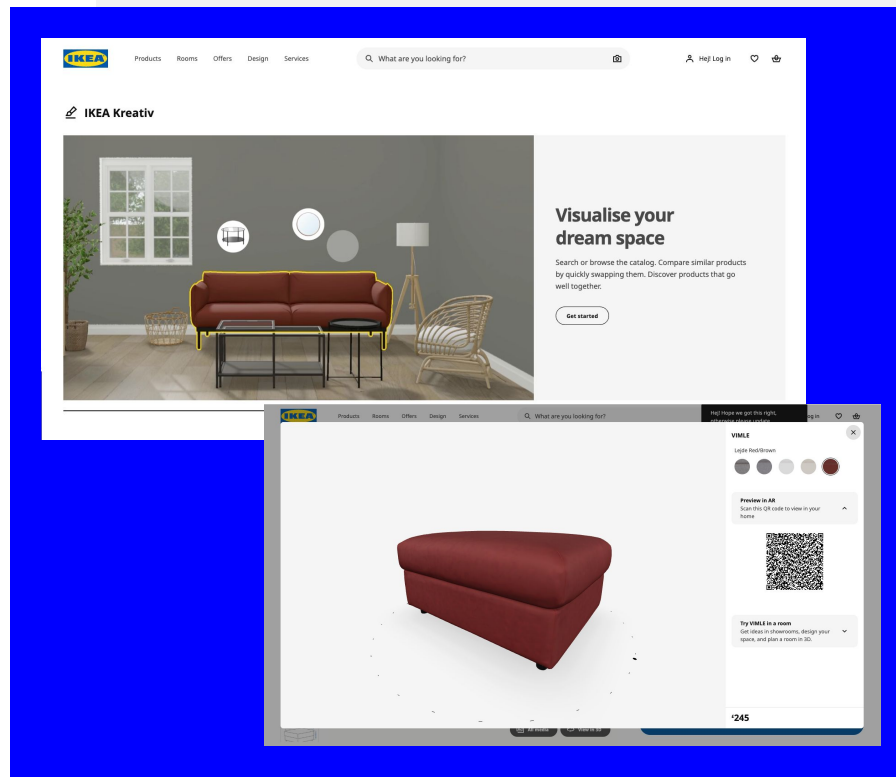
AR allows users to visualise furniture and décor in their own space. In-store or showroom visits are still valued but digital versions are a welcome time saver. Brought up to date for 2026 by:

- [IKEA Kreativ](#) Scan your room and add furniture in AR.
- [IKEA Product Preview in AR](#) QR codes enable users to see products in their own home.
- [Ligne Roset](#) Virtual room planner with walkthroughs and product placement.
- [Made.com](#) Showroom-specific PLPs signpost customers to the in-store experience



HOW TO DO IT

- Enable AR previews in users' spaces
- Offer virtual room planners or walkthroughs
- Encourage in-store or showroom visits



↑ [IKEA Product Preview in AR](#)

CIRCULAR SERVICES

Inspire trust by offering pre-loved, buy-back, and sustainable options. Showcase eco-friendly messaging naturally to align with brand values.

- [IKEA Buy Back Estimator](#) Tool
- [IKEA Second Hand](#) Shop 'as is' online
- [IKEA sustainability initiatives](#)
- [Herman Miller](#) Info-rich 'proof' page

How it works



- 1. Calculate your product's value**
 Determine what you want to resell. Find out what products you can sell back to us on our [IS:21.03.2024.0003](#).
Then, use the questionnaire to check how much in-store credit you'll get for your used IKEA products. IKEA Family members earn 10% extra on the Buyback service. Taxes apply.
- 2. Receive your estimate**
 Look out for an email with your estimated quote and a number to reserve your transaction.
- 3. Bring it back to us**
 Bring your products (fully assembled) with your estimation number to your nearest IKEA store within 30 days of receiving your estimate.

[Get your Buyback estimate](#)

↑ [IKEA Buy Back Service](#)



HOW TO DO IT

- Offer pre-loved or buy-back options
- Highlight sustainable and social impact
- Integrate eco-friendly messaging naturally

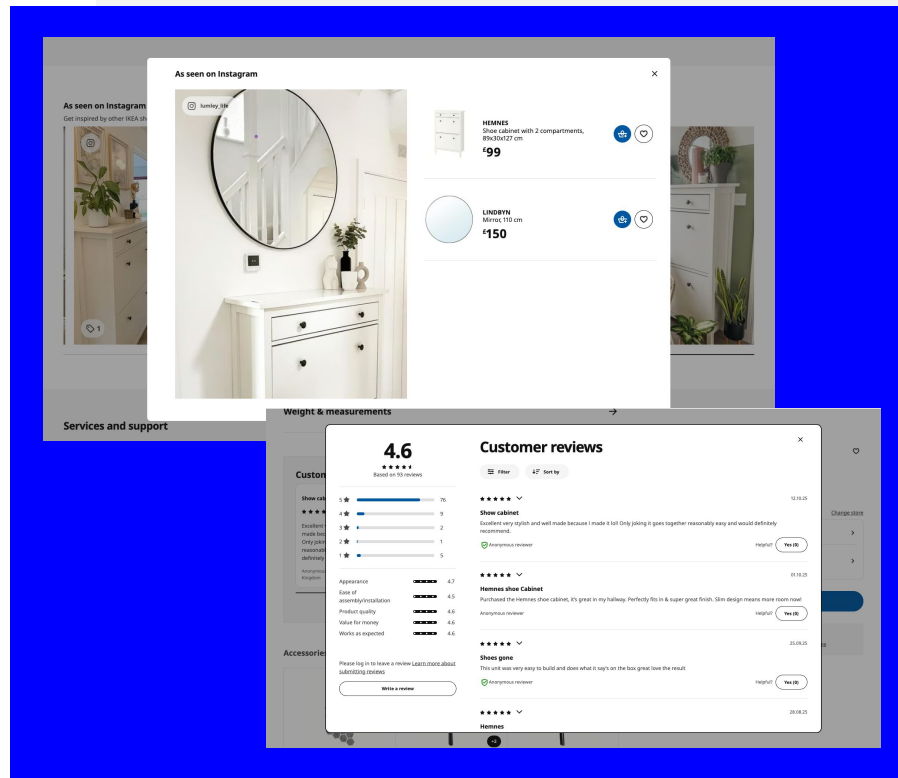
SOCIAL PROOF

Products shown in real homes alongside authentic reviews complement product detail pages by giving users a true sense of style and use.

- IKEA As Seen on Instagram: User-generated photos of purchases in situ
- IKEA Customer reviews: Featured on product pages
- Anthropology 'Top Rated' & 'Bestsellers' in Nav

HOW TO DO IT

- Show products in real homes
- Include authentic customer reviews
- Feature user-generated social content



↑ IKEA As seen on Instagram & Customer Reviews

FIVE WAYS TO WIN

1. Engage through immersive storytelling

Reinforce brand mystique while boosting discoverability.

2. Evolve your Ecommerce

Clever features pay off when paired with a refined purchase funnel.

3. Offer a Digital Concierge

Make the online experience feel as tailored as visiting a store.

4. Leverage AI curation & AR tools

Let clients visualise products in their own spaces.

5. Provide Authentic Proof

Showcase designers, customers, and sustainability initiatives.



SKYWIRE

THE GROWTH PARTNER FOR LUXURY BRANDS

Skywire is a premier creative, technology and marketing agency dedicated to the strategic growth of luxury and lifestyle brands.

To explore how the trends found in this report can be tailored to you, we invite you to connect with our specialists.

hello@skywire.co.uk

PROPERTY + INTERIORS
TRAVEL + HOTELS
LUXURY FASHION
BEAUTY + WELLNESS
HERITAGE BRANDS