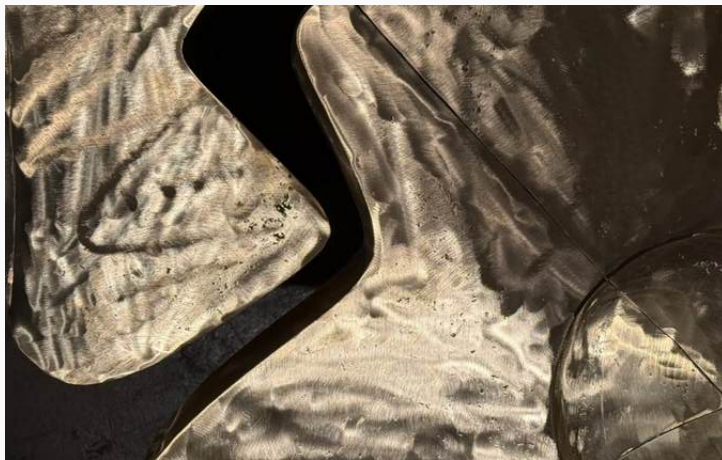




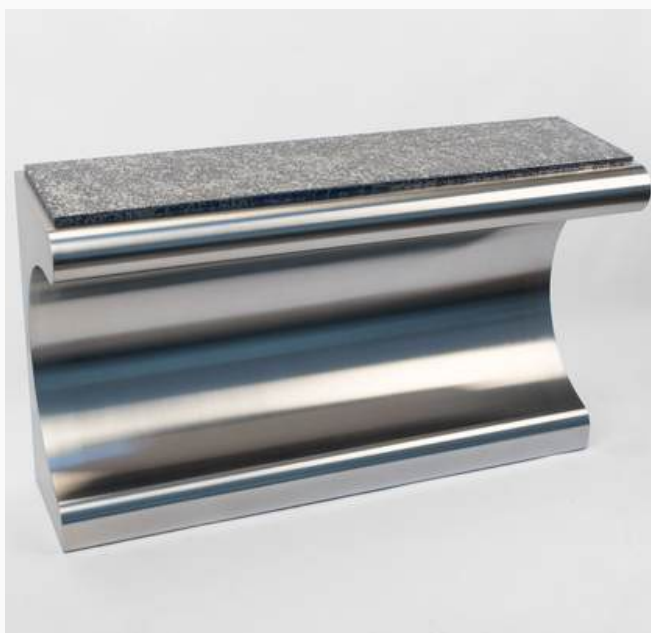
TREND DIRECTION:

METAL MORPHOSIS

HF



METAL MORPHOSIS FIRST APPEARED AT THE 2025 PARIS AND MILAN SHOWS, WHERE RIPPLED SURFACES, MOLTEN TEXTURES, AND METALLIC REFLECTIONS DEFINED A NEW DIRECTION IN COLLECTIBLE DESIGN AND INTERIOR PRODUCTS.





METAL MORPHOSIS IS ABOUT MORE THAN METAL ITSELF. RESIN, PLASTER, LACQUER, AND GLASS ALL CAPTURE THE RIPPLED MOLTEN EFFECT. THE FOCUS IS ON HOW SURFACES HOLD LIGHT AND SHAPE, CREATING SCULPTURAL DEPTH AND TEXTURE.



HOW TO TRANSLATE A TREND INTO PRODUCT STRATEGY

TREND DIRECTION:
METAL MORPHOSIS

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A high-speed photograph of a molten metal splash. The metal is captured in mid-air, forming a complex, organic shape with many small droplets and a larger, elongated central mass. The surface of the metal is highly reflective, showing bright highlights and dark shadows that emphasize its fluid, textured nature. The background is a solid, dark gray, providing a stark contrast to the bright, shimmering metal.

EVERY TREND MAKES A VISUAL
STATEMENT. THE RIGHT ONES
SHAPE HOW WE DESIGN,
DEVELOP, AND CONNECT.
METAL MORPHOSIS EXTENDS
BEYOND THE FINISH AND
BECOMES PART OF THE
PRODUCT'S STORY.



METAL MORPHOSIS CAN BE APPLIED ACROSS PRODUCT CATEGORIES WHERE TEXTURE, LIGHT, AND MATERIAL GUIDE THE DESIGN. EXAMPLES INCLUDE:

- SCULPTURAL JEWELRY AND ACCESSORIES
- DECORATIVE OBJECTS WITH FLUID, CAST-LIKE VOLUME
- PACKAGING THAT PLAYS WITH REFLECTION AND DISTORTION
- LIGHTING THAT DIFFUSES GLOW THROUGH MOLTEN FORMS
- FURNITURE CONTRASTING MATTE AND GLOSS FINISHES



MATERIALS THAT WORK WITH THIS TREND:

- MATTE CAST AND POLISHED REFLECTIVE METALS
- PIGMENTED RESIN ADDS WEIGHT AND DIMENSION
- SCULPTED LACQUER PROVIDES DEPTH AND GLOSS
 - TINTED GLASS CATCHES AND REFRACTS LIGHT
 - POURED PLASTER CAPTURES MOLTEN TEXTURES

LET THE MATERIAL SPEAK BY USING FINISH
TO SUPPORT THE FORM, NOT THE FOCUS.

USE REFLECTION WITH INTENTION.
LET THE SURFACE LEAD THE STORY.
BALANCE GLOSS WITH FORM.
DESIGN WITH CONTRAST,
NOT EXCESS.



HANNAH FRANCIS & CO
INTERPRETS WHAT COMES NEXT.

INSPIRATION LIVES IN THE
ARCHIVES AND IN WHAT HAS
YET TO BE IMAGINED.

HF