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A P A R T M E N T

D E S I G N

T R E N D S

Want to catch the attention of more renters?

Explore what's new & what's next for apartments, then apply top trends to your marketing & website

TRENDING STYLES

Based on the year-over-year increase in the number of average monthly Google searches for 35 of the most popular design styles, as reported by RentCafe.com

Japandi

Tranquil / Zen / Harmonic

125%

Dark Academia

Gloomy / Mysterious / Dramatic

72%

Maximalism

Abundant / Loud / Eclectic

60%

ALSO POPULAR ↑

- Modern farmhouse
- Midcentury modern
- Scandinavian

NOT TRENDING ↓

- Baroque
- Biophilic
- Rustic

TRENDING COLORS

Raspberry Blush

2008-30

Photo: Benjamin Moore

Benjamin Moore Color Of The Year

- Exudes confidence & charisma
- Vivacious, upbeat, bold
- Great for backgrounds, headlines & logos

Coloro* Color Of The Year

- Bridges the natural & digital world
- Uplifting, optimistic, youthful
- Great for accents, graphics & pop-ups

Digital Lavender

Stand out in a sea of same

Pair trending styles & colors in your community's marketing to outperform the competition

REACH

by RentCafe®

DIGITAL MARKETING AGENCY