

2023

APARTMENT

DESIGN

TRENDS



### 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%



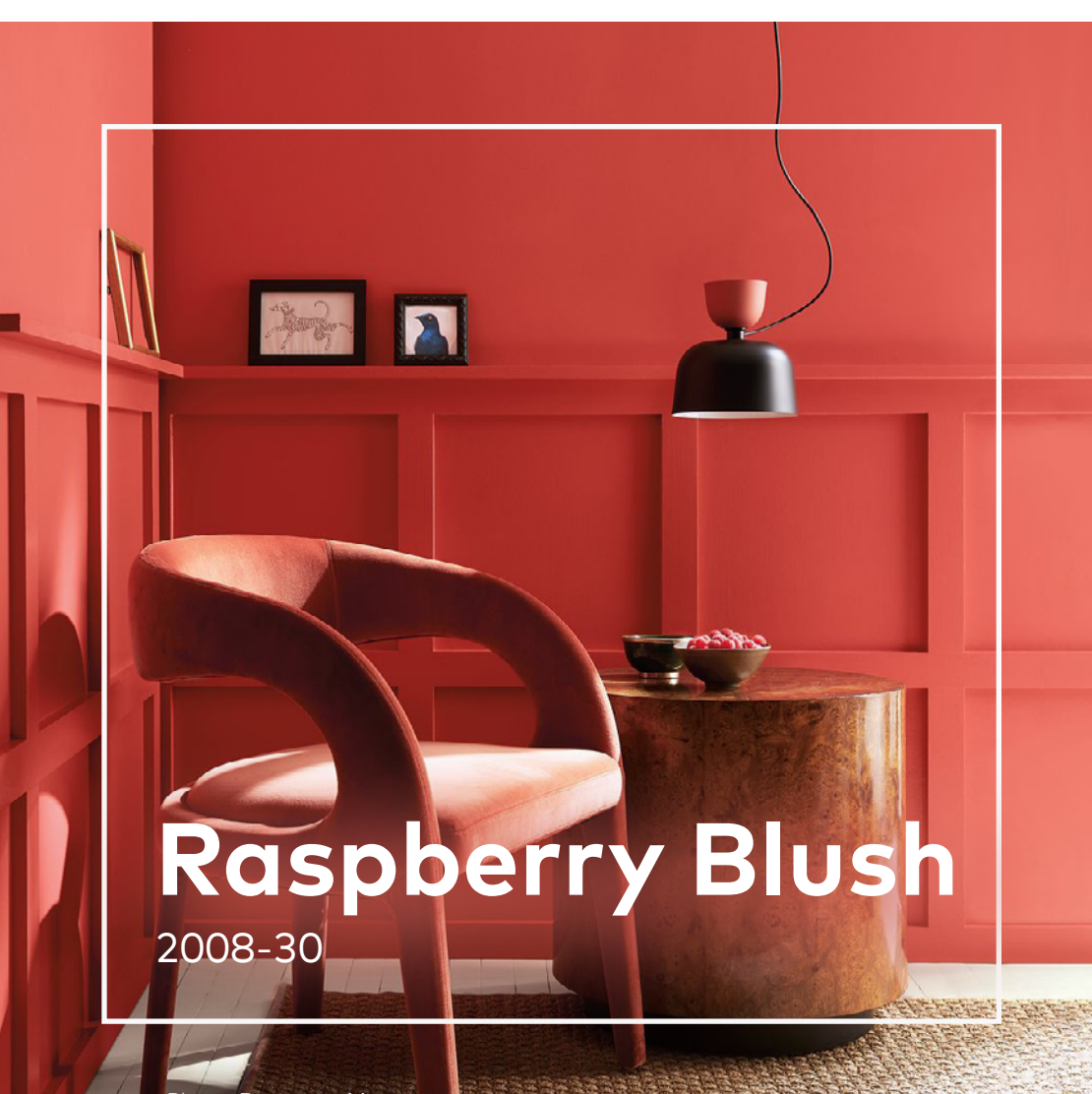
#### ALSO POPULAR

- Modern farmhouse
- Midcentury modern
- Scandinavian

#### NOT TRENDING

- Baroque
- Biophilic
- Rustic

#### TRENDING COLORS



### Raspberry Blush

2008-30

#### Benjamin Moore Color Of The Year

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

#### Coloro\* Color Of The Year

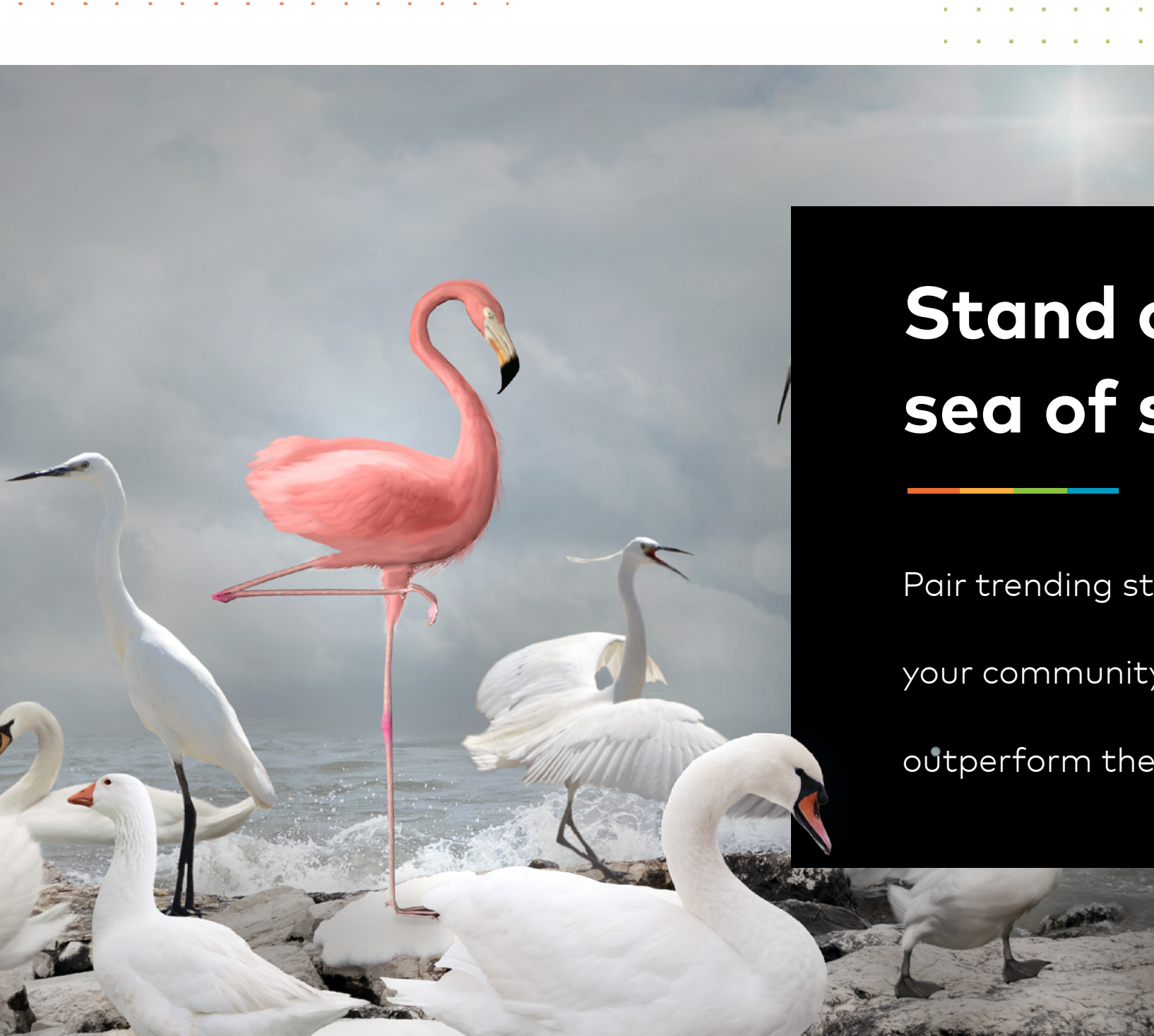
- Bridges the natural & digital world
- Uplifting, optimistic, youthful
- Great for accents, graphics & pop-ups



### Digital Lavender

134-67-16

\*Coloro is a collaboration of global trend authorities and specialized in color processes



### 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