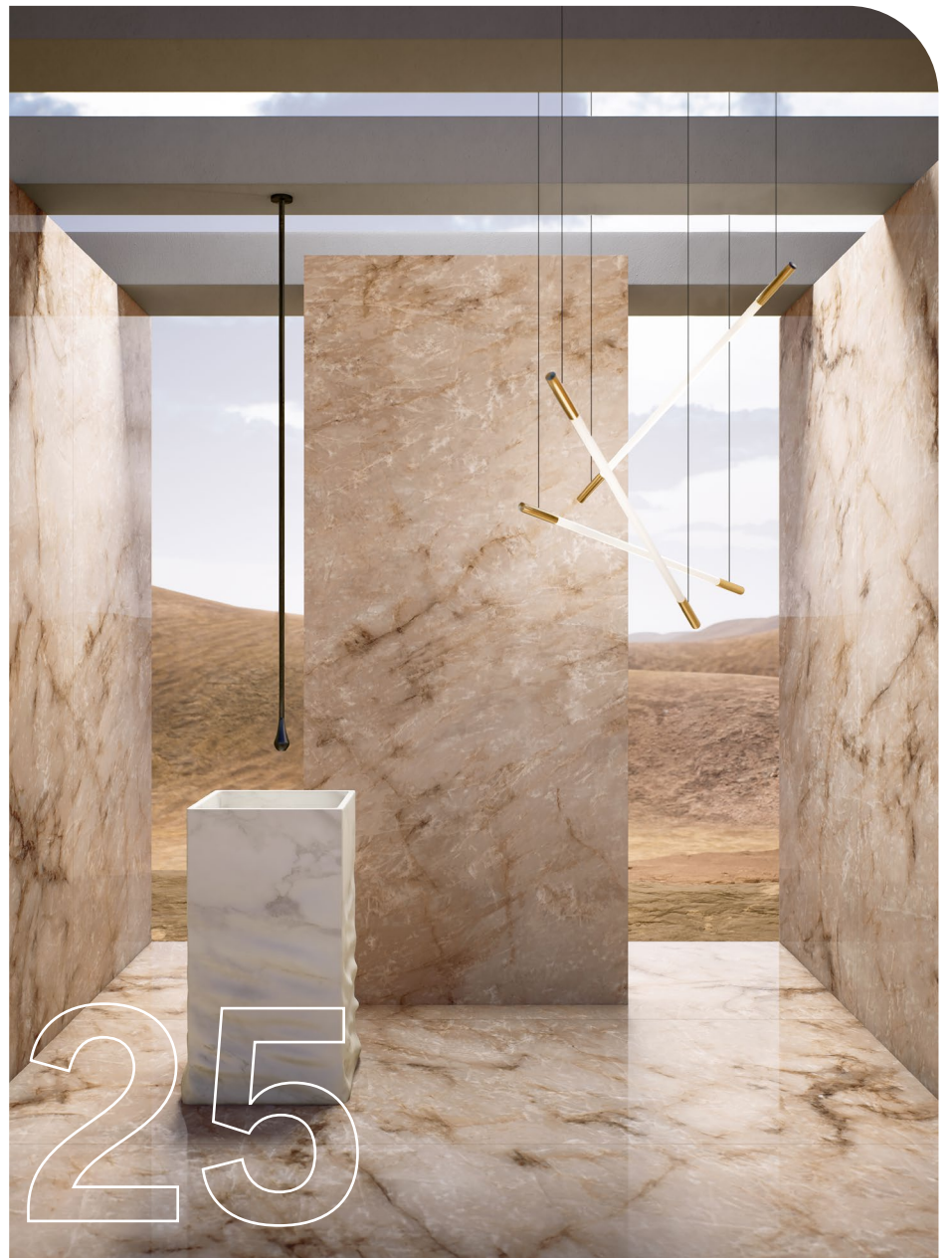


Design Trends



20 25



INDUSTRY
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minoli 65^{years}

Looking ahead at the material effects, patterns, formats and finishes that are set to take centre stage in 2025.

see beyond the surface





Trending tile design directions for 2025

The Minoli Design Trends Report 2025 explores the latest design directions and how they align with new additions to our expanding porcelain tile product portfolio.

Inspired by innovation in tile design and production, from leading producers in the Italian ceramics industry, and working closely with creative interior designers, architects and property developers, we're looking ahead at the material effects, patterns, formats and finishes that are set to take centre stage in 2025.

It's exciting to see how different tile collections, colourways and combinations are specified for both modern and traditional design schemes and the momentum we see behind particular tile styles helps inform our choices for future product launches.

In this year's report we outline five trends that embrace the latest design-led themes and manufacturing technologies.

Trends

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Trend 01

Iconic Inspiration

The magnificence of marble has been synonymous with luxury interior design and architecture for millennia but the latest iterations of this timeless stoneware in porcelain are driving an upswing in its use for a wider range of creative and contemporary applications.

While porcelain tiles that emulate classic Italian marble, such as Calacatta, Carrara and Statuario, have become staples in the professional designer's material toolkit, new ranges inspired by some of the most iconic, rare marbles and precious gemstones are set to be on trend for 2025 and beyond.

In forthcoming designs, we see bolder, radiant colours either within the overall patterning of the tile or as bursts of vibrant pigmentation overlaid on purer, muted backgrounds. There's an unparalleled diversity of tints and tones available in this year's launch ranges, but they have been cleverly composed to work together as coordinated combinations.

The future direction in these colourful collections is that, across the latest marble-effect product portfolios in porcelain, the palettes are cleverly complementary, with a consistency of composition that allows two or more colours to be incorporated within aligned and integrated environments.

Progressive methodologies in the design and production of marble-effect porcelain tiles have delivered unprecedented levels of realism, greater diversity in pattern frequency and new silk and velvet finishes. These man-made alternatives are now almost indistinguishable from their quarried counterparts, but with many aesthetic and material advantages.

In terms of visual appeal, the benefits include higher definition graphics, mellow backgrounds, exquisitely varied veining, and new techniques in transparent layering that produce designs with extraordinary depth and movement. What's more, while a high level of pattern heterogeneity can still be achieved in production, the natural imperfections found in quarried marble are absent, allowing extremely technical concepts and exacting installations to be achieved.

At a more functional, but no less important level, advanced manufacturing methods deliver unequalled uniformity, precise calibrated sizing and thickness, and clean-cut rectified edges. Factory production also enables greater colour diversity and intensity, as well as a wider variety in size, finish and format, with slabs of up to 160/320 dimensions now available.



Porcelain tiles have excellent colour stability and fade resistance, low shade variation within batches, and are remarkably strong when expertly laid on the right substrates. They are cool to the touch in summer and efficient conductors of underfloor heating in winter. Their near-zero porosity also makes them very resilient to water, dirt, oil and household cleaning solutions, so no need for sealing or expensive treatments to ensure their longevity.

This symbiosis between iconic inspiration and technical excellence is delightfully demonstrated in the new Minoli **Marvel Diva** Series of beautiful, fine Italian porcelain tiles and expansive large format slabs, with coordinating décor pieces.

Incorporating ten distinctly different yet complementary surface designs, the inspiration for which are some of the most sought-after and rare marbles, this collection features vivid and deep colours with which to complete the most contemporary and creative interior installations.

Available in generously sized tiles and extra-large slabs, with precisely rectified edges, the intensely defined patterns and veining come to life at grand scale, delivering near-seamless, uninterrupted surfaces, on walls and floors.

Each colourway within Diva has been purposefully designed and produced with finishes that most enhance the realism of their appearance. Those concepts that have more crystalline patterns include pristinely polished versions, while those inspired by softer, satin stones have silk or matt finishes.

As a comprehensive range, Diva also has a choice of five delightfully detailed decor pieces, with which complementary feature walls and inlays can be created to bring texture and intricacy into environments.

In the latest designs, we see bolder, radiant colours either within the overall patterning of the tile or as bursts of vibrant pigmentation overlaid on purer, muted backgrounds.

Trend 02

Sustainable Surfaces

An increasingly important requirement and preference in modern building methods is to lessen the environmental impact and improve the sustainability of both the materials used in construction and the performance of the final built environment, and this continues to drive the trend for more responsible choices.

Also, in terms of Corporate Social Responsibility, there's a greater focus on the behaviours and commitments of companies to demonstrate their awareness and accountability for reducing carbon footprints, consumption, emissions and wastage.

At Minoli we have our own environmental policy which sets out how we aim to proactively reduce the impact of our day-to-day business activities, such as by reducing 'tile miles', running a modern, upgraded fleet of lower emission vehicles, operating predominately electric powered warehouse equipment, reducing and responsibly disposing of waste, and having an internal recycling protocol, for instance.

Furthermore, we're also conscious of the provenance of the products we distribute and the ethics and activities of the production partners that we choose. Minoli are fortunate to work with some of the leading producers in the ceramics industry – companies that believe in pursuing sustainable manufacturing and operating policies for the benefit of the planet and those that inhabit it, and because it makes good business sense.

When it comes to product choices, porcelain tiles are manufactured to energy and water-efficiency criteria and are environmentally friendly due to their long-lasting and recyclable characteristics. Production is considered 'zero waste', based on the use of natural and reusable materials, plus they are hygienic and do not contain volatile organic compounds (VOCs), formaldehyde, PVC, plastics or petroleum derivatives.

Whilst porcelain and ceramic tiles do use natural resources in their production, such as clay and common rocks like feldspar, quartz, silica and kaolin, these substances can be sourced responsibly, extracted more easily than quarried alternatives, and are abundantly found. The manufacture of porcelain also uses natural resources efficiently and Minoli's preferred production partners have achieved the total recovery of process water and production scrap, significant gains in heat retrieval from factories and furnaces, plus have diverted nearly all waste back into a circular recycling process.



Take for instance the ReStone and ReConcrete Series that Minoli will be launching in 2025. Combined with other essential natural raw materials, they each contain 60% pre-consumer, recycled content, reclaimed from the processing procedure and firing cycle, so helping create a virtuous system that promotes the reuse of the component elements, reduces consumption and respects the environment. Using technology that turns waste materials into new tiles means that beautiful and durable porcelain stoneware can be created with a lower impact and without compromising on standards of quality, function and aesthetic appeal.

ReStone is a porcelain interpretation of limestone extracted from the Vienne region, around Poitiers in Central-West France. Featuring a granular finish for uniformity and a delicate, marbled texture enriched by subtle, non-intrusive veins, the surface appears dotted with microfossils that add points of interest and chromatic depth to the collection.

ReConcrete embodies the contemporary appearance of perfectly poured concrete, translated into a premium porcelain stoneware. The microfine clasts integrated into the surface add a unique visual dimension, turning each slab into a statement of style and innovation. Combining the visual robustness of concrete merged with the sophistication of stone, this not only enriches the end-product with a varied texture but also makes it ideal for a variety of design contexts.

Beyond production, porcelain tiles are remarkably durable, so reducing the need to replace for many years, and when they do reach the end of their useable term, they are entirely recyclable and useable in various new applications, so avoiding landfill.

Minoli work with some of the leading producers in the ceramics industry – companies that believe in pursuing sustainable manufacturing and operating policies.

Trend 03

Glorious Glazing

The resurgent popularity of smaller sized, high-gloss, glazed porcelain and ceramic tiles is spurring demand for more colours, shapes and surface reliefs. The trend for incorporating retro style materials, with an authentic, hand-made appearance, is not however confined to those seeking a solely classic design direction. Combined with more modern, large format concrete, stone or marble-effect tiles and slabs, creative and contemporary décor schemes can also be achieved.

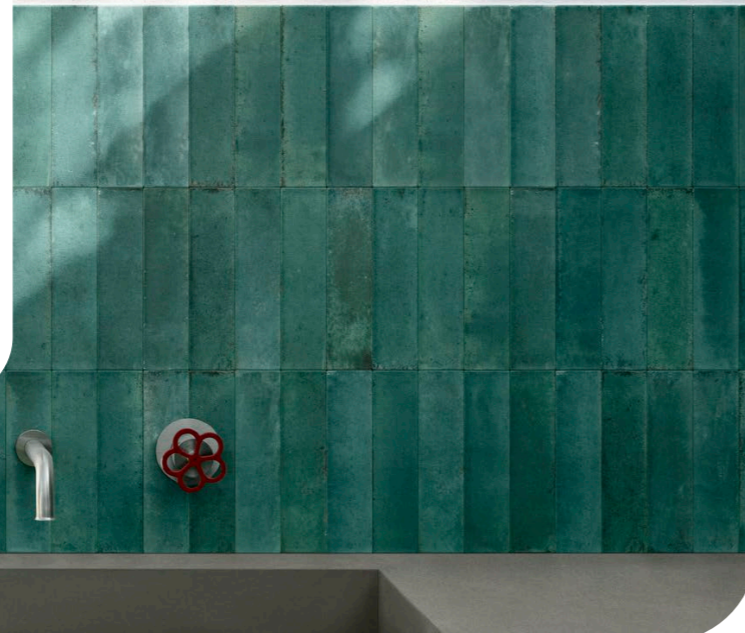
Brighter tints and tones are being used on walls and floors, to create feature areas and contrasting colour-blocks within the most expressive and experimental interiors. We're also seeing different surface finishes applied to create intriguing textural variances and help define different zones across larger environments.

Used within architecture and interior design, visual elements, such as light, reflection, colour and finish are arguably as important as the strength, composition and positioning of more structural components. The clever use of surfaces with a high-gloss glaze can seemingly amplify light and enhance the sense of space.

Unlike polished 'Lappato' surface treatments, glazed products have an intrinsic antique appeal, but with today's advanced manufacturing techniques, a hand-made look doesn't have to mean a high cost. Years of research and development have resulted in machine-produced collections that purposefully include the inherent irregularities synonymous with the work of human craftspeople. Undulating surfaces, tumbled edges, oxidised shading and varied tonal layers can all be achieved at scale, whilst still maintaining an extremely genuine appearance.

Modern manufacturing techniques have also hugely improved the solidity and resilience of glazed product lines. Whilst traditionally formed of ceramic, the latest porcelain derivatives deliver stronger surfaces and, having been vitrified at very high temperatures and under extreme pressure, they are exceptionally dense, frost proof and impervious to water.

So durable are these latest ranges that we have even seen them laid on floors in automotive showrooms and as lining material for swimming pools. Also, in hospitality environments they have been used to clad bar areas or create feature walls around pizza ovens and food service counters.



In more compact formats we find colourful collections such as Luminous Lume. With a subway brick, 6/24 letterbox format and glazed-gloss finish that can be used horizontally, vertically or laid in a herringbone pattern, this range emulates the individuality of genuine majolica tiles.

The retro, metro style of **Luminous Lume** is characterised by exquisite shade variation, enhanced by the effect of oxidised edges and a hand-crafted appearance. The spectrum of colours that provide such variety include Greens, Blues, Greige, Black, Beige, two shades of White, a peachy pink and Musk, which is a mix of khaki and creamy coffee.

In addition, for 2025, the three new colourways that take the total to fifteen include: Caramel – with deep toffee tones, Ocean – a darker shade of turquoise, and Emerald – with a beautiful bluey-green hue.

Despite some of the deep colourways, the reflective qualities of the high-shine finish illuminate a space, creating instantly inviting interiors, with surfaces that have an almost liquid lustre. Luminous Lume has been used to create some stunning installations in residential settings, from bathrooms and ensembles, to shower enclosures and cloakrooms, in contemporary kitchens, and even on walls in outside settings, their versatility of application is remarkable.

As well as letterbox format glazed ranges, such as Luminous, Adana, and Metro, within Minoli's extensive collections other glossy ranges include Branco with a square 20/20 format, Timeless Moon in a hexagonal design, and Miller Sook featuring a multi-tonal herringbone pattern.

Brighter tints and tones are being used on walls and floors, to create features and contrasting colour-blocks within the most expressive and experimental interiors.

Trend 04

Tactile Textures

One of the standout themes at the 2024 Cersaie International Exhibition of Ceramic Tiles in Bologna was the prominence of collections with textured, sculpted surfaces, both presenting irregular organic reliefs and with purposefully patterned, 3D designs. This notable proliferation in tactile tiles signals the further acceleration of a trend for favouring texture to bring variety of finish and appearance into environments.

Emulating concrete, stone and clay in porcelain, where more muted colour schemes are desired, textured tiles offer opportunities to add depth and detail with their structured surfaces and characterful compositions. The state-of-the-art series that Minoli are launching in 2025 are the result of extensive research and development programmes by the top-flight producers of Italian porcelain, who have also forged exclusive collaborations with renowned interior designers and architects to explore new creative directions.

Textured tiles play to the senses of both touch and sight. Whether naturally varied or featuring regular geometric forms, the surface treatments of tiles are simply tempting to touch and mesmerising to behold.

For larger, flatter format tiles and slabs, advanced production techniques have realised softer finishes, that look to have rugged, grainy reliefs, but are smooth in contact and perfectly comfortable underfoot. Rather than being rough, ingenious production techniques apply microparticles to the tile face, infilling the cavities but preserving the peaks, so retaining the desired contours and levels of grip, whilst creating an easy-clean, hygienic surface.

More sculpted décor tiles are produced using intricate moulds and punches to shape the face and deliver raised geometric forms, undulating waves, indented grooves, chiselled lines or even organic impressions of leaves and pebbles. These forms are particularly effective in matt finishes that yield less reflection.

From a visual perspective, the way natural or artificial light falls across textured tiles brings depth and movement to the settings in which they are installed. The light-kissed planes and edges are highlighted, while the relief also casts shadows to give definition and enhance the three-dimensional nature of the material. Designs can comprise finer features, which from a distance create a more homogeneous, natural effect, or those with larger scale, carved or cast forms deliver more defined patterns and ornamental motifs.



As part of the Minoli launch portfolio for 2025, from within the wider Boost Series of stone, concrete and clay-effect products, Boost Icor and Expression are contemporary collections of porcelain floor and wall tiles with a textural and three-dimensional effect.

The **Boost Icor** Series is inspired by the warmth and modernity of Limestone. Captivating textures and new 3D designs make the most of the material's natural qualities and the surface relief typical of processed stone.

The **Boost Expression** range includes standard sized tiles, extra-large format slabs, and delicately detailed décor designs, according to the different colourways available. Perfectly attuned to this trend for delivering tactile textures, Boost Expression was born from a desire to achieve pronounced three-dimensional rendering, amplified by a rich, modern palette of warm, contemporary tones.

The main tile and slab collection has a microfine, natural appearance that takes concrete-look products in porcelain to new levels of beauty and realism. The surface has the textural charm of a hand trowelled material, with multi-tonal layering that suggests both solidity and comfort.

Lastly, to fulfil projects with both internal and external reverts, in various colours, both Boost Icor and Expression are available to order in 20 mm thickness Outdoor porcelain pavers, with a structured, slip-resistant surface, in coordinating sizes for alignment with the indoor specification tiles.

Whether naturally varied or featuring regular geometric forms, the surface treatments of textured tiles are simply tempting to touch and mesmerising to behold.

Trend 05

Naturally Nuanced

A marked increase in demand for porcelain tiles that faithfully reproduce the look of natural materials is fuelling a trend for timber toned tiles. Alongside organic surface styles that emulate stone and marble, the latest generation of wood-look designs offer exciting new opportunities for interior designers, architects, housebuilders and developers.

Whether applied independently or combined to complement other finishes within design schemes, the welcoming warmth of wood-look porcelain planks are set to remain frequently specified as property development preferences. With increased availability in different lengths and widths, traditional linear and new square formats, plus intricate decors resembling parquet floors and marquetry, there are more options for including these designs within both refurbishment and new build projects.

The veracity and variety of wood-effect tiles realistically replicate the colour and grain of so many species, such as oak, walnut, pine and cedar. Across the breadth and depth of Minoli's wood-look collections, specific ranges offer up distinctly different design qualities to support the trend of incorporating natural finishes into today's interior designs.

Alongside more traditional brown and beige coloured products, leading manufacturers have become more experimental and inventive in the options they provide. Silver-grey and dark chocolate variations, distinctly weathered and driftwood-like designs, and decors with intricate inlays are all suited for more contemporary applications as well.

Recent additions to the Minoli collections also draw inspiration from contemporary furniture, creating structured, slatted surfaces. The latest advancements in wood-effect porcelain have also seen the introduction of outdoor specification product lines, with 20 mm thickness and R11 slip resistance ratings. With these exterior use attributes, porcelain planks have become viable and very desirable alternatives to timber or composite decking.

In comparison to natural wood, porcelain tiles have practical advantages in that they will not shrink, split or splinter, warp or show wear, and they are ultimately easier to clean and maintain. Being almost impervious to moisture and dirt, they are better suited for use in humid and wet areas, will not rot or attract algae, are highly resistant to extreme temperatures and are excellent conductors of underfloor heating.



The density and definition of open and closed graining, knots, burrs, medullary rays and even saw marks have all been meticulously reproduced to increase the authenticity of wood-effect porcelain. We also see new designs that purposefully have greater shade variation within individual colourways, so creating a more organic patchwork palette.

Take for instance the **Gyliane** Series that we have selected for launch in 2025. A collection that challenges the conventional aesthetic patterns of wooden floors with its nonconformist and bold character, Gyliane perfectly aligns with the trend for including organic material finishes in modern property design. Available in four colourways that effortlessly emulate their organic counterparts, the spectrum spans from pale, cooler tones through to richer, oak hues.

The sizes available include more conventional plank-like formats, which can be laid offset or aligned, or in a herringbone pattern, including extra-long options. Coordinating with the standard plank size, to introduce additional detail into a design scheme, an inventive version that appears to comprise slimmer linear slats is also available to order, with extraordinary surface variation.

To complete the set, a smaller 20/20 special order, square tile allows for a chequer board of panels to be installed with the grain patterns arranged perpendicularly. This can be particularly effective when applied to walls or to clad breakfast bars or alcoves.

This versatile range is ideal for use throughout the home, seemingly extending spaces and bringing a natural warmth or Nordic cool to living areas, kitchens, bathrooms and hallways.

Alongside other organic surface styles, the latest generation of wood-look designs offer exciting new opportunities for interior designers, architects and property developers.



Get in touch

If you'd like to talk to our team about the new 2025 series, the wider Minoli product portfolio, or to order samples, please do get in touch.

We'd gladly discuss your needs on the phone, arrange a time for a design consultation at one of our showrooms or, for corporate clients, arrange a meeting with an account manager.

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Corporate Clients - Please ask to speak to your account manager directly / developers@minoli.co.uk

Outdoor Product Enquiries - 01865 778225 / outdoor@minoli.co.uk

Alternatively, you can see full details and technical specifications of these ranges and many more on our website [here](#).

Or you can download a copy of our 2025 Preview brochure [here](#), which showcases the tiles, slabs and décor pieces in the Marvel Diva Series, with images, colour references and full product specifications.

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OUTDOOR 
PORCELAIN TILES by minoli



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