

# BUSINESS OF HOME



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## How closely do you follow trends?



By [Marina Felix](#)

The word “trend” is a hotbed of hot takes. Love them or hate them, trends do speak to changing tastes, ones that clients may want to see expressed in their homes. (This writer, for one, is right here for the surge of [orange](#) on the scene.) We asked nine designers—**Anna Baraness**, **Kristin Tarsi**, **Nur Kaoukji**, **Mikel Welch**, **Kara Adam**, **Kaitlyn Loos**, **Karen Pulaski**, **Todd Raymond** and **Katie Davis**—to share if, how and why they follow trends.

### HAPPY MEDIUM

“I wouldn’t say our office pays *too* much attention to trends. Instead, we keep ourselves informed by reading trade magazines and publications. We inevitably see many trends pop up on social media, and I like that—I find it inspiring to see what my peers are up to and the projects they’re working on. But our firm’s work is more driven by what we hope is a timeless design, mixed in with modern finds and vintage pieces. All that said, I do think some trends are unavoidable. For example, COVID has found us designing more work-from-home offices and finding new ways to carve out spaces for WFH life.” —*Todd Raymond, Studio Todd Raymond, New York*



*Todd Raymond* Courtesy of  
Studio Todd Raymond