

THE HOUZZ 2023

Winter Lookbook



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The Houzz 2023 Winter Lookbook

The Houzz 2023 Winter Lookbook has everything you need to inspire your home decor during the holidays and beyond. Whether you're preparing for family gatherings around the table, welcoming overnight guests or simply cozying up your living room for colder months, you'll find luxury designs to transition every room.

About Houzz

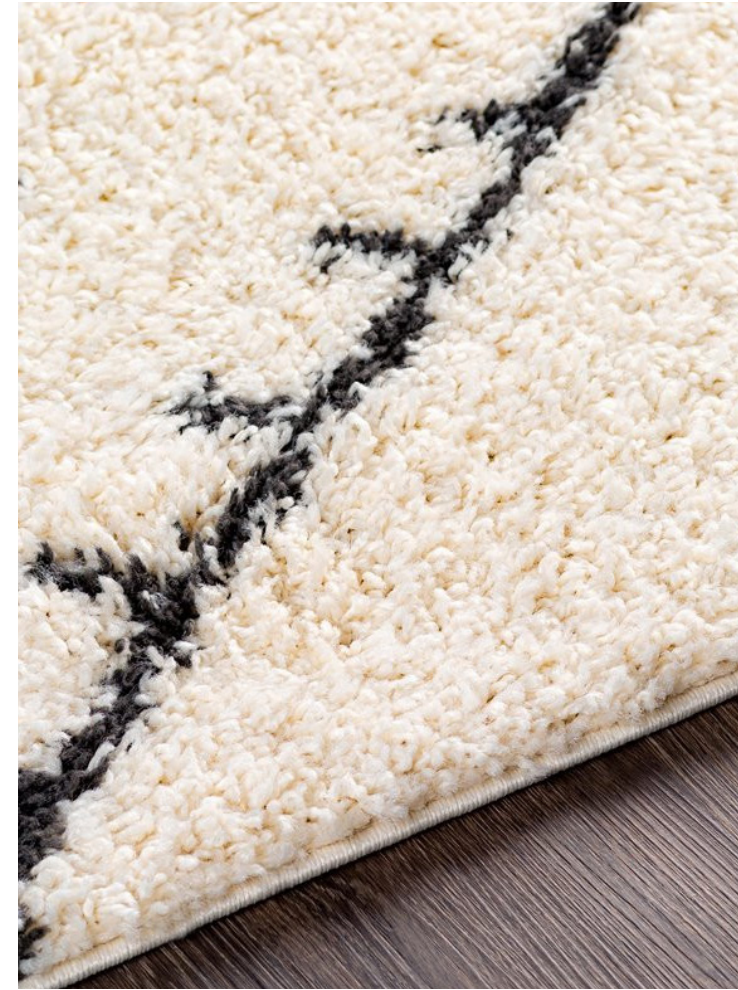
Houzz is the leading platform for home remodeling and design, providing an all-in-one software solution for industry professionals and tools for homeowners to update their homes from start to finish. Founded in 2009 to help married co-founders Adi Tatarko and Alon Cohen with their own home remodel, the Houzz community now connects millions of homeowners, home design enthusiasts and home improvement professionals around the world.

Visit Houzz or download the Houzz app — available on the [App Store](#) for iPhone and iPad, and on [Google Play](#) for Android devices — to get inspired; find a home professional; and shop for products and materials for every room, style and budget.

For additional information or high-resolution images, please contact the Houzz team at press@houzz.com.

Find everything you need for your home at houzz.com.

Cozy & Inviting Living Rooms



PRODUCT SPOTLIGHT

Beni Shag Scandinavian Area Rug

The meticulously woven construction of this piece boasts durability and brings natural charm into your decor space.



A Haven for Celebrations

The living room is at the heart of many celebrations during the holidays. This year, homeowners are craving warm and inviting interiors, with searches on Houzz for “cozy living room” increasing by 53%. Incorporating focal points like a “living room fireplace” (up 8x) and personal touches through accessories like living room pillows and lamps (up nearly 5x and 2.5x, respectively) are helping to create spaces perfect for relaxing.

Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from Q1 2023 versus Q1 2022.

What Homeowners Are Searching

“Living room fireplace” **up 736%**

“Living room pillows” **up 380%**

“Living room area rugs” **up 361%**

“Living room curtains” **up 317%**

“Living room lamps” **up 141%**

“Cozy living room” **up 53%**



Where Comfort Meets Charm

PRODUCTS

1. [Surya Brenley Pillow Cover](#)
2. [Drop Ornaments, 12-Piece Set](#)
3. [Kharaa Throw](#)
4. [St. Martin Gold Table Lamp](#)
5. [Beni Shag Scandinavian Area Rug](#)
6. [Karina Ottoman Furniture Piece](#)
7. [Fuji 360 Swivel Low Barrel Back Accent Chair](#)
8. [Vickerman Salem Green Pencil Pine Tree](#)



Elevated Winter Tablescapes



PRODUCT SPOTLIGHT

Gemma 6-Light Linear Chandelier in Bronze

Gemma is a contemporary chandelier collection with stunning rectangular prisms of amber pearl and clear crystal set within a frame of vintage bronze to create a seamless sparkling, jewelry-like effect.



Designed To Dine

Gathering family and friends around the table is a time-honored holiday tradition. Homeowners are looking to elevate their dining room experience with searches on Houzz doubling for “dining room buffets” and searches for “dining room buffet decor” jumping an astounding 15.5x! To accommodate larger parties, homeowners are searching for “extendable dining room tables” 42% more often this year. Tablescape decor is also in focus, with searches for “dining room table centerpiece decor” up by half and “napkin rings” up 38%.

Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from Q1 2023 versus Q1 2022.

What Homeowners Are Searching

- “Dining room buffet decor” **up 1,448%**
- “Dining room buffet” **up 105%**
- “Dining room table centerpiece decor” **up 50%**
- “Extendable dining room tables” **up 42%**
- “Napkin rings” **up 38%**
- “Dining room chandelier” **up 33%**

Decked-Out Dining Rooms

PRODUCTS

1. [Frono 3-Piece Hostess Set](#)
2. [Gemma 6-Light Linear Chandelier](#)
3. [9' Norway Spruce Pre-Lit Warm White LED Artificial Christmas Garland](#)
4. [Lenox Holiday 5-Piece Place Setting](#)
5. [Design Imports Chambray French Stripe Napkins, Set of 6](#)
6. [Blake Boucle Fabric Dining Chair, Set of 2](#)
7. [Amelie Dining Table](#)
8. [Safavieh Silva 2-Tier Octagon Bar Cart](#)



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Gracious Guestrooms



PRODUCT SPOTLIGHT

Barke Throw

Embodying time-honored designs that have been revered for generations, the Barke Collection redefines vintage charm from room to room within any home decor.



Hosting Hospitality

Homeowners are excited to host guests this holiday season. After many turned their guest bedroom into an office during the COVID pandemic, homeowners on Houzz are now searching for ways to make it work more efficiently as both an office space and a guest room (searches for “office guest room” are up 129%), while the term “guest bedroom” also saw a 25% bump in searches on Houzz. Other hosting features are also seeing an increase in searches on Houzz, including “hallway linen closet” (up nearly 5.5x). And to preempt any accidental spillages over the party season, searches for “washable rugs” are up by 87%.

Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from Q1 2023 versus Q1 2022.

What Homeowners Are Searching

“Hallway linen closet” **up 441%**

“Office guest room” **up 129%**

“Washable rug” **up 87%**

“Bedroom rug” **up 38%**

“Guest bedroom” **up 25%**

“Decorative throw pillows” **up 10%**



Joyful Lodgings

PRODUCTS

1. [Fascination Charcoal Indoor/Outdoor Performance Pillow](#)

2. [Journey Indigo Indoor/Outdoor Performance Pillow](#)

3. [Sincerity Caramel Indoor/Outdoor Performance Pillow](#)

4. [Norland Blue and Gray Rug](#)

5. [Cordoba Pouf](#)

6. [Barke Throw](#)

7. [Waverly Cream Bench](#)

8. [Nativa Interiors Aylet Vertical Channel Tufted Bed](#)



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Outdoor Gathering Spaces

PRODUCT SPOTLIGHT

Amari Sofa

Although the styling of Amari is reminiscent of authentic midcentury furniture, there is a more reserved character that adapts to a variety of tastes. The light and airy shape allows it to fit effortlessly into both contemporary and classic environments, while the ability to choose between woven or cushion seating further highlights its versatility.



PRODUCT SPOTLIGHT

EcoSmart Pop Smokeless Fireplace

Bring inspired style to your indoor or alfresco settings with this iconic ethanol-fuelled fireplace. It's an eclectic taller-style portable fire that's full of character and combines modern retro accents with contemporary technology.



Exterior Wonderland

Even as the weather cools, homeowners are seeking ways to extend the use of their outdoor spaces into the winter months. They are offering guests a warm welcome, with searches for “outdoor entry lighting” up 12.5x on Houzz, and illuminating their steps with searches for “outdoor pathway lighting” nearly doubling. To extend the time that people can spend outside, searches for “screened-in porch with fireplace” are up 216% and “outdoor covered patio” grew 33%. Searches for outdoor decor and rugs are also both up, compared with last year.

Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from Q1 2023 versus Q1 2022.

What Homeowners Are Searching

- “Outdoor entry lighting” **up 1,157%**
- “Screened-in porch with fireplace” **up 216%**
- “Outdoor pathway lighting” **up 91%**
- “Outdoor decor” **up 36%**
- “Outdoor covered patio” **up 33%**
- “Outdoor lanterns” **up 26%**
- “Indoor/outdoor rugs” **up 10%**

Spruce Up the Outdoors for Winter

PRODUCTS

1. [Outdoor Dimmable LED String Light](#)
2. [EcoSmart Pop Smokeless Fireplace](#)
3. [Super Mink Faux Fur Throw Blanket](#)
4. [Fish Shed 19 Twisted Throw](#)
5. [Uttermost Maquette Garden Stool](#)
6. [Modern Indoor/Outdoor Area Rug](#)
7. [Outdoor Woven Club Chair](#)
8. [Amari Sofa](#)



Resplendent Bathrooms

PRODUCT SPOTLIGHT

The Malone Bathroom Vanity

The contemporary Malone vanity pulls out all the stops with corrugated cabinets and brushed gold framing, yet soothes the senses with a warm, walnut finish and barely there cabinet pulls. It also happens to be a modern marvel with a built-in power and USB outlet hidden inside the left cabinet. But that's not the only surprise: The center cabinet is actually a drawer with a smaller pull-out to keep everything tidy.



PRODUCT DETAILS



Solid Wood Base



Natural Stone Countertop



Soft-Close Drawers



Adorned in Gold

Interest in luxury primary bathrooms is growing in prevalence on Houzz, with searches for “white and gold bathrooms” and “black and gold bathrooms” up 4x and 2x, respectively. Gilded accent features, like “Calacatta gold bathroom” countertops and “gold toilets,” have also seen significant search growth.

Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from Q1 2023 versus Q1 2022.

What Homeowners Are Searching

“White and gold bathrooms” **up 305%**

“Calacatta gold bathroom” **up 241%**

“Gold toilets” **up 177%**

“Black and gold bathrooms” **up 130%**



Gilded in Glamour

PRODUCTS

1. [Rhodes Framed Wall Mirror](#)

2. [Lowry Side Table](#)

3. [Clifton 1-Light Wall Sconce](#)

4. [Delta Trinsic Single-Handle Bathroom Faucet](#)

5. [Decorative Hand-Carved Mango Wood Vase](#)

6. [Loloi Jules Runner Rug](#)

7. [The Malone Bathroom Vanity, Double Sink, Freestanding](#)



Entertainer's Dream Kitchen

PRODUCT SPOTLIGHT

The Rombass Saddle Seat Stool

Sleek metal legs combine with natural mango wood to bring design-focused beauty to your home. This is a Houzz exclusive product.



PRODUCT SPOTLIGHT

The Aubrey Collection by Angela Rose x Loloï

This vintage-inspired area rug makes visitors do double takes. The distressed pattern is printed with uncanny precision, while the ombre-fading and warm palette create an inviting, lived-in look.



Where the Host Meets the Chef

The 2023 U.S. Houzz Kitchen Trends Study found that nearly 3 in 5 homeowners use their kitchen for entertaining following a renovation (57%). That motivation seems to be influencing everything from layout to storage. Searches for “open-concept kitchen to family room” grew 76%; and island cooktops and ranges also increased in popularity, enabling cooks to face and engage with their guests as they prepare a meal. “Walk-in kitchen pantry,” which offers additional storage to have enough supplies on hand for a large group and hide away smaller appliances, like toasters and coffee makers, jumped 27x compared with the same period in 2022.

Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from Q1 2023 versus Q1 2022.

What Homeowners Are Searching

- “Walk-in kitchen pantry” **up 2,636%**
- “Coffee and wine bar” **up 469%**
- “Large kitchen island with seating” **up 187%**
- “Open-concept kitchen to the family room” **up 76%**
- “Beverage station” **up 71%**
- “Island cooktops” **up 48%**
- “Island ranges” **up 32%**



Ingredients for Kitchen Gatherings

PRODUCTS

1. [Morland 1-Light Adjustable Wall Sconce With Plug](#)

2. [ZLINE 10-Piece Non-Toxic Stainless Steel and Nonstick Ceramic Cookware Set](#)

3. [ZLINE Professional German Kitchen Knife Set](#)

4. [Angela Rose x Loloi Aubrey Area Rug](#)

5. [Rombass Saddle Seat Stool](#) Houzz Exclusive

6. [Jura Super-Automatic Touchscreen Espresso Machine](#)

7. [ILVE Nostalgie Metal Single Oven Dual Fuel Range](#)





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home at [houzz.com](https://www.houzz.com)