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FROM URBAN FARMHOUSE TO DARK MOTIFS, PULTE HOMES PROVIDES ITS TOP INTERIOR DESIGN TRENDS FOR 2018

ATLANTA, Jan. 22, 2018 – Look out for natural elements, mixed metals, urban farmhouse inspired designs, and touches of velvet in homes as part of the top home design trends of 2018, according to newly released information by Pulte Homes, a national brand of homebuilder PulteGroup, Inc. (NYSE: PHM).

To view a collection of top home design trends, view the Pulte Homes website:
https://www.pulte.com/design/design-trends-for-2018

"This year's top trends include a wide-variety of styles with something that is sure to speak to everyone's taste. Taking a cue from fashion, many design elements combine soft, warm elements such as velvet paired with industrial or metal accents to create a touch of sophistication," says Angela Nuessle, national interior design director for Pulte Homes. "2018 is projected to bring many of bold statements into the home, such as dark motifs and highly graphic flora and fauna prints and accessories."

Pulte Homes exclusively utilizes in-house merchandising services and expertise for all of the interior design and quickly incorporates the latest trends when designing interiors for the model homes across the country. In 2017, the interiors team merchandised 311 model homes, totaling 825,600 residential square feet.

The team shares the following top home design trends for the upcoming 2018 year.

Home Design Styles:

1. Industrial Glam

Industrial glam gives a sense of warmth and softness in a home by adding high-sheen accessories, rich textiles, and softer furnishings with industrial elements. Look for this trend in lighting, such as crystal elements incorporated in industrial designs, velvet drapery, and large oversized upholstery in lush fabrics and metallic elements in furnishings.

2. Urban Farmhouse

Likely made popular by HGTV's "Fixer Upper" show, the urban farmhouse trend creates a casual—yet edgy—hybrid style of two popular design aesthetics. Rustic wood mixed with linen and leather to warm up any room. Add in high-contrast finished and onyx accents to help contemporize the design overall. Look out for this trend in home accessories, lighting, and furniture, especially rustic mixed with high-gloss elements and lustrous metals.

3. Nordic & Scandinavian Highlights

An overall minimalist look, this style is balanced and centered on organic and informal materials. Look for this inspiration in furniture styling and area rugs. You can easily incorporate this look with sheepskin throws, natural wood elements, and simple linear lighting.

Straight from the Fashion Runway:

4. Velvet

No longer just a 1960s trend, velvet has proven to be a strong element in fashion and will continue to make its way into home décor in 2018. This multi-dimensional fabric adds warmth, depth and luster to upholstery, drapery, and accent pillows. You can easily incorporate velvet in curtains, bedding, and furniture.

5. Subdued Pastels

Look for serene pastels to add a soothing color pallet. Rose, violets, and calming blues work seamlessly with any neutral shade to add a touch of tranquility to your space. This trend will appear in accent paint, textiles, accessories, rugs, and florals in the home in 2018.

Bold Statements:

6. Flora and Fauna Statement Makers

Look for this to be a big style driver in both fashion and home décor. Bold prints combined with naturally serene-feeling botanicals and foliage combined with striking animal photography will appeal to everyone with this trend. Look for this look to make a statement in any room of the home—think wallpaper and textiles, art and accessories, and statement rugs of flower prints and animal patterns.

7. Dark Motifs – Midnight, Onyx and Emerald

Richly saturated colors, including cobalt, emerald, onyx, and cranberry will add warmth and depth to homes in 2018. This trend makes a statement in a room, from a bold sofa upholstery to a subtle accent color. Spot these colors in drapery, bedding, rugs, accent walls and wallpaper, furnishings, and accent pillows.

8. Mixed Metals

This versatile trend remains a statement maker for 2018 and beyond. Applications span across the design spectrum from industrial to ultra modern styles. Look for mixed metals to be incorporated in furnishings, lighting and plumbing fixtures, cabinet hardware, artwork, and accessories.

About PulteGroup, Inc.

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in approximately 50 markets throughout the country. Through its brand portfolio that includes Centex, Pulte Homes, Del Webb, DiVosta Homes and John Wieland Homes and Neighborhoods, the company is one of the industry's most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup conducts extensive research to provide homebuyers with innovative solutions and consumer inspired homes and communities to make lives better.

For more information about PulteGroup, Inc. and PulteGroup brands, go to pultegroupinc.com; www.pulte.com; www.centex.com; www.delwebb.com; www.divosta.com and www.jwhomes.com. Follow PulteGroup, Inc. on Twitter: @PulteGroupNews.

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