



# Visual & Aesthetic Trends Shaping Experiential Events

In 2025, it's no longer enough to impress - brand experiences must resonate.  
Design, colour, and aesthetic cues now define emotional engagement and social shareability  
Here's what's trending on our radar - and how it's transforming brand experiences.



# Colour As An Experience

Colour isn't just decorative — **it's neurological.**

It influences how we feel, remember, and respond to spaces.

When used intentionally, colour becomes a storytelling tool that can heighten emotion, anchor brand recall, and create immersive atmospheres.



## Micro Trends



### Verona Sunset

A bold, uplifting orange that energises and adds heat to live experiences.

*Source: Peak Event Services*



Color of  
the Year  
2025

**PANTONE**

**Mocha Mousse**  
17-1230

### Mocha Mousse

Pantone's 2025 colour of the year: a warm, grounded neutral perfect for creating refined, earthy environments.

*Source: [www.pantone.com](http://www.pantone.com)*



### Rococo Revival

Monochromatic, single-hue spaces inspired by 18th century French opulence. Soft pastels and rich textures add drama through restraint.

*Source: The Wed Magazine*



## What This Means For Brands

- ✓ Use colour to evoke emotional responses – energise, soothe, or intrigue.
- ✓ Design full-colour environments for maximum visual impact and brand recall.
- ✓ Layer in AI-powered lighting or projection to evolve colour through time or interaction.

### EVENT MARKETER INSIGHT

*“Colour can do the emotional heavy lifting in a space – and drive organic content capture. Choose shades that do both.”*



## Rebel Lens

Hana Zalejska - Senior Events Executive @ R&S - Australian Open Melbourne:  
“The transition from sunset to stadium floodlights created a subtle emotional shift. The lighting wasn’t just functional — it built anticipation and theatre.”



### BRAND EXAMPLES



#### Hermès SS24, Paris

A dominant orange palette (Verona Sunset tones) was used across staging, seating, and lighting. This unified the space and evoked warmth, vitality, and the brand’s signature boldness.



#### SK-II 'Future X Smart Store', Tokyo

Integrated ambient lighting that shifted from cool to warm tones to guide customer emotion and interaction throughout the retail journey — combining colour psychology with digital innovation.



#### Chanel 'Le Rouge' Pop-Up, Seoul

A fully monochromatic red experience. Every touchpoint — walls, floors, screens — was immersed in the brand’s hero shade, reinforcing product focus and high-impact visual identity.



# Maximalism & Textural Storytelling

In an age of hyper-digital experiences, **people are craving tactility.**

Maximalist environments bring richness, warmth, and emotional resonance  
— a visual rebellion against minimalism.



## Micro Trends



### Maximalist Fantasies

Layered, extravagant designs that reject sleek minimalism in favour of immersive depth



### Textured Elegance

Eclectic prints, rich fabrics, and craft-led detail offer guests a feast for the senses



### Boom Boom Glam

Inspired by 1980s glamour: velvet, metallics, power dressing and unapologetic design drama



## What This Means For Brands

- ✓ Build immersive, multi-sensory spaces — where touch and texture lead the story
- ✓ Layer visual elements to create photo-worthy moments from every angle
- ✓ Merge luxe with bold — think velvet meets scaffolding, neon meets moss

### EVENT MARKETER INSIGHT

*“Maximalism delivers emotional payoff and higher dwell time. The more there is to explore, the longer audiences stay and share.”*



## Rebel Lens

Aayushi Mehrish - Creative Event Specialist @ R&S - Louis Vuitton's "Journeys", Bangkok: "Each room had its own original soundtrack — one metallic space with pulsing synths and haunting vocals left a lasting impression. The music didn't just set the mood, it made the space unforgettable."



### BRAND EXAMPLES



#### Dior Haute Couture FW23, Paris

Set design featured gold-threaded tapestries by artist Marta Roberti. The maximalist environment merged art, craft, and couture in a sensory, gallery-like show experience.



#### Gucci 'Cosmogonie' at Castel del Monte

A high-concept fashion show layered historical references, dramatic lighting, and luxurious textiles within an ancient fortress. The interplay between setting and styling exemplified narrative maximalism.



#### Netflix x Bridgerton Ball, NYC

A fan-focused activation with velvet-lined banquet halls, floral tunnels, and immersive orchestral scoring. The maximalist setting created a fantasy-world guests could inhabit and share widely.



# The Experience-Driven Event Space

Today's audiences don't just attend events — **they expect to be immersed in them.**

Spaces must invite participation, spark connection, and create moments that are felt as much as they are seen.



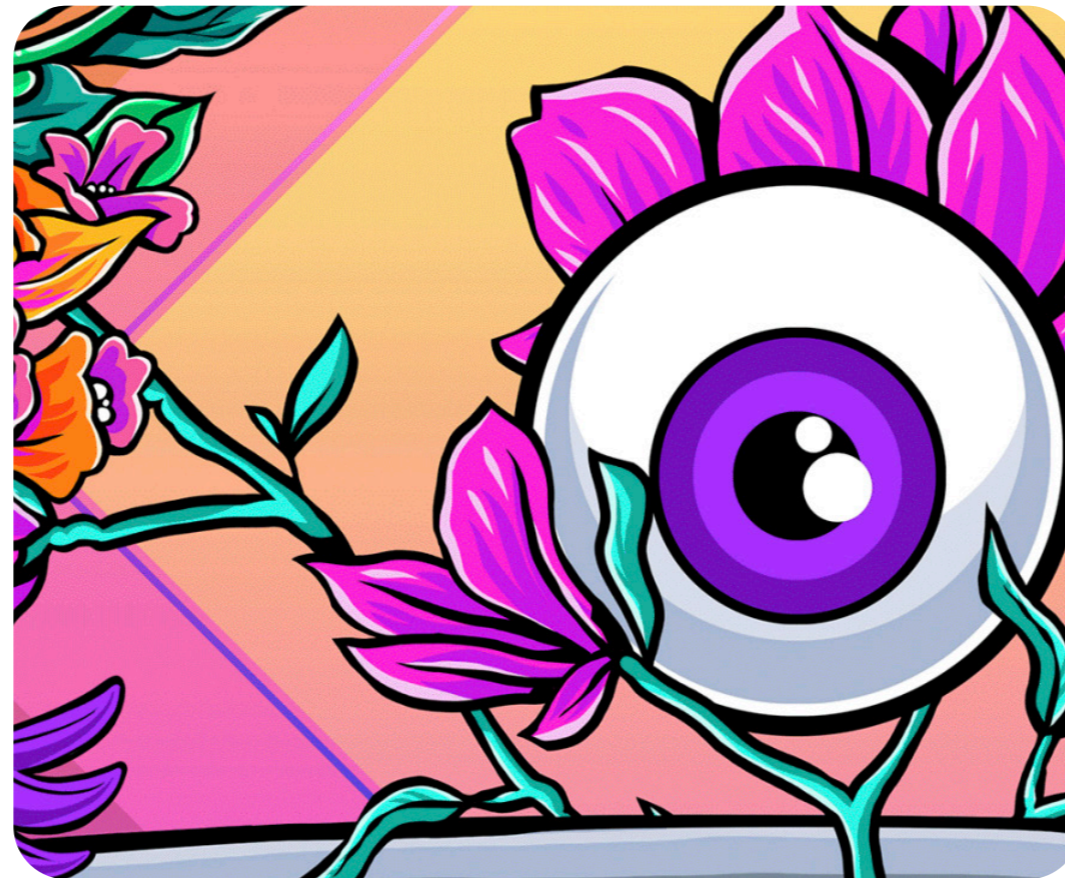
## Micro Trends



### Third Place Dining

Events double as lifestyle spaces, inspired by restaurants and retail that serve as social hubs.

*Source: Resy – 2024 Retrospective: Third Place Dining*



### Art as Differentiator

Bespoke installations used not just for aesthetic, but to shape meaning, interaction, and identity

*Source: The Drawing Arm*



### Immersive Appeal

Multisensory tech-led spaces that feel like brand worlds, not branded sets.

*Source: Adobe Creative Trends*



## What This Means For Brands

- ✓ Design spaces that encourage lingering, not just looking
- ✓ Create fluid layouts that support social flow and storytelling
- ✓ Use immersive tech (AR, scent, sound, motion) to bring brand values to life

### EVENT MARKETER INSIGHT

*“Think beyond the moment — experience design should extend engagement time and create multiple content opportunities.”*



## Rebel Lens

Kristy Castleton - Chief Memory Maker @ R&S - Moco Museum, London:

“Reflecting My Heart in You by Lorenzo Quinn x Breakfast Studio - A simple kinetic sculpture - beautiful, responsive, and totally immersive. Every movement became a one-off piece of interactive art. I filmed it while moving it, and it felt like co-creating.”



### BRAND EXAMPLES



#### Louis Vuitton Savoir Faire, Singapore

Converted a private heritage home into a storytelling salon. Objects were staged in living-room style sets to slow down the luxury experience and create conversation zones.



#### Tiffany & Co. x Aranya Beach Pop-Up

Themed around the sea, this beachfront activation included soundscapes, touchpoints, and sculpture zones that doubled as content sets.



#### BMW x Art Basel Lounge

Blended conceptual art with test-drive tech. Guests engaged with artists and AI-generated art while exploring the brand's future vision, turning a showroom into an experience.



# Redefining Event Authenticity

In a world of filters, polish, and performative branding, **audiences are craving rawness and relatability.**

Authenticity builds trust — and in events, that means embracing imperfection, human connection, and humour.



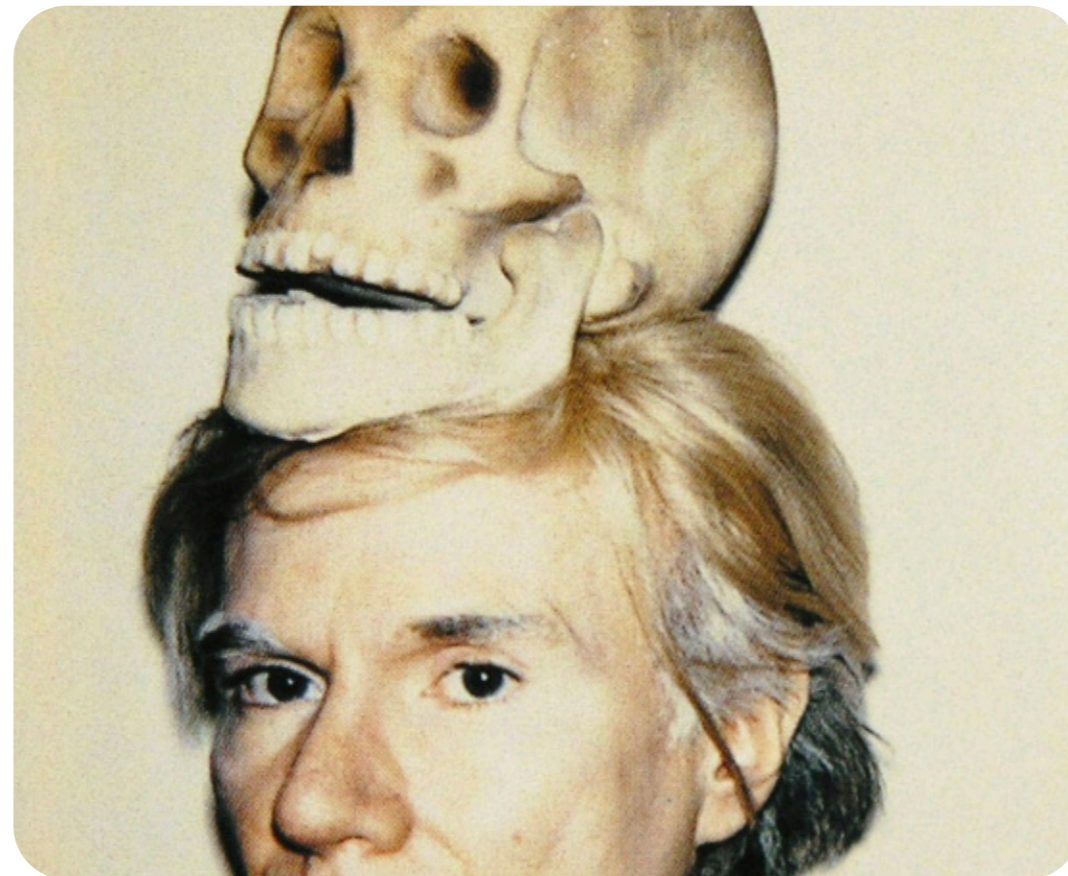
## Micro Trends



### Bad Form Aesthetic

Unpolished, rule-breaking visuals that feel spontaneous, lived-in, and real.

*Source: The Spruce*



### Lo-fi / Hi-brow Fusion

DIY aesthetics merged with elevated design, creating intimacy with credibility

*Source: Stocksy - Visual Insights Report 2025 CAIG*



### Levity & Laughter

Humour as a storytelling device — lightness invites sharing and sparks emotional stickiness

*Source: Adobe Creative Trends*



## What This Means For Brands

- ✓ Design for participation, not perfection
- ✓ Embrace DIY textures, hand-rendered signage, or casual framing
- ✓ Inject wit, quirks, and cultural nuance to create moments that feel human, not staged

### EVENT MARKETER INSIGHT

*“The most viral moments are rarely the most polished  
— they’re the ones that feel real, unexpected, and personal.”*



## Rebel Lens

Natasha Shamash - Business Development & Partnerships Manager @ R&S  
- Edinburgh Fringe: “Hand-painted signs, zero staging — it felt like punk met theatre.  
Raw, funny, unforgettable.”



### BRAND EXAMPLES



#### Glossier Pop-Up Tour

Global Used handwritten notes, minimal builds, and polaroid photo walls to create a raw, community-built vibe — approachable beauty at street level.



#### Pinterest Manifestal

LA Invited guests to create imperfect mood boards and affirmation collages — a celebration of creativity without pressure to be 'perfect.'



#### Monocle x Salone del Mobile

Milan Intimate event moments were designed to feel like casual conversation lounges — mis-matched chairs, analogue tools, and zine-making corners replaced high-production perfection.



## The Rebel Radar Takeaway

Events in 2025 are all about immersion, texture, and authenticity. The days of passive audiences are over—today's most impactful experiences are those that make attendees feel, connect, and engage on a deeper level.



Colour is more powerful than ever - use it boldly



Maximalism is making a comeback - embrace it.



Events must be interactive, social, and community-driven.



Authenticity wins over perfection - human connection is key.

Want to use these insights to create unforgettable experiences?

Let's talk!

