



# Fixr.com Bathroom Trends Report 2023



## Introduction

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Your bathroom is likely one of the most frequently used spaces in your home. So when it gets dirty, dingy, older, or has problems like water leaks or mold, you're going to want to update it. The bathroom is also one of the most frequently renovated rooms in the house. And regardless of what your reasons are for why you decided to renovate your bathroom, most people when they get started look to improve things like the function, the aesthetics, and the way that the bathroom interacts with their lives. Keeping up with the most recent trends in bathroom design can also help ensure that your bathroom will look fresh and be functional for the longest amount of time. To help uncover what the biggest trends are in bathroom design for 2023 we surveyed 62 of the top industry experts on what they believe will be the most popular features, designs, and materials, and what their take is on how homeowners are spending this year.

## Message From the Author

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As we enter 2023, we move further away from the fallout of the pandemic. Bathroom trends are beginning to be less dictated by past events and more in line with what works for people today. It's not only aesthetics that will be dominating new bathroom design, functionality is going to take center stage too. Bathrooms remain a popular area to renovate this year, and somewhat surprisingly experts believe people are willing to spend more than before, despite the cost of living increasing. Yet it's the costs that will be the biggest reason for those people who choose not to remodel. It is interesting to see wallpaper continue its steady rise in popularity and refreshing to know that homeowners are willing to incorporate more daring design trends such as patterned and textured tiles.

So whether you have a master bathroom to overhaul, or you just want to update your powder room, I hope that the trends featured in this report can help you make the most out of your space and your renovation project in 2023.



*Adam Graham*

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# Key Findings

- 71% of experts say homeowners are willing to **spend more** than before on a bathroom remodel in 2023.
- Improving **functionality** and **aesthetics** are the main reasons behind homeowners’ bathroom remodels, say 52% of professionals.
- 73% of industry experts say **cost of materials** will be the main driving factor behind those who choose not to remodel.
- Half of experts state that **wood-look** and **natural materials** will dominate trends in 2023.
- 65% of pros believe the **shower** is the most in-demand design feature for bathrooms this year.





Image: Christopher Charles Evans

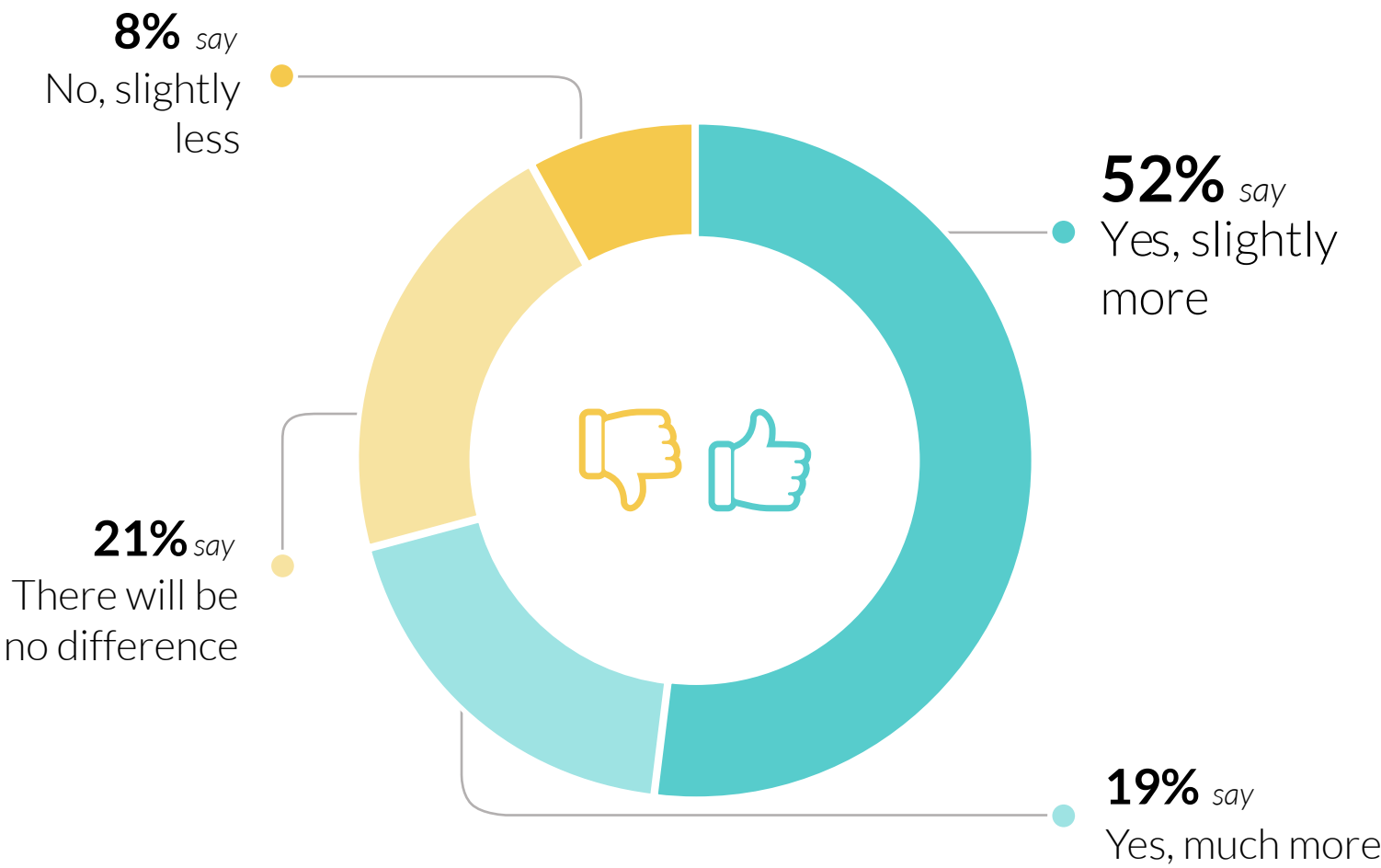
## Bathroom Remodeling: Homeowner Spending Habits in 2023



# People Are Willing to Spend More on Bathroom Remodels in 2023, According to Huge Majority of Experts

Overall, 71% of experts surveyed believe that people are willing to **spend more on a bathroom remodel in 2023** than they have in previous years. 52% of those believe the people will be willing to spend slightly more, while 19% believe the people would be willing to pay much more. A further 21% believe that there will be no difference in spending habits on bathroom remodels in 2023 compared to before. An additional 8% think the people will spend slightly less than they have in previous years as well.

Are people willing to spend more on a bathroom remodel in 2023 than before?





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With the cost of living on the rise, there are a lot of increases in the costs of plumbing, bathroom fixtures, and flooring. Labor shortages are driving up the cost of labor for bathroom renovations as well. This can increase the cost of what most people will have to pay in order to have their bathroom remodeled in 2023 overall. The average **bathroom renovation** costs between \$4500 and \$9000. But costs are in flux right now, and many things may be increasing in cost as the year goes on. Some people are willing to take that in stride and pay a little bit more. Others are willing to pay a lot more if it means getting the job done correctly. However, there are some people that may only want to spend the same amount that they would have spent previously. And some may want to spend slightly less in order to offset rising costs in other areas of their lives. Homeowners may need to be more flexible about costs going forward through the year if they intend to remodel their bathroom anytime soon.

*“ The most common misconception in regard to bathroom renovation is that it will be easy and inexpensive. For a small footprint of space, there is a lot of detailed work to be done. Consider the labor for the tile setter and the plumber. Also, if the tiles and plumbing are not done correctly, the unintended consequence will be costly. So, it is definitely worth hiring the right tradesperson to do the job. One should be willing to pay for experience. ”*



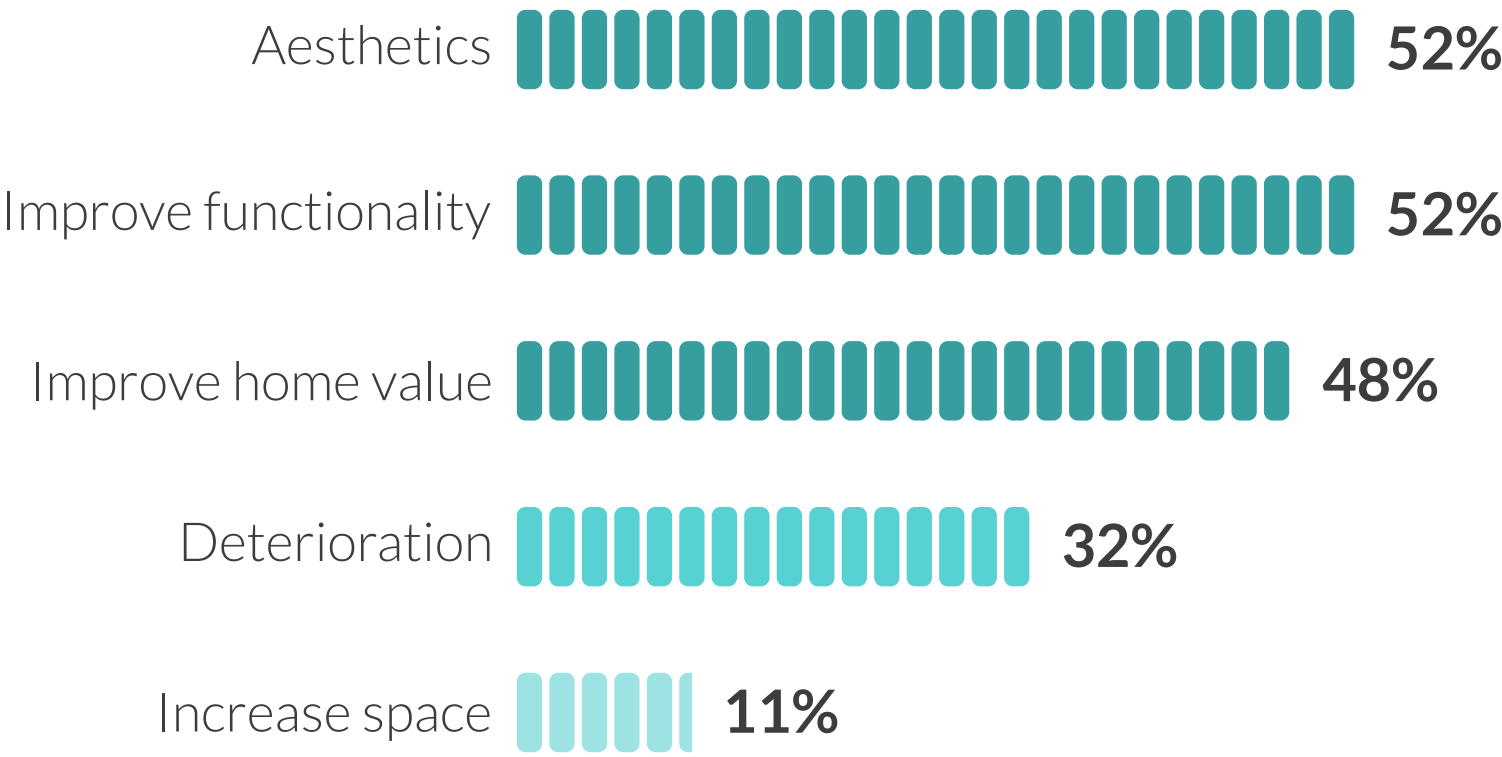
**Rose Dostal, RMD Designs**



# Functionality and Aesthetics Drive Bathroom Remodels

There are many reasons why people undertake a bathroom remodel, but it would seem that in 2023 there are three main standouts. 52% of experts say the main trend for doing so is to **improve functionality**. 52% of experts surveyed believe the people will remodel in order to **improve the aesthetics**, while 48% believe that remodels will occur to improve the whole value of the home. Functionality is definitely important on many people’s lists because it impacts how you interact with the bathroom and how easy or difficult the space is to use. If you have challenges with mobility, if you are in a rush in the morning, or if you have multiple people all trying to use the same bathroom, improving the function will improve everyone’s experience with space.

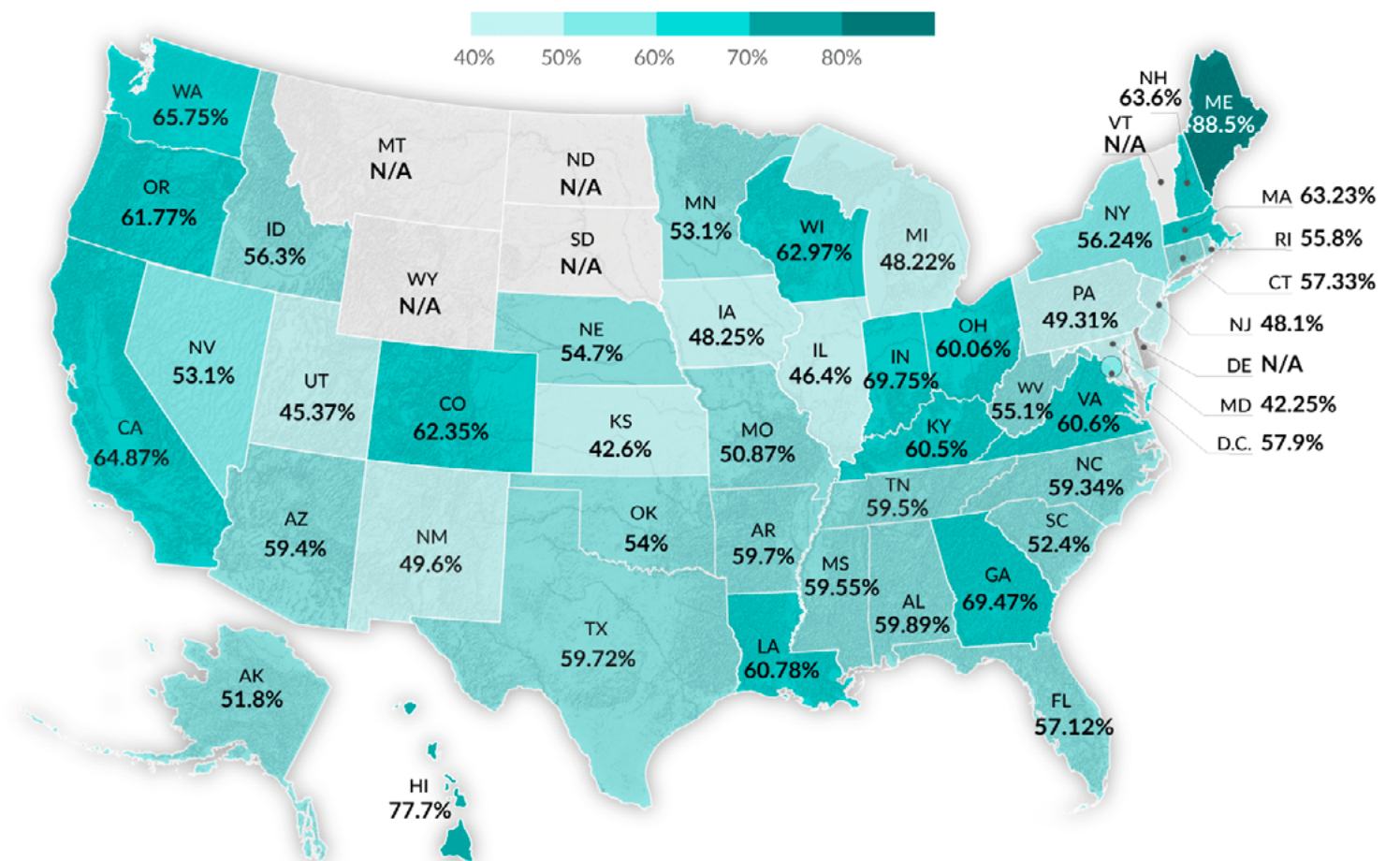
What will be the main reasons behind bathroom remodels in 2023?





When it comes to aesthetics, the bathroom is an area of the home that people spend a lot of their time in, and so they want it to look good, reflect the way that they feel when they use it. If your bathroom is outdated, dirty, dingy, or just not looking the way that you would like it to, you're more likely to put a big focus on the aesthetic of the space once you remodel. And a bathroom that is highly functional and that looks good is also more likely to improve the value of your home. Therefore, any time that people make big changes to the bathroom during a renovation, they have to think about how it's going to impact value. This is particularly true if you plan on selling your home within the next five years. Bathroom remodels tend to get a **high ROI** over time, which is definitely a driving factor for many people when it comes to considering how the bathroom will look and function after a remodel.

### The ROI of a Midrange Bathroom Remodel in Every State



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32% of experts also mentioned the deterioration of the current space is another reason why people may want to remodel. Deterioration sometimes can go hand in hand with a lack of functionality and aesthetics. However, deterioration can also impact the value of your home in a different way. It can actually detract value from your home. So some people might think of the deterioration as a reason to remodel due to the space becoming less functional, but for others it is because it can lower their home's value if they try to sell, and there are things like mold or water damage present in the bathroom.

Finally, 11% of experts believe that an increase in space is another reason that people may remodel their bathroom. An increase in space, however, also lines up well with functionality; sometimes in order to improve the function of a space, you do need to make it larger.

*“Bathrooms are also very important to buyers if you are selling, so updating is always going to pay off.”*



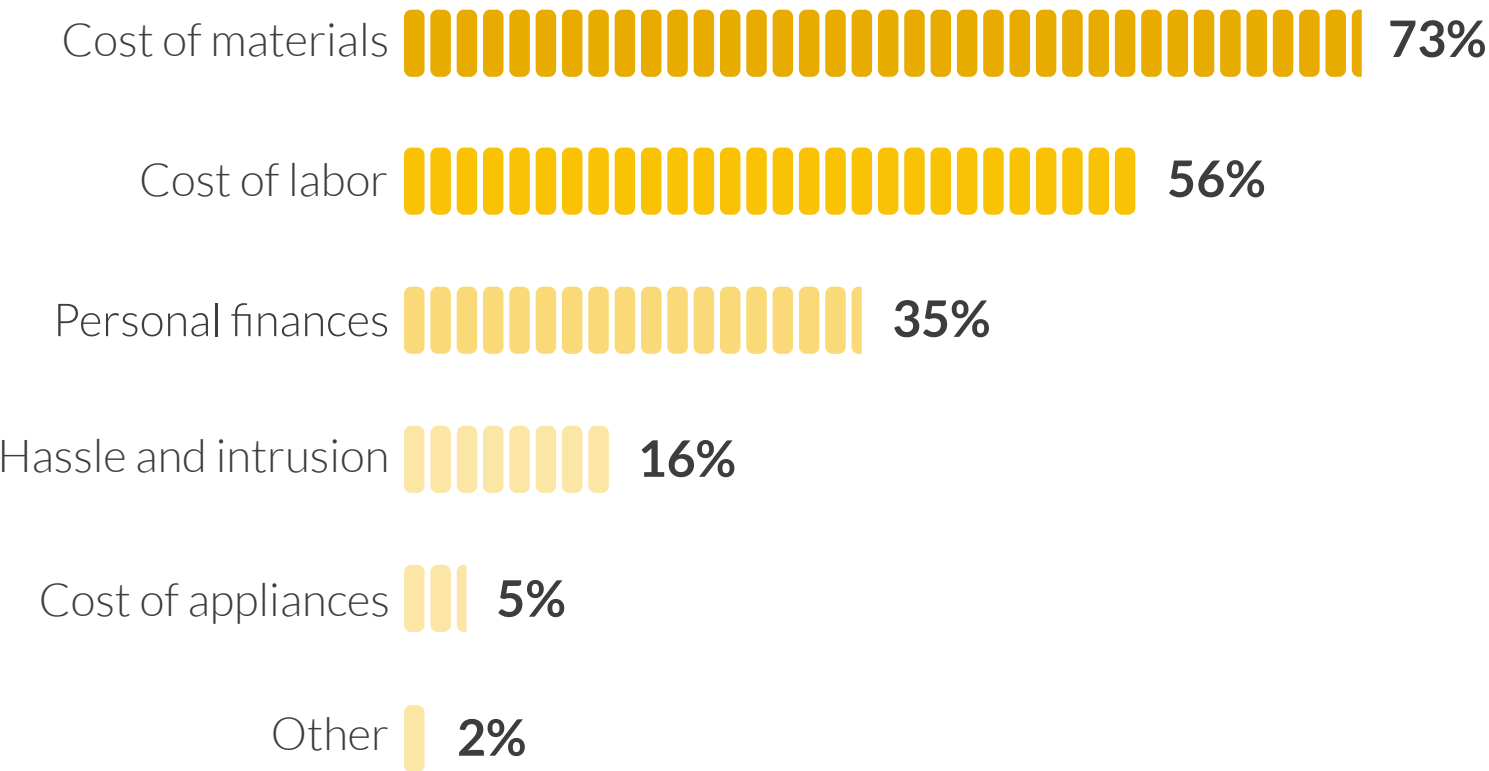
**Tamra Toney Pfeifer, Set the Stage Interiors**



# Cost of Materials is the Main Reason People Won't Remodel Their Bathroom

When it comes to the reasons why people won't remodel their bathroom in 2023, 73% of experts surveyed believe that the **cost of materials** will be the biggest driving cost. Materials **increased** in cost through 2022, and many will continue to increase in cost through 2023 as well. The rising cost of gasoline may impact shipping costs, which will in turn drive the cost of materials. In addition, some materials that are used in home construction, including concrete, wood and steel, all have had very variable and fluctuating costs of late. This combined with things like supply shortages may make the cost of materials for some renovations out of reach for some homeowners.

What will be the main reasons behind people **not** remodeling their bathrooms in 2023?



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The cost of **labor** follows behind this according to 56% of experts surveyed. Labor shortages and increased demand in some areas have led to an increase in the cost of labor. When this is combined with the cost of rising materials, it can make some areas of a remodel too pricey to continue with.

35% of experts also feel that people's personal finances will play a role. With inflation driving the cost of living, it could be that many people simply don't feel that the time is right to remodel at all. The cost of appliances and the hassle and intrusion that can come with a remodel are other reasons cited.

*“While the budget will be the main reason why we won't see much of this renovation showing up in our calendars, people will continue to look for ways to make simple updates to this room.”*



**Gloribell Lebron, G. Lebron Interiors**





## Top Bathroom Design Trends for 2023

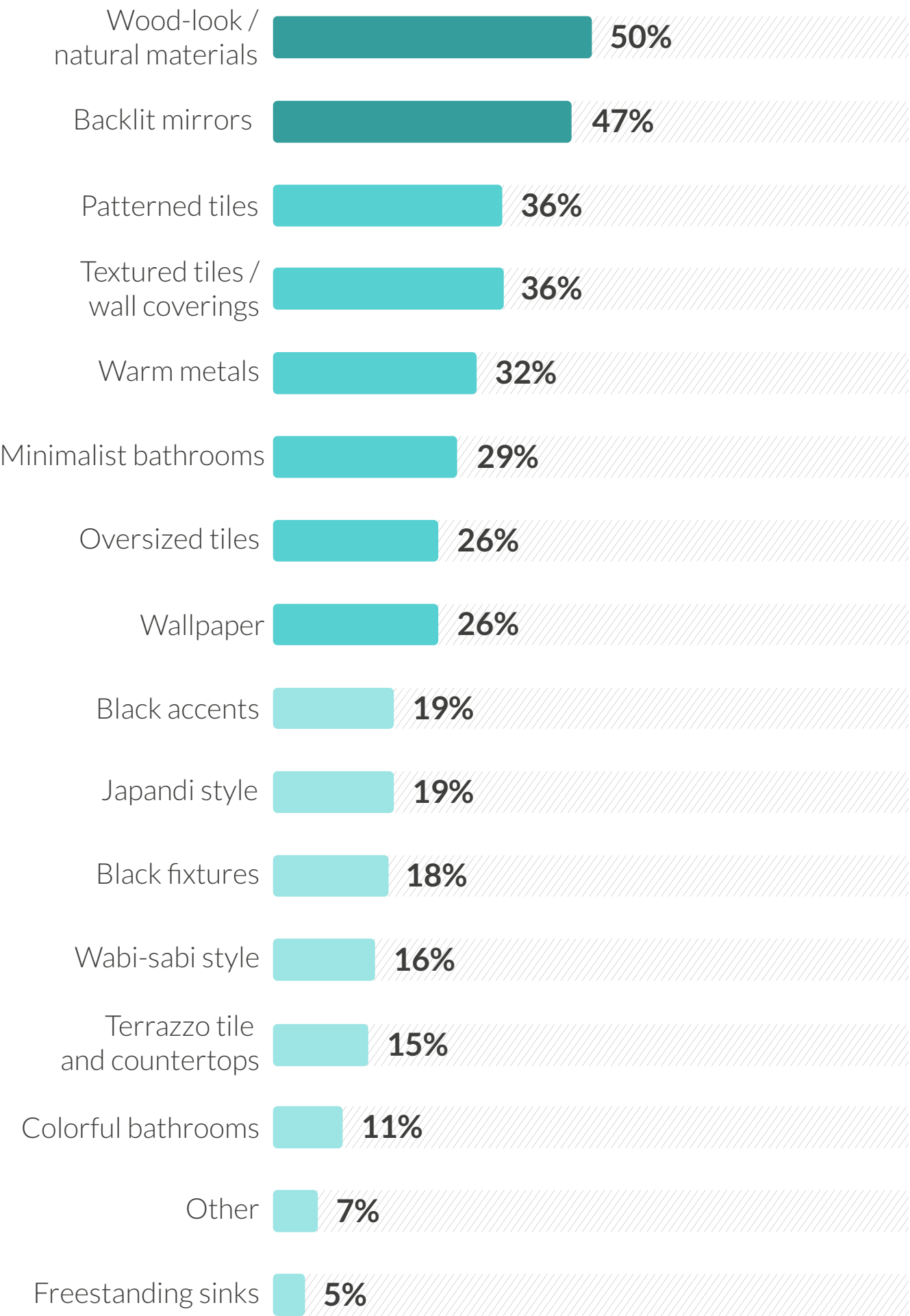


## Natural Materials and Backlit Mirrors Top Bathroom Design Trends

There are many hot bathroom designs that are getting a lot of popularity and attention as we enter 2023. **Wood-look and natural materials** are the top choice according to 50% of experts surveyed. Natural materials are key to many other popular things including popular styles like Japandi and Wabi-sabi, which were also mentioned by 19% and 16% of experts respectively. Natural materials can include stone, wood, and metals of many different textures, colors, and styles. They tend to have a lot of appeal because they also have natural variation that can make them unique.

47% of experts also think that backlit mirrors will be a popular trend in 2023. A backlit mirror gives off light around its perimeter, which can provide a little more ambient and task lighting to the room. Most backlit mirrors are also anti-fog and many can come with other features like magnifiers as well, which can increase their function.

Which of the following will be the biggest bathroom trend in 2023?





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Both patterned tile and textured tile and wall coverings are thought to be popular by 36% of experts. Both can add interest and dimension to the room, particularly when compared with solid colored and flat tiles and other materials. By using those with pattern and texture, it brings additional depth to the space.

Minimalist bathrooms (29%) round out the top trends. A minimalist bathroom tends to put an emphasis on the function of the space, rather than on adding things to it. More thought needs to be put into the layout and how you'll use the space, which can make it both functionally and aesthetically pleasing once it's done.

Other trends thought to be popular include oversized tiles and wallpaper, which were both selected by 26% of experts. **Wallpaper** has been increasing in popularity everywhere for the last few years, while oversized tiles have long been a popular addition to spaces like the bathroom for their clean, minimal design.

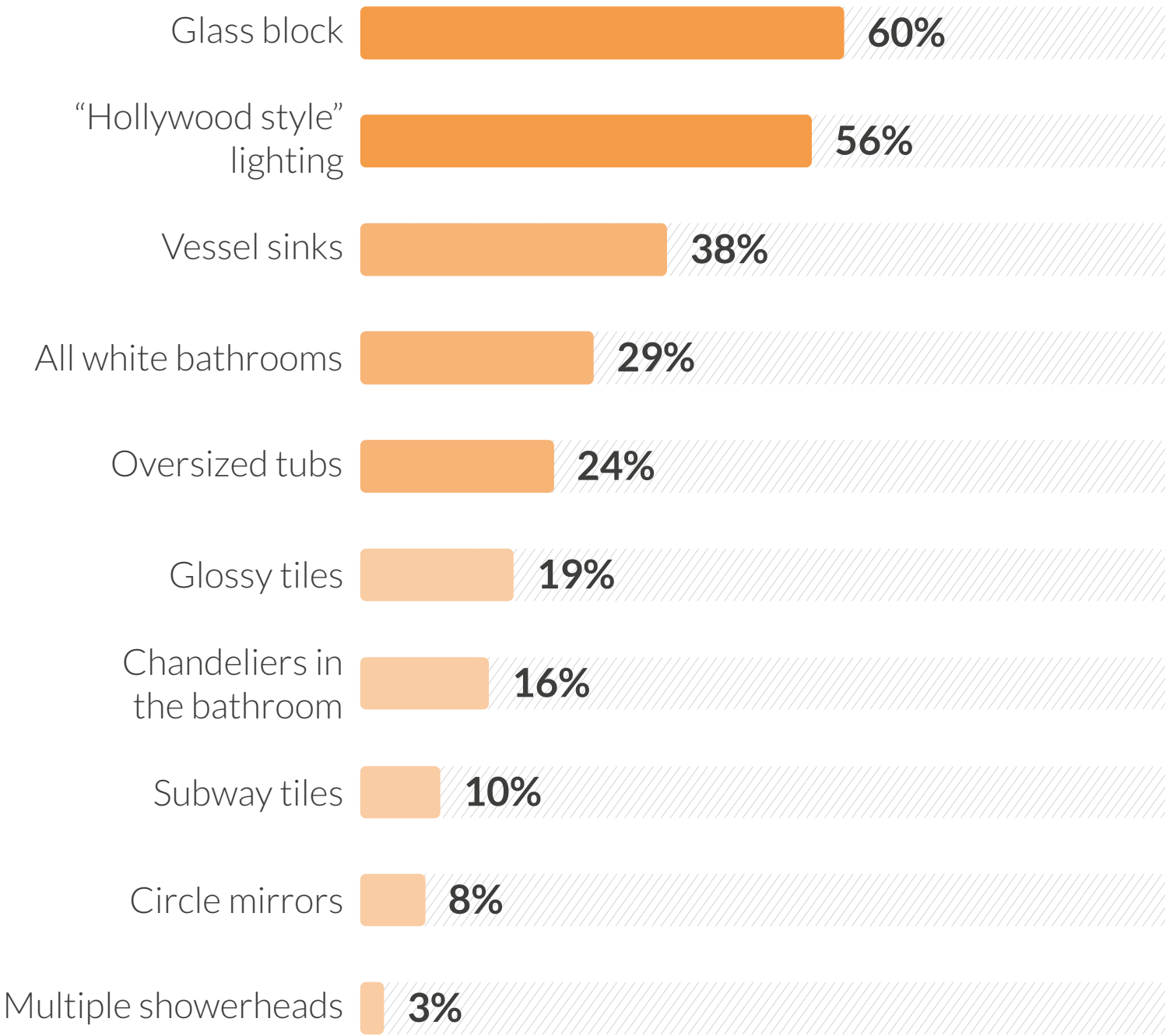
Black accents and black fixtures will also be popular according to 19% and 18% of experts. Terrazzo tile and countertops, colorful bathroom designs, and freestanding sinks round out the rest of the features you're likely to see in 2023.



# Homeowners No Longer Want Glass Block or “Hollywood Style” Lighting

When it comes to trends that will be losing popularity this year **glass block** leads the way according to 60% of experts. Glass block has been used in bathrooms to create windows and dividing walls for years. It has a very specific look though, that may clash with many of today’s popular bathroom designs such as Japandi and minimalist style. Hollywood style lighting is also one of the least popular trends according to 56% of experts. This was a style of a row of light bulbs across the mirror. It’s a more dramatic look than the current trend of backlighting the mirror, which provides a more subtle glow to the room.

Which of the following previous trends are most likely on their **way out** in 2023?





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Vessel sinks are out according to 38% of experts. Vessel sinks make a beautiful statement in many bathrooms, but they often aren't as functional as people need. Many states require them to be installed with a grid drain, and a shallow sink often ends up making a mess, rather than helping to clean one. All white bathrooms and oversized tubs were both fairly popular until recently, but a new focus on color in the bathroom, as well as a more minimal look for the room have put the focus elsewhere, with 29% and 24% of experts feeling they're on their way out, respectively.

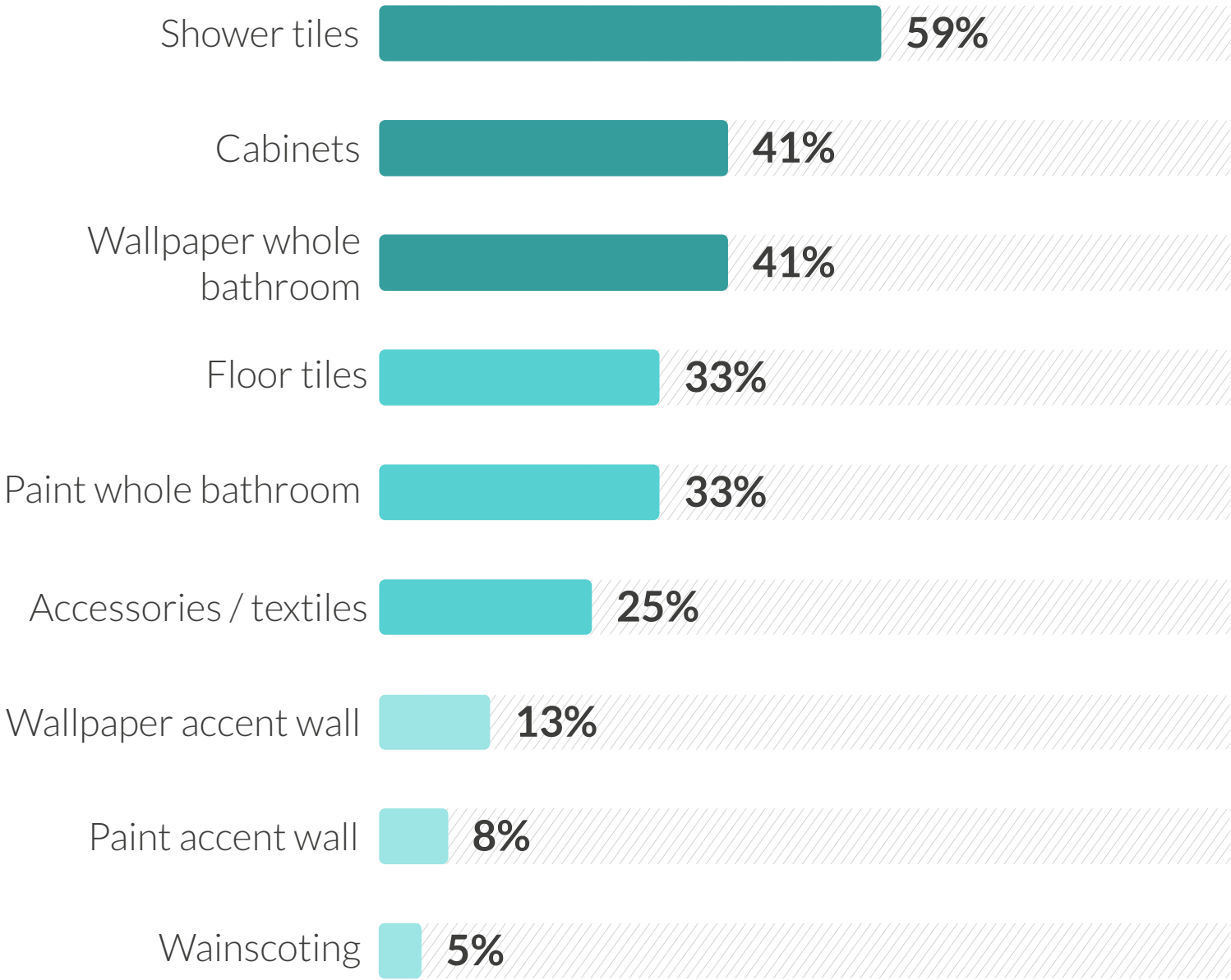
Glossy tiles and chandeliers in the bathroom both contrast with new trends toward natural materials and a minimal design, while circle mirrors, subway tile, and multiple shower heads round out the list of trends experts believe will be fading soon.



## Shower Tiles Is Where We'll Most See New Colors Incorporated

Color in the bathroom is predicted to be more popular this year. And 59% of experts think that it will be the most popular when used in the shower with **shower tiles**. Showers are often the focus of the bathroom, particularly when enclosed in glass. Many people like to include something nicer or dressier in this area than in the rest of the bathroom, so it makes sense that this would be where color would be found first.

What will be the most popular way to incorporate new colors into bathrooms in 2023?





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Cabinets and wallpaper for the whole bathroom will also be popular according to 41% of experts. Cabinet color is a fun way to create a small focal point and draw the eye. Meanwhile, wallpaper is becoming more popular throughout the home, and is a great way to include some color and pattern in a room at the same time. Because most wallpaper isn't solid, it gives you plenty of accent colors to pull from for towels and other accessories.

33% of experts think that both floor tiles and painting the whole room will also be popular ways to include color. The bathroom floor is a small area in most spaces, so it can make a fun way to include color in a more unexpected way, particularly if you want to use things like black fixtures elsewhere or go minimal everywhere else. And painting the walls is always a classic way to add color, as it's easily changed out later without disturbing the rest of the space.

Other ways to include color in the bathroom are to use it on textiles and accessories, paint or wallpaper an accent wall, or to use it on wainscoting.

*“I think we'll see a rising trend of terrazzo incorporated into bathroom floors and walls going into 2023. Not only does it come in a wide variety of colors and styles, it will add a major statement to your bathroom aesthetic.”*



**Margie Kaercher, Hearth and Honey Homes**





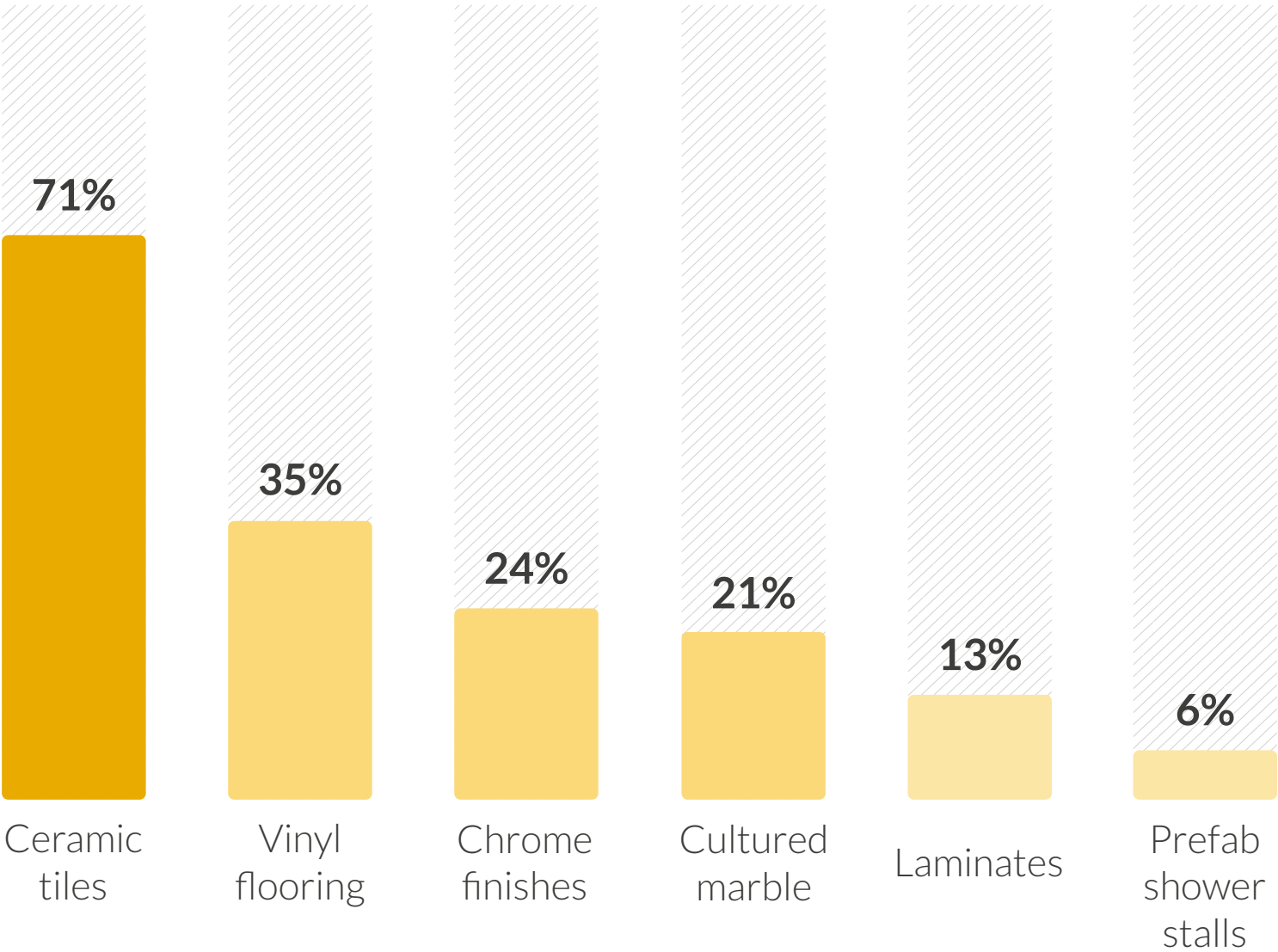
## Affordable Materials and Priority Features in 2023



# Ceramic Tiles By Far Most In-Demand Affordable Material

With costs rising, many homeowners may want to look for more affordable materials in the bathroom to help keep costs down. 71% of experts agree that **ceramic tiles** are the most popular material to help do that. Ceramic tile can be used on the **floors**, walls, and **shower** of the bathroom. And if you choose basic, machine made tile, it can cost as low as \$1 a square foot. Even ceramic tile that can come in different colors or shapes can be found for under \$5 a square foot, which can let you capture some other trends without having to break the bank.

What are the most popular affordable material alternatives?





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**Vinyl flooring** will also be a popular option according to 35% of experts. Vinyl flooring is very affordable and waterproof, it can also mimic the look of wood or stone, so it can also help capture trends in the bathroom for less.

Chrome finishes on faucets and accessories will also be on-trend, according to 24% of experts. Chrome is the default metal finish and is therefore an affordable choice for the faucet, showerhead, and other metals in the bathroom. Chrome is also easy to clean and care for, and by choosing chrome, you can upgrade to a more stylish faucet than might be affordable in another finish.

Other popular materials that can make a renovation more affordable include cultured marble, which can be used on vanities and in showers, laminates, which may be a good choice for powder rooms, and prefab shower stalls, which can cut the cost of a new shower.

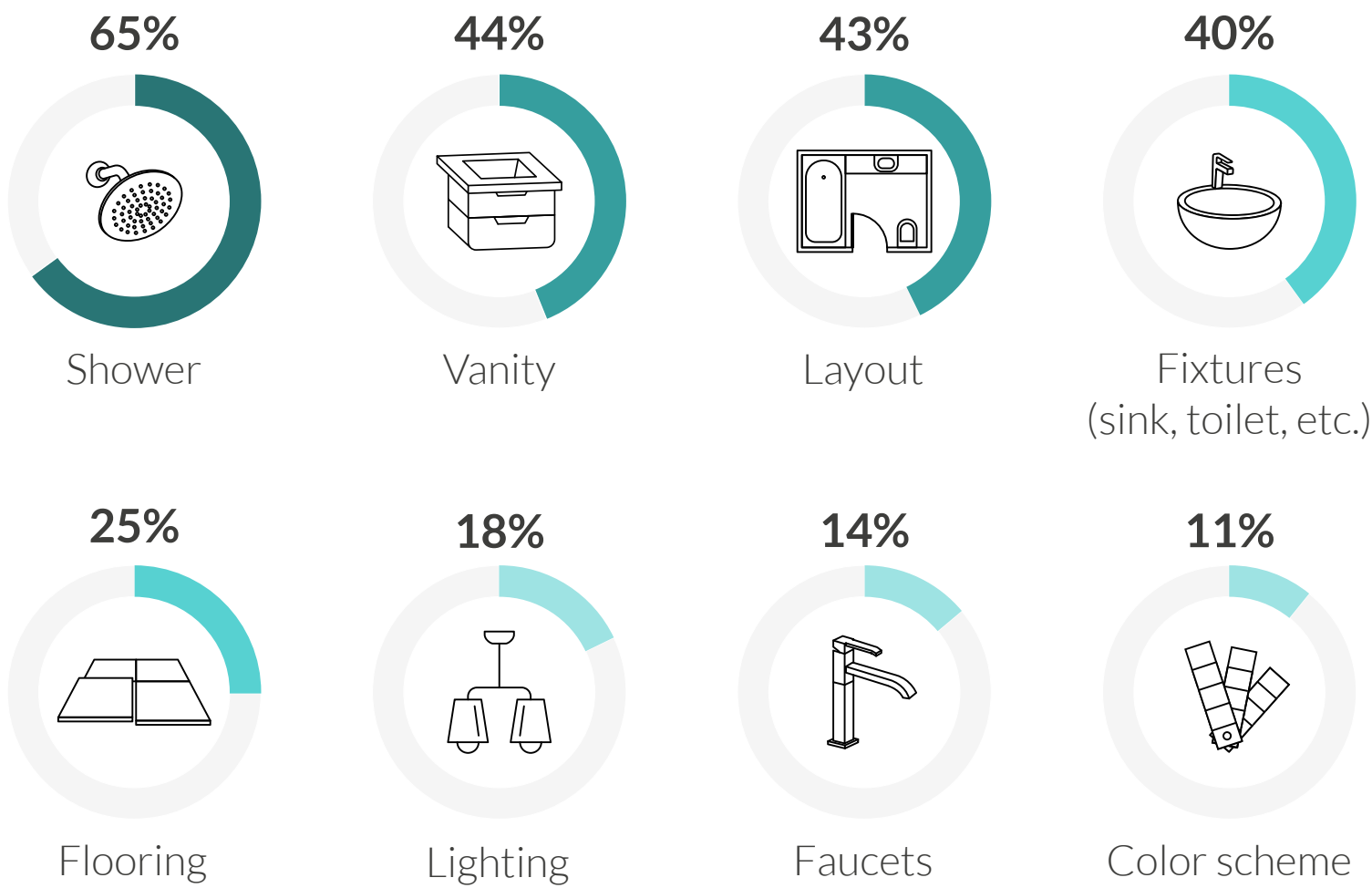


# Showers Are Homeowners' Priority Upgrade

The bathroom has many different areas that could be updated during a remodel. 65% of experts think that the **shower** will be the biggest priority for homeowners when it comes to most remodels. The **shower** is a big part of the bathroom's function. It's also an area that gets a lot of attention visually, and is one area that is most likely to develop issues with water damage and mold, which often puts it at the top of many people's remodel lists.

44% believe that the vanity is the biggest priority. Vanities also impact the bathroom in a big way. They help you organize the space and can enhance the function of the room. They're also front and center in the design and can set the stage for the style of the bathroom. The layout comes next with 43% of experts agreeing that it will be a priority for homeowners. Layout plays a big role in function, and in many cases can also help enhance a minimalist design when done right. A bathroom that needs to serve more than one person at a time will also have to be laid out for this accommodation to be successful.

Which feature will be the biggest priority for homeowners to upgrade in 2023?





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40% of experts think that updating the fixtures will be the biggest priority. This is another big part of the room's function. Your sink, toilet, tub, bidet, and other fixtures are how you interact with the bathroom. If they're out of date, wasting water, or the wrong size or shape for the room, they can drag down the whole design.

Other priorities may include the flooring, lighting, faucets, and the color scheme of the space. Many of these things need to be updated when you change other things, so they tend to be less of a priority overall.

*“ I think we'll see less shower curbs and more showers and tubs integrated into the same drain area. ”*



**Michelle Cortizo**, Michelle Cortizo Interiors



Image: Lori Dennis

## What the Experts Say



“Bathrooms have become spaces to meditate and reflect, a place to charge one’s energy and center oneself before meeting the busy and heavy demands of work and family. They have become an oasis. ”



**Deborah DiMare**, DiMare Design

“At the moment, bathroom design is following a sophisticated design direction. It’s all about stone and fine materials, but with a modern twist. It is likely that we will see an increase in investments in bathroom fixtures and fittings in 2023. The daily grind demands that people feel pampered. ”



**Nicole White**, Nicole White Designs Interiors

“Bathrooms are such personal spaces. I think it’s more likely we’ll see people starting to embrace more of those bold trends in the bathroom before they do so in other rooms. ”



**Sarabeth Asaff South**, Fixr.com

# Expert Contributors

**ALENE WORKMAN**  
**President & Principal Designer,**  
Alene Workman Interior Design, Inc

Alene is the President and Founder of Alene Workman Interior Design. With more than 25 years of experience, Alene leads a multi-award winning firm. She specializes in full-service interior design for both new builds and remodels.

**ALICE DECKER**  
**Owner,**  
Decker8 Designs

Alice is the owner of Decker 8 Designs. A passionate designer, Alice stages homes across Oklahoma territory. Her company offers an array of design and staging services at affordable prices.

**ALLY WHALEN**  
**Owner,**  
Ally Whalen Design

Ally is an award-winning luxury interior designer, and Owner of Ally Whalen Design. She has offices in both Florida and South Carolina, and she focuses on creating comfortable “livable” spaces for her clients. She has been featured in multiple publications and is a 15-time Best of Houzz award winner.

**AMY LAU**  
**Owner,**  
Amy Lau Design

Amy is Owner of Amy Lau Design, an interior design firm located in New York City. The interior spaces she creates are known for their warmth, expressiveness and attention to detail. Her aesthetic embraces both art and design, where each space is enlivened with dynamic mixes of vintage, contemporary, and site-specific pieces.

**AMY NELSON**  
**Owner,**  
Home Transformations Staging and Redesign

Amy from Home Transformations Staging and Redesign, located North of Pittsburg, is a specialist in her field. She offers vacant, redesign and occupied services, and the latter even from remote, all while keeping in mind the psychology of space and color.

**ANNA GIBSON**  
**Owner & Chief Designer,**  
AKG Design Studio

Anna is Chief Designer and Owner of AKG Design Studio, LLC. This luxury kitchen and bathroom design firm is located in Virginia. They have won the Best of Houzz for services two years running and have an impressive portfolio of completed designs.

**ANTHEA CLICK**  
**Owner and President,**  
Fresh Perspectives

Anthea is the president and co-founder of FP Staging and Design. A former realtor, she lends a unique perspective to staging homes, helping people find buyers for luxury homes.

**ARIANA LOVATO**  
**Owner & Principal Designer,**  
Honeycomb Home Design, LLC

Based in central California, Ariana is an interior designer and owner of Honeycomb Home Design. Ariana also works with the NKBA as an associate kitchen and bath designer.

**BIRGIT ANICH**  
**President & Founder,**  
BA Staging & Interiors

Birgit is the founder and principal designer at BA Staging and Interiors. Birgit leads a premier styling company whose focus is providing homes with a modern lifestyle appearance to help them sell faster and for more money.

**BRITTANY HAKIMFAR**  
**Founder,**  
Far Studio

With a major in interior design from George Washington University, Brittany worked for Mark Cunningham and Waldo Fernandez, before starting her own company. At Far Studio, she designs each space with a thoughtful approach using a harmonic mix of natural materials and textures.

**BRUCE BIERMAN**  
**Owner,**  
Bruce Bierman Design

Bruce is the Owner and Principal of his firm Bruce Bierman Design. Bruce’s background lies in architecture and fine arts. His design projects enjoy the unique perspective of practicality combined with high-quality aesthetics.

**CHELSIE BUTLER**  
**Executive Editor,**  
Kitchen & Bath Business Magazine

Chelsie is the Executive Editor of Kitchen & Bath Business magazine. The magazine provides innovative ideas to kitchen and bath professionals and also features the latest trends, installations, and products.

**CHERYL KEES CLENDENON**  
**Owner,**  
In Detail Interiors

Cheryl is the Owner and Lead Designer at In Detail Interiors, a nationally recognized, award-winning interior design firm. Cheryl specializes in new construction, renovations, and remodels and assists with space planning and kitchen and bath remodels.

**CHRISTOPHER CHARLES EVANS**  
**Owner & Principal Designer,**  
ChristopherCharles Interiors and IndigoRED

Christopher is the Owner and Principal Designer for ChristopherCharles Interiors and IndigoRED, LLC, a company that specializes in turnkey new build designs, renovations and remodels. He is a talented and innovative designer and professional organizer with over 10 years of design experience.

**CRISTINA LEHMAN**  
**Owner & Principal Designer,**  
C.LehmanHome

Owner and Principal Designer at C.LehmanHome, Cristina Lehman is a California based interior designer whose designs center around functionality and purpose whilst creating a warm and modern home with a sprinkling of eclectic features.

**DAHLIA MAHMOOD**  
**Owner,**  
Dahlia Design, LLC

Dahlia is the President and Founder of Dahlia Design, LLC, a DC-based firm. Dahlia is an award-winning designer who works on an international level. Her designs blend elegance with simplicity for timeless style.

**DANIELLE COLDING**  
**Founder,**  
Danielle Colding Design

Danielle is the Founder of Danielle Colding Design, a full-service interior design firm based in New York City. Classic elegant spaces with comfortable, layered eclectic charm are hallmarks of dcdny’s work. With an eye to tradition, yet still open to the inventiveness of the future, the goal is to design environments that feel like they have evolved over time.

**DEBORAH DIMARE**  
**Founder,**  
DiMare Design

Deborah is a renowned interior design consultant, author, educator and pioneer of the ethical/wellness design movement. Her company, DiMare Design, is the only 100% cruelty-free design consulting firm specializing in the creation of organic, optimal spaces, and sourcing vegan textiles and sustainable furniture that bear zero-to-low toxins.

**ELLEN KENNON**  
**Owner,**  
Ellen Kennon

Ellen, Owner of her own design firm, located in St. Francisville, LA, and the creator of a line of Full Spectrum Paints. Her firm and custom line of paints have both been featured in Architectural Digest, House Beautiful, and The New York Times, among other leading publications. In addition to her paint line, Ellen offers a collection of custom furniture for homes and gardens.

**ERIKA HOLLINSHEAD WARD**  
**Owner & Principal Designer,**  
Erika Ward Interiors

Erica is the Principal Designer and Owner of Erika Ward Interiors. She has a strong foundation in business finance, plus over a decade of design experience. Her commitment to timeless interiors, lifestyle, and wellness has positioned her to be sought after by both brands and consumers.

**GARRISON HULLINGER**  
**Principal,**  
Garrison Hullinger Interior Design, Inc.

Garrison is the Principal at Garrison Hullinger Interior Design, Inc. This Portland-based firm specializes in luxury remodels and additions with extreme attention to detail. With more than 15 years of experience, he specializes in client-centered design that balances beauty and warmth with comfort and functionality.



**GLORIBELL LEBRON**  
**CEO & Principal Designer,**  
G. Lebron Interiors

Gloribell is the CEO and Principal Designer at G. Lebron Interiors. Her projects involve new ways of creating comforting atmospheres in spaces. Gloribell’s work can be described as modern, organic, and unique.

**HELEN BARTLETT**  
**Owner,**  
Refined Interior Staging Solutions

Helen is a home stager and stylist with Refined Interior Staging Solutions. Helen offers expert insights into luxury home design and focuses on the architecture of the home when styling to get the most impact.

**JACOB LAWS**  
**Owner,**  
Jacob Laws Interior Design

Jacob is the Principal and CEO of Jacob Laws Interior Design, a full-service firm based in St. Louis, MO. He has appeared in Vogue, At Home, and Ladue News. Jacob’s brand can be characterized as easy glamor, classic with a modern edge, and clean-cut with impossibly sophisticated style.

**JANE TUCKER**  
**Owner,**  
Jane Tucker Interiors

Jane from Jane Tucker Interiors has the analytical skills to offer her clients a strategic home staging process, home styling consultation or complete room redesign, all while putting her clients’ wishes in focus.

**JEANNE K. CHUNG**  
**Interior Designer,**  
Founder, & Editor, Cozy•Stylish•Chic

Jeanne is a luxury interior designer at Cozy•Stylish•Chic, based in Southern California. Her mix of vast knowledge of historical styles and experience in modern design allow her to combine ideas to create unique and exciting projects.

**JENNIFER GAINER**  
**Founder,**  
Jenron Designs

Jennifer is the Founder and a designer at Jenron Designs, together with her husband, Ron. Jennifer is a special event floral designer by trade, and a graduate of interior design. Jennifer’s work has been published several times in the Knot Magazine and Points North Magazine, and she has received several blog awards.

**JESSICA LOVE**  
**Principal Interior Designer,**  
Urbane Design Studios

Jessica is the Principal Interior Designer at Urbane Design Studios in Austin, TX. She just launched her own 501c3 called Design Changes Lives, whose mission is to design spaces for children to build confidence, empower, and improve the quality of their lives.

**KAREN OTTO**  
**Chief Staging Officer,**  
Home Star Staging

Karen is the chief staging officer at Home Star Staging. Karen is constantly at the forefront of interior design, aiming to reduce the time it takes to sell a home through home staging.

**KERRIE KELLY**  
**Owner,**  
Kerrie Kelly Design Lab

Kerrie is the Owner of Kerrie Kelly Design Lab, based in Sacramento, CA. Kerrie offers exceptional interior and exterior design services for model homes, large renovations, and new construction projects.

**KERRIE REID**  
**Owner,**  
Elite Design & Home Staging

Kerrie is the owner of Elite Design & Home Staging, based in Pittsburgh. Her Vacation Home Staging skills have won her several awards and qualify her to offer a training program and author a book.

**KRISTIE BARNETT**  
**Owner,**  
The Decorologist

Kristie is the founder of The Decorologist, a publication on home design and interiors. Kristie is also an interior design and paint color consultant in Nashville, TN.

**LAURA MEDICUS**  
**Owner,**  
Laura Medicus Interiors

Laura is the Owner of Laura Medicus Interiors. She specializes in home renovation and remodeling. Laura helps homeowners adapt and develop their homes, reflecting the personality of each individual.

**LAURA MULLER**  
**Founder & Principal Designer,**  
Four Point Design Build, Inc

Laura is the Founder and Principal Designer of Four Point Design Build. Her designs are timeless and classic, and her mission is to deliver elegant, organized and deeply personalized spaces her clients will feel deeply connected to.

**LEE CAVANAUGH**  
**Design Partner,**  
Cullman & Kravis Inc.

Laura is the Founder and Principal Designer of Four Point Design Build. Her designs are timeless and classic, and her mission is to deliver elegant, organized and deeply personalized spaces her clients will feel deeply connected to.

**LESLIE CAROTHERS**  
**Founder,**  
Savour Partnership

Leslie is the Principal of Savour Partnership, a premier digital marketing agency for interior designers. She has had 30 years of experience in the home furnishings and interior design sector. She was named by Home Furnishing News Magazine as one of the Top 40 Most Inspiring Women In Home.

**LINDA HOLT**  
**Owner,**  
Linda Holt Creative

Linda is a certified Color and Interior Decorating Consultant at Linda Holt Creative. As well as teaching smartphone photography, Linda helps people get the best out of their homes by making the best design choices.

**LINDA MERRILL**  
**Interior Designer,**  
Linda Merrill Decorative Surroundings

Linda is the Owner and Designer at Linda Merrill Decorative Surroundings. She is an award-winning designer and decorator from Massachusetts. Linda offers both in-person full-service design as well as custom virtual design.

**LISA BASHAM**  
**Founder,**  
Helpful Home Staging & Design

Lisa is the CEO and founder of Helpful Home Staging & Design. Lisa’s mission is to stage homes that are customized and unique for each property, while constantly being aware of what homebuyers want.

**LORI DENNIS**  
**Owner,**  
Lori Dennis Inc

The Founder of an award-winning, interior architecture firm specializing in sustainability, Lori has been recognized by industry titans like American Express, Verizon, Volvo, Lamps Plus and Viking as an expert in luxury, wellness and balanced living.

**M. GRACE SIELAFF**  
**Managing Principal,**  
M. Grace Interior Design

M. Grace is the Principal Designer for M. Grace Designs, an award-winning firm that takes on a broad range of projects and designs. They specialize in residential and commercial interiors and work to include sustainability in their designs.

**MARCIA MOORE**  
**Owner,**  
Marcia Moore Design

Marcia is the owner and creative director of Marcia Moore Design, an interior design studio located in Clayton, Missouri. Marcia is known for creating inviting, delightful and livable spaces. Her aesthetic is original, yet timeless; edgy yet sophisticated; modern, yet classic.

**MARGIE KAERCHER**  
**Founder,**  
Hearth and Honey Homes

Margie is founder and lead designer of Hearth and Honey Homes, based in Florida. She offers to help with the interior design of new build and renovation projects, redesign of houses and setting up vacation rentals.

**MARK CUTLER & NICHOLE SCHULZE**  
**Founders,**  
cutlerschulze

Designers Mark Cutler and Nichole Schulze have a combined 40 years of experience in creating dynamic residential and commercial spaces that respect the surrounding architecture and landscape. They have completed projects in the United States, Australia, Indonesia, Singapore and the Middle East among others on three different continents.

**MARSHALL ERB**  
**Principal,**  
Marshall Erb Design Inc

Marshall is the Principal Designer at Marshall Erb Design, an award-winning Chicago-based design firm. Marshall specializes in creating unique interiors that match his clients’ personalities and ways of living.

**MICHELLE CORTIZO**  
**Owner,**  
Cortizo Interiors

Michelle is the Owner of Cortizo Interiors, a full-service design firm located in Trumbull, CT. In business since 2000, Michelle and her team have created spaces that enhance her clients' lifestyles. She and her designs have been featured in leading publications like House Beautiful and Architectural Digest, and she is a Prism award recipient.

**MINOL SHAMREEN**  
**Founder,**  
Studio M Designs

Minol is the Founder and Creative Director of Studio M Designs, a firm based in the Greater Austin Metro area in Texas. Through her work she enjoys bringing her client's personality to light. The firm offers services in home staging, interior design and for home builders.

**NICOLE WHITE**  
**CEO & Principal Designer,**  
Nicole White Designs Interiors

Nicole White Designs Interiors is an award-winning and nationally published interior design firm. Recently voted among the Top 25 Interior Design Firms, and among the ten emerging designers to watch by the Black Interior Designers Network, Nicole and her team are dedicated to transforming the spaces and lives of our clients homes and businesses.

**RACHEL MORIARTY**  
**CEO & Principal Interior Designer,**  
Rachel Moriarty Interiors

Rachel is an interior designer at Rachel Moriarty Interiors, based in Southern California. Influenced by her location, her signature style is Colorfully Coastal. Her designs cater to the individuality of each of her clients.

**ROBIN DECAPUA**  
**Owner,**  
Madison Modern Home

Robin is the owner of Madison Modern Home. The L.A.-based firm specializes in bringing color and energy to places that still feel like homes, while being inspired on what type of house they are doing the staging or designing for and following trends that are meant to stay.

**ROSE DOSTAL**  
**Founder,**  
RMD Designs LLC

Rose is the Owner and Principal at RMD Designs. This full-service design firm handles interiors and kitchen and bathroom design. This gives clients doing entire house renovations the chance to use one designer throughout the process. Rose is a licensed architect and regularly participates in professional education and discussion that furthers her ability to keep up with current design trends.

**RYAN SAGHIAN**  
**Founder,**  
Ryan Saghian Interiors

Ryan is the Founder of Ryan Saghian Interiors. Recognized as one of this era's most prominent talents, Ryan has become the go-to designer for discerning clientele and celebrities alike, who revere his raw yet refined sensibilities. He's the youngest designer to be named amongst the International Top 100 list of the world's leading interior designers by LuxDeco and has become a social media sensation.

**SARABETH ASAFF SOUTH**  
**Home Improvement Expert,**  
Fixr.com

Sarabeth is a home improvement expert and writer for Fixr.com. A former kitchen and bath designer, Sarabeth works to help others gain better insights into the home and garden industry so that they can make better decisions for their homes.

**SHIVANI VYAS**  
**Owner & Founder,**  
Studio Vyas

Shivani Vyas is the Owner and Designer behind Studio Vyas. She's always happy to give people the tools and guidance necessary to make the best design decisions for their homes. She specializes in creating traditional, timeless spaces that never tire. Whether her clients are craving an instant update or dreaming of a whole new look for every room in the house, she's always ready to help pull it all together.

**SUZANNE LASKY**  
**Owner,**  
S Interior Design

Suzanne is the Principal Designer and Owner of S Interior Design, based in Scottsdale, AZ. A Best of Houzz winner in Design and Service since 2015, Suzanne's residential and commercial design expertise speaks for itself.

**TAMRA PFEIFER**  
**Owner,**  
Set the Stage Interiors

Tamra is the owner of Set the Stage Interiors, based in the DFW area. The firm offers home staging, redesign, interior decorating and holiday decorating services, always with the goal in mind that people should be in love with their homes.

**TERRY MAINORD**  
**Owner,**  
Terry Mainord Design

Terry's years of experience in prop styling have equipped her with the skills to successfully stage and decorate homes in Brooklyn, NY. Her firm, Terry Mainord Design, has received several awards, including two International Home Staging Awards in the year 2022.

**TIFFANY BROOKS**  
**Owner & Interior Designer,**  
Tiffany Brooks Interiors + Design

Tiffany is the Owner, Principal and Lead Interior Designer of Tiffany Brooks Interiors + Design. Her firm offers services in the northern suburbs of Chicago, and various other areas for its celebrity clientele. Tiffany is known as the host and lead interior designer of HGTV's series Smart Home.

**TIM & JACKIE SANTOS**  
**Owners & Interior Designers,**  
Scottsdale Interior Design Group & Prescott Interior Design Group

Jackie and Tim are the Owners of Scottsdale Interior Design Group of Scottsdale, AZ. Jackie, Tim, and their team won first place in the ASID 2019 Design Excellence Awards in the category of Permanent Fixture and Honorable Mention in the category of Millwork.

**VICENTE WOLF**  
**Owner,**  
Vicente Wolf Associates Inc

Vicente is the Owner of NYC-based Vicente Wolf Associates. He is famous for his elegant aesthetic. His designs incorporate globally-sourced artifacts and authentic furnishings with modern touch. Vincente received many prestigious honors including listings as an AD 100, NY Spaces Top 50 Designer, Elle Décor's A-List, and House Beautiful magazine's 10 most influential designers.

**WANDA SUITT-HORTON**  
**Owner,**  
Wanda S. Horton Interior Design

Wanda is the Founder and Principal Designer at Wanda S. Horton Interior Design. Wanda believes that excellent design comes from a balance between beauty and order. Her designs bring a more up-to-date style to traditional looks.

**WENDY YATES**  
**Founder,**  
Abigail-Elise Design Studio

Wendy is the Creative Director and Founder of Abigail-Elise Design Studio (AE). Wendy's designs shape trends in the industry, and she is nationally recognized for her innovative projects. She works with lifestyle designs, focusing on forward-thinking, progressive, and intentional design ideas.



## About the Author

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**Adam Graham** is a construction industry analyst at Fixr.com. He has experience writing about home construction, interior design, and real estate, and he is constantly searching for news and analyzing trends in the home improvement and decor industry. He communicates with experts and journalists to make sure we provide the most up-to-date and fact-checked information. He has been featured in publications such as Better Homes and Gardens and The Boston Globe, and written for various outlets including the National Association of Realtors, and Insurance News Net Magazine.

## Methodology

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The results featured in this report were taken from a survey that was sent out to 203 top experts in the interior design industry in November 2022, with a 31% response rate. Respondents were asked a mix of open and multiple-choice questions. Some questions allowed for more than one choice as a response. All percentages shown have been rounded to the nearest whole number.

# 2023 BATHROOM Trends Report

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**What are your favorite trends for 2023?**

We would love to know! Share your ideas with us.

