

TZR

(Living)

Insiders Say These Are The Emerging Decor Brands To Know In 2021

Even if you're not an expert in interiors, it's likely you already know about the trending design brands du jour. But what you may not be aware of is the emerging home decor brands — the labels that, while not necessarily new, are just on the cusp of being on everyone's tongue. It's understandable; it's not easy to know about up-and-coming names before everyone else.

However, we're guessing you're probably interested — after all, who doesn't like to be *that* person who always seems to know what's hot before their friends do? Because of that (and the fact that pretty much everyone could use something new to talk about these days), TZR reached out to various experts in the interior design field to get the scoop on which home decor brands you need to know in 2021.

And, spoiler alert: There are a lot. From cool candle labels to playful ceramics studios, the emerging brands interior designers shared with TZR ran the gamut. Some are new, some are old, some are classic, some are fresh, but one thing's for sure: They should all be on your radar immediately.

Ahead, experts spill the brands they're most excited about in the new year — and why you're about to be, too.

Miami-based interior designer Allen Saunders tells TZR that a brand his firm is excited about in 2021 is one that just unveiled a new design center in his own city: ARCA. The brand, which he describes as an "international architectural specification source for stone slab materials, Italian tiles and wood flooring," features a meticulously curated product selection. "Spending time in the sufficiently sized Wynwood [Miami] warehouse showroom is an inspiration in itself," he says. "Hiking the stone slab forest maze, I have found myself mesmerized with infinite design options."

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