JANUARY 21 2025, 10:00 (EST)

PulteGroup Reveals Home Design Trends for 2025

The nation’s largest in-house residential design firm and one of the nation’s largest home builders spotlights lasting design choices that blend functionality, sustainability, and personal style.

What's next in home design? The dedicated design team at PulteGroup Inc. (NYSE: PHM), one of the nation’s largest home builders, today unveiled its 2025 design trends forecast, highlighting an emerging focus on design choices that last. The forecast envisions a 2025 where mixed-era pieces complement statement elements and spaces work harder than ever to meet homeowners’ evolving needs.

Led by National Vice President of Interior Design Angela Nuessle, PulteGroup’s interior design team is responsible for designing and decorating over 450 model homes and 1.4 million square feet of residential space annually. Nuessle has over 20 years of experience designing spaces for all life stages.

"What we're seeing is a thoughtful evolution in home design, where lasting value and a conscious effort to incorporate old and new meet the demand for personalized luxury," Nuessle said. "The era of rapid trend turnover is giving way to more sustainable, intentional choices that reflect cultural shifts and individual needs."

Key 2025 Design Trends:

- The Everything Home - multi-functional, adaptable spaces that meet multiple needs
- Sustainable Luxury - natural materials meet environmental stewardship
- Wellness-Focused Features – intentional choices to connect to the outside
- Statement Elements - lighting, metallics, and custom features

- Mixed-era Blending – celebrating a mix of vintage and modern elements coming together in one cohesive look
- Color Transformations – embracing bold colors and warmer neutrals

The Everything Home Evolution

"Today's homeowners expect their spaces to transition seamlessly between work, wellness, and entertainment," noted Nuessle. Modern designs maximize every square foot, from kitchen islands that serve as gathering spots for dining, homework, and remote work, to flex rooms that adapt to changing needs.

“From a cost standpoint, affordability has never been more of a concern, and ensuring that your home can meet all of your needs and the needs of your extended family is important,” added Nuessle. As more families embrace multi-generational living, thoughtful design solutions like first-floor owner's suites, separate living areas with kitchenettes, and accessible bathrooms allow everyone, but especially extended families to share space comfortably while maintaining independence. PulteGroup’s ALLGEN floorplans will be able to accomplish those needs for a homeowner moving into a new home.

Sustainable Luxury Redefined

Luxury in 2025 isn't just about aesthetics but responsible choices that look stunning. Think striking metallic finishes paired with natural stone or dramatic veining in sustainably sourced materials. These elements prove that elevated design can coexist with environmental consciousness.

"Luxury is being redefined through the lens of responsibility," Nuessle explained. "We're seeing this in the rise of induction cooking, energy-efficient appliances with bold design statements, and natural materials that tell a story of both opulence and consciousness."

Wellness-Focused Features

In 2025, the connection between wellness and design will grow stronger through intentional choices that promote physical and mental well-being. “There is a need to be outside and connect with nature,” said Nuessle. "To answer that calling, we're seeing an increased focus on creating seamless transitions from interior to exterior spaces.” Combined with thoughtful lighting, natural materials, and calming elements, these design choices help homeowners create their sanctuary.

Statement Elements

"Lighting is truly the jewelry of a room," noted Nuessle. "With increasing accessibility at various price points, from plug-in sconces to dramatic island pendants, statement lighting has become a key way to elevate any space." Beyond lighting, custom architectural details and mixed metallics add personality while maintaining lasting appeal.

Mixed-era Blending

The thoughtful combination of vintage and contemporary pieces defines 2025's most sophisticated spaces. "This allows people with different budgets to really curate their homes," Nuessle explained. "Whether you have a heritage classic handed down from grandparents or something modern from a flea market, it's about cohesively blending different eras to create an authentic, personal space."

Color and Material Innovation

The 2025 palette embraces both warming neutrals and bold color statements. “We’re seeing warm whites, oatmeal, and flax tones contrasted with rich, saturated colors like navy, hunter green, and even black,” said Nuessle. Adding that, “This balance of deep, saturated accents paired with warmer neutrals creates spaces that feel both fresh and timeless.”

Color and material design trends for 2025 include:

- Exaggerated graining in natural materials
- Color and pattern drenching
- Custom range hoods and statement stones in the kitchen
- Rich earthy neutral color stories that balance deep saturated accent colors
- Celebration of hand-made and artisan-inspired makers marks on furniture and home décor

Bringing Trends Home

PulteGroup's dedicated design experts work with homebuyers to incorporate these trends to reflect individual styles and needs. "Our design studios offer hands-on experience with the latest materials and finishes," said Nuessle. "We guide buyers through personalizing their spaces while ensuring their choices will remain fresh and functional for years to come."

"The home is no longer just a place to live – it's a reflection of our values, our response to global challenges, and our vision for the future," concluded Nuessle. "These thoughtfully curated trends will shape how families live, work, and thrive in their homes for years to come."

For design inspiration and trend visualization, visit https://youtu.be/dzupZnhkMSY

About PulteGroup

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in more than 45 markets throughout the country. Through its brand portfolio that includes Pulte Homes, Centex, 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's purpose is building incredible places where people can live their dreams.

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

Contact details

Ally Boyle
Manager, Corporate Communications
alexandra.boyle@pultegroup.com
404-464-9060

Copy link

https://newsroom.pultegroupinc.com/270608-pultegroup-reveals-home-design-trends-for-2025/