

Tile Is BACK—and More Creative and Fun Than Ever, According to Experts

Sixteen inspiration-sparking ideas straight from the experts.

BY KATE MCGREGOR | PUBLISHED: MAY 15, 2025

From marble and concrete to zellige and subway, there are limitless possibilities when it comes to tile. While the material's popularity has waxed and waned over the years, we're currently entering a tile renaissance. No longer limited to just your floors or shower stalls, tile is covering everything from side tables to skylights, drenching bathrooms and kitchens in a glossy new light. "Clients aren't defaulting to the standard white subway tile anymore," says interior designer Sarah Stacey. "There's a lot more interest in making intentional, expressive choices with tile now, whether it's through color, pattern, or texture. People are much more willing to take creative risks than they were even a few years ago."

Interestingly enough, the biggest tile trend of the season is being anti-trend. Personality and joy-driven interiors are being prioritized instead of property value and neutral finishes. "Clients are less interested in safe, resale-driven choices and more open to statement moments," says interior designer Michelle Murphy of DEMI RYAN. "They want spaces that reflect *them*, not just trends—a dramatic shower wall, patterned floors, or jewel-box powder rooms."

Whether your aesthetic leans more towards color-drenching or pattern mixing, there's a creative use of tile just begging to be a part of your next renovation or remodel. Below, 16 top experts reveal the tile trends they're most excited about right now—alongside images showing how they used them to stunning advantage.



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Subtle Textures

“Earthy, sun-faded tones, like terracotta, muted sage, and chalky whites, are at the top of my list for this season. I’m also loving dimensional, sculpted tiles that add texture and warmth. They have a subtle mid-century edge that feels both nostalgic and modern. Clients are so much braver, mixing materials, playing with pattern and color, and treating bathrooms like real design moments, not just utility spaces. It’s about personality now, not just practicality.” —Olivia Botrie, **Creative Director of Dart Studio**